

# SUCCESS

## PROFILES MAGAZINE



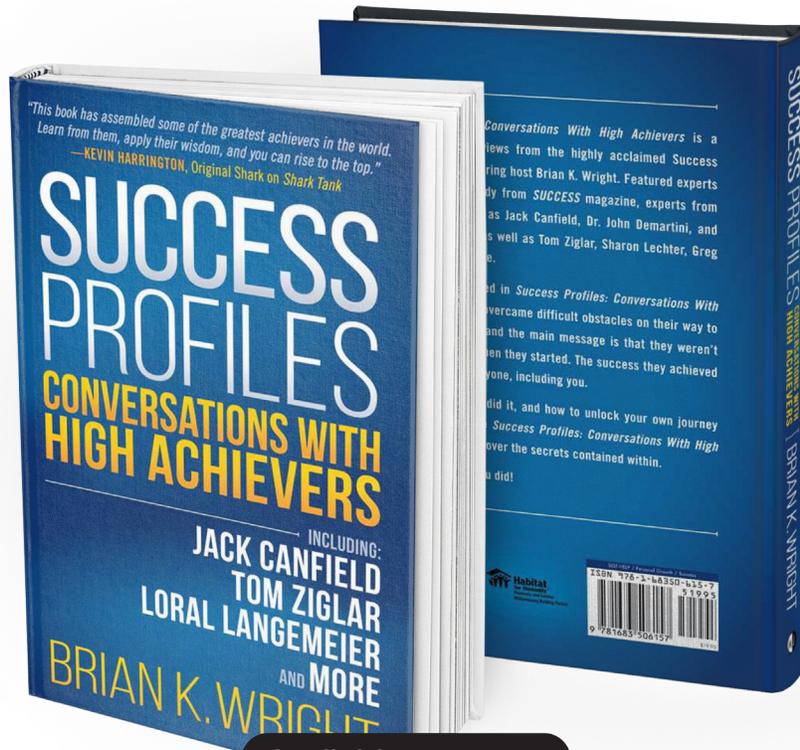
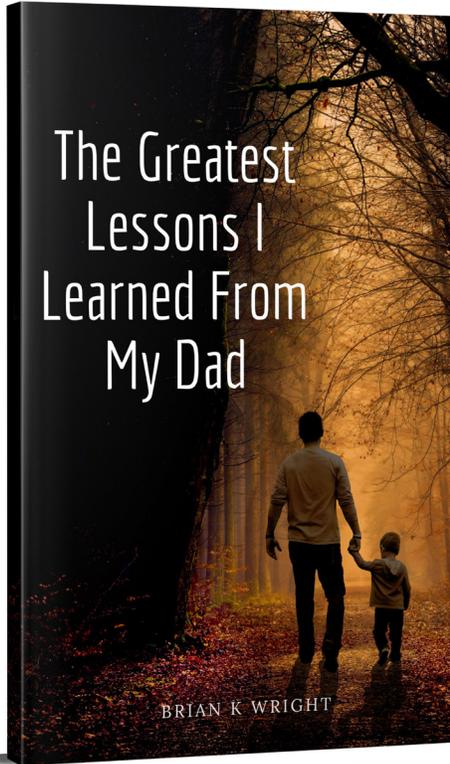
# It's Always Darkest Before The Dawn

8 Things You Need To  
Know in 2022

*by Brian K. Wright*

You Already Have  
Everything You Need

*by Steve Gamlin*



Available at  
**amazon**

## NOTES FROM THE PUBLISHER

by Brian K Wright

Welcome to the four-year anniversary issue of *Success Profiles Magazine*!

It has been an awesome ride so far. I am honored that you have been on this journey with us. It will get even better from here!

You may be wondering why there is a photo of an eclipse on the front cover this month.

As some of you know, my dad passed away in February this year. He loved photography, and this is a picture he took in Oregon a few years ago when this eclipse happened. It's a way to honor his memory.

In addition, my latest book dropped this month and it's called *The Greatest Lessons I Learned From My Dad*. It has been getting a lot of great feedback, and if you haven't read it yet, you can pick it up on Amazon.

I can't wait to share this month's issue with you!

First, I share eight things you need to know in 2022. The feature article is a compilation of the best questions and answers that were asked in this magazine over the last 12 months. The wisdom that was shared is timeless. Many of the questions revolve around building and keeping wealth, as well as fitness, building a business, and much more.

Then, Steve Gamlin reminds us that we already have everything we need to succeed. On those moments where we feel "less



than", his article is a terrific reminder that you are enough and then some.

Then, I provide a preview from my new book—specifically, a chapter about the importance of honoring your commitments.

Other articles in this month's issue include discussions about the relationship between success and mindset, creating irresistible sales offers, ways to increase the credit

limits, emotional IQ, and much more!

I hope you enjoy reading this as much as I enjoyed putting it together.

Let's dive in!

All the best,  
Brian K. Wright  
**Publisher, Success Profiles Magazine**  
**Host, Success Profiles Radio**

# THE ELITE EIGHT THINGS YOU NEED TO KNOW IN 2022

By Brian K Wright

In this month's issue, we will feature the top eight questions that were asked this past year in *Success Profiles Magazine*—things that you need to know going forward in 2022.

Let's begin!



## Jeff Timmons, 98 Degrees

**Brian:** It seems like blowing up in any industry is a combination of talent and marketing. Do you think talent is more important than marketing, or do you think it's the other way around?

**Jeff:** Having been in a very well-marketed group and having been not well-marketed at the beginning of it, seeing both sides of the coin, I think it's a little bit of both. I think one of the other factors is hard work. I've come across people who are much more talented and gifted than we were, but we worked way harder. We didn't expect that any of it would come to us, so we had to go out there and get it.

We had the talent and we were

working hard, but our record label, Motown, wanted to hide our pictures. At first, they wanted people to think we were an urban group. So, they didn't put our pictures on anything and they discouraged the marketing department showing visuals of us. And while we had a hit song on the radio, nobody knew who we were.

And then the next day, a new regime came into the label and the guy said, "There's the Backstreet Boys and NSYNC out there. And these guys are just as good if not better, vocally. They've got great material, but we need to put their pictures on everything." And then overnight, we got on shows like TRL, MTV, and Disney. We couldn't get out of our cars or houses after that. So, I absolutely see the marketing aspect of it. Unfortunately, I think talent is second or third on the totem pole with regards to success. Marketing is definitely number one and having the resources to get yourself out there. Then hard work and work ethic that goes along with that.



## Dr. Greg Reid, *Wealth Made Easy*

**Brian:** How did you get the idea for your book, *Wealth Made Easy*?

**Greg:** From being broke. A good author writes about what they need help with most. I realized that when I was going through a divorce with my lovely former wife, Allyn — and by the way, I've got that coolest ex-wife ever. She's a great co-parent. What was happening is we were splitting everything up and it was really amicable. And I kept thinking, we should have more than this. We worked so hard. And then I realized my books were all based on don't quit, perseverance, and positive attitude, but they weren't on wealth building. So, I called my first billionaire friend and said, "Will you teach me how you get wealthy?" And he said, "Absolutely." I said, "Why?" And he says, "Because nobody ever asked." I said, "Why?" He told me, "Everyone's counting all the money in my inheritance and I'm still alive, but no one asked me how I did it." He introduced me to some of his friends and it kept going. I had an opportunity to sit down with some of the most amazing humans on this planet, and they simplified their wealth hack of exactly how they did it.



## Cody Sperber, *Clever Investor*

**Brian:** Is real estate the safest place to put money right now?

**Cody:** I think it's one of them. Everybody's geeking out on Bitcoin, and you can make money in other assets and stocks. But real estate is a tangible asset and you don't have to go big. I'm not talking about buying a 100-unit apartment complex on day one. Let's say you need a place to live, but instead of buying a regular house, you buy a duplex. You live in one and you rent out the other side which offsets your cost of living. You can get started in real estate in a lot of creative ways. So, yes, I absolutely think it's the best asset to start with. If you want to get off the ground, rent where you live and own what you rent. Create cashflow, don't buy the fancy cars. Instead, sacrifice and play the long game and say, "If I kicked butt for 10 years in real estate and get as much cashflow as possible, I could build a financial wall around me and my family. And it doesn't matter who the President is, where prices go, or if gas goes up or down. You've built the generational foundation to win the money game.



**Chris Naugle, The Money Multiplier**

**Brian:** In your book, *Mapping Out The Millionaire Mystery*, you talk about the money multiplier. Tell us

about that.

**Chris:** The money multiplier is nothing more than the process of taking back control of your money using a 200-year-old strategy used by the wealthiest— the Rothschilds, the Rockefellers, Walt Disney, Ray Kroc, and I could keep going on. But they figured out that they needed to be in control of their money. They needed to empower and embody what's called compound interest. Albert Einstein called it the eighth wonder of the world, the most powerful thing in the universe. He said those that understand it, earn it. Those that don't, pay it.

So, these individuals that I mentioned figured out how to earn it. But they figured out how to park their money somewhere (and it's not a bank), and that one place they decided to put their money is somewhere that will continue to pay them uninterrupted compound interest even if they take the money out.

In other words, if you put money in your traditional bank like you do today then took all the money out three days later, the bank would stop paying you interest. That's how banks operate. When banks have your money, they make money on your money.

These wealthy individuals asked themselves, "Who can we use to do our banking? Who can we build a banking system with?" Well, back in their days, the Rothschilds and the Rockefellers found that the strongest place to put their money wasn't banks, they were giant insurance companies. They needed to figure out how to build a banking system using these ancient insurance companies. And they created that banking system using a product

that almost everyone will know, but not understand. And that is whole life insurance from a mutually owned company that pays dividends.

Most people think that all whole life insurance is the same, but I'm not talking about regular whole life—not the one you walk into the insurance store and buy off the shelf. I'm talking about a very specially designed and engineered whole life that is designed and built for banking. And the people that don't believe me can Google BOLI. It stands for Bank Owned Life Insurance, because the number one purchaser of these whole life policies is none other than the banks themselves. They own more whole life than they own in land and buildings combined.

Most people would ask, "Why do they do that?" Well, they know something we don't know. And that's where the story begins.



**Vince Del Monte, Fitness Trainer/7-Figure Mastermind**

**Brian:** A lot of people focus on the gym to get fit, but nutrition is just as important if not more so, isn't it?

**Vince:** Exactly! They say you can't out-train a bad diet. If you're in the

gym four hours a week, you can do the math on that. That works out to 3%-4% of the week. A lot of people train hard in the gym and then they set themselves back two or three days. They don't make progress.

If you want to transform, nutrition is truly where it starts. Abs are made in the kitchen. Think about how long it takes to burn 500 calories on the treadmill. You've got to bust your butt for 45 minutes, whereas you could put a muffin down in about three seconds. You just offset those same 500 calories plus a whole bunch of other hormonal issues. It really is making small and consistent changes in the kitchen.

And what's interesting with the nutrition, tying back to muscle, is that when you start to fuel your body, you can train harder. I'm a big believer in not starving the fat off, but burning the fat off. When you're providing your body with sufficient fuel, you can actually train in a way that breaks down muscle tissue and build new muscle tissue, which means your physique is going to look a lot different as well. It goes back to losing weight slowly and coaxing the gains and not trying to force things along. So, it all works together in the end.



**Kris Whitehead, ICONIC Alliance**

**Brian:** When did you realize you

weren't charging enough for what you do?

**Kris:** When I had more month at the end of my money. It was actually really easy. The hard part was to figure out why that was happening. But before you can charge what you're worth, you have to know what you're worth, and you have to know what value you bring.

But oftentimes, our self-image gets in the way of us thinking that we're worth charging something. And when you go out into the marketplace, you might see that other people that are doing less than you are actually making more money than you, just because they gave themselves permission to do it. And when I realized that personally, I was in a local mastermind networking group and people were charging more money than me that did 1/10th of what I do as a company, and I gave myself permission to level up and charge more.

As I did that, I really started focusing on core values and what products and services that we bring to our clients. And what I found was this: when your calendar starts getting booked up so far that the only way to separate or differentiate yourself is by charging more prices, you're going to get fewer sales. But the ones that you get are more in alignment because they see more value in you. So, as I give more and more value, my worth goes up.



**Brian McKittrick, *It Ain't Rocket Surgery: 21 Simple Tips That Will Take Your Sales to the Moon!***

**Brian:** I want to talk about the idea of becoming attractive to your customer. A lot of people don't really even think about that. But you have to be a magnet to who you want to work with.

**Brian McKittrick:** Absolutely. Part of that is sharing more vulnerability and sharing who you are. If you think about social media marketing, at first glance people might think you're just playing around on Facebook or Instagram. I was actually having this conversation with my son yesterday because he was teasing me about being on the phone, and I said, "Well, I may not look like I'm actually doing business or networking, but I really am".

And as I explained this to my eight-year-old son, this is a branding thing. People don't want you to constantly put your business card in their face. Ryan Stewman says that social media should reflect real social behavior. For instance, let's say you went to a cocktail party and there are 100 people there. You wouldn't walk to every single person in shove your business card in the face.

**Brian:** No.

**Brian McKittrick:** Sharing more about who you are and occasionally talking about what you do and who you are becomes much more important. And if you do something consistently repetitively and consistently, that becomes what your brand is. I want to work with family people, so I show a lot of family stuff.

Occasionally, I'll show content from an upcoming book leading up the release. I was sharing posts three months in advance, and I was sharing something that was strategic. I had posts and content already on Facebook that I went back and engaged with. I didn't shove it in someone's face, but I would also share valuable content like the quote from a book that highlighted someone else.



**Angelique Rewers, CEO  
Boldhaus**

**Brian:** It takes a certain mindset and skillset to get to six figures, but to elevate to seven figures, there has to be a shift. What do you think are the differences in the skill sets and mindset of someone who achieves a seven figure and beyond income versus six figures or less?

**Angelique:** People have been asking me questions for 20 years and I don't know that anybody has ever asked me that question, Brian, I love it. You can get to multi-six figures just through cause and effect, just through the right actions, just by consistency, working some extra hours, and pushing harder. Apart from being born into a family of millionaires and learning that mindset from the get-go, the only way to get to seven figures is to actually do the inner work. You can get to multi-six figures with pure outer work, and you can be the same close-minded, lack of self-awareness individual that you were before you had six figures or multi-six figures. You absolutely cannot get to seven figures or beyond without tremendous inner work.

**Brian:** I love that answer. I remember asking Loral Langemeier one time, "What was the hardest part about becoming a millionaire?" And she said, "Getting your first \$100,000". I thought that is interesting. And she's absolutely right, because you have to figure out what you're doing. You have to figure out your systems, you have to figure out what works and what doesn't. And then when you get to six figures, then you can scale the things that are working.

**Angelique:** Yes. You can keep going. And then eventually though, what happens is you'll start to self-sabotage. When you start getting to that half a million-dollar mark, you can do that as a self-employed person, but you have to radically start shifting your mindset and your inner work and your inner gremlins to typically get to seven, let alone multi-seven figures.

*Brian K. Wright is a writing coach, ghostwriter, radio show host, and magazine publisher who helps people share their message with the world and monetize their expertise.*

*With extensive experience as a college instructor, Brian has created and implemented strategies to help people craft their stories. His bestselling book series, "Success Profiles: Conversations With High Achievers" has featured celebrities such as Kevin Harrington, Chris Powell, Jack Canfield, Marshall Sylver, Sharon Lechter, Tom Ziglar, and many more.*

*He has been featured on the nationally syndicated TV show, The List, as well as Entrepreneur, Authority Magazine, The Good Man Project, and numerous podcasts.*

*Learn more at [www.writeabookforyou.com](http://www.writeabookforyou.com)*

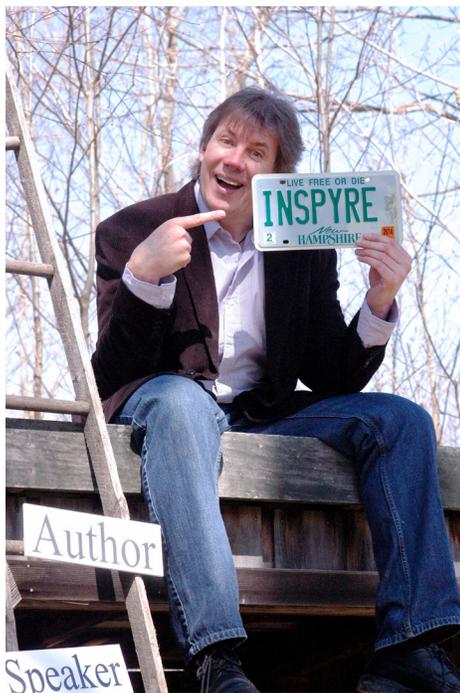
Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book  
is critical to  
growing your  
business.**

*Send inquiries to  
[brian@briankwright.com](mailto:brian@briankwright.com)*

# YOU ALREADY HAVE EVERYTHING YOU NEED

By Steve Gamlin



Are you falling for it?

You know what I mean.

Those TV Infomercials and advertisements in which the perfect Barbie and Ken couples are 'going for the gold' with a shiny array of top-of-the-line accoutrements, as they build and sculpt their chiseled bodies with the latest and greatest pieces of fitness equipment.

It's all a bunch of crap, really.

Especially if it causes you to believe, as you look at your reflection in the mirror and see your stretched-out sweats with stains of workouts past, socks whose elasticity gave up months ago, and sneakers with laces knotted in seven places:

"There is no way that I can get that fit...looking like this!"

Relax.

You have everything you need.

Just haul your butt to the gym and start putting in the work.

Or lace up those sloppily-knotted sneakers and just start walking.

The calories you're burning do not care how sexy you look.

Stop thinking things have to be perfect.

Stop thinking you have to be perfect.

Heck, the television character MacGyver never waited for things to be perfect.

And he saved the whole dang world every week.

I bet if you sift through the reruns, he may have even done so with the aid of a knotted pair of shoelaces.

On a similar mission, Gunnery Sergeant Tom Highway told his Marines: "You overcome, you adapt", in the film *Heartbreak Ridge*.

Situations and conditions do not need to be perfect to get a desired result.

Every day, we take some sort of action.

Some days we have everything we think we need.

Some days we don't.

But see, here's one thing too many people forget.

You...have YOU.

And you are a BAD-ASS, no matter what the rest of world (even that person in your mirror, occasionally) may believe.

Too many people these days believe they need to have the latest, greatest gadgetry and devices to fulfill their most grand desires, stacking their shelves and falsely attributing their success to these 'things'.

But wait, what happens when...

One little scratch?

Get a new one.

Not the newest model or version?

Trade it in!

This is why I love spending time in my garage and basement.

I have workbenches in both places.

Are they new?

Ohhhhhh, hell no.

The materials which comprise them both are several decades old, having been deconstructed and repurposed from my dad's great big workbench after he passed away three years ago.

I have included a picture of one of the leftover boards here in this article.

It spends much of its time leaning against the wall.

It was part of Dad's original bench.

Now it serves as a temporary work station when I need to be in different parts of the garage, basement or yard.



A couple of collapsible sawhorses, plus this board... INSTANT workspace!

Is it perfectly clean, smooth and new?

Let's put it this way:

Barbie and Ken would probably roll their eyes and toss it in the fire pit.

It is covered, on both sides, with holes, gouges, scrapes, paint spatter, penciled measurements and other related scars of battle from decades of carpentry projects that my dad and I did together.

This board has history.

This board has lessons.

This board has been through

some stuff.

And I wouldn't trade it for the latest, greatest, ergonomically correct, picture-perfect, 5-star rated, fully-adjustable, officially-licensed Barbie and Ken workbench on the market.

This board...is ME.

I am scarred, gouged, dinged, dented and have occasionally worn paint spatter.

And I am a bad-ass.

So are you...even if you don't look like a brand-new, squeaky clean, newest style human who 'gets an upgrade' the moment you are no longer deemed perfect.

If you're thinking YOU are not perfect...STOP.

I highly recommend you stop thinking you are 'less than enough'.

Just get to work, with what you've got.

Hang with other craftsmen, if you need to learn a few things.

The best ones have scars that can teach you a thing or two.

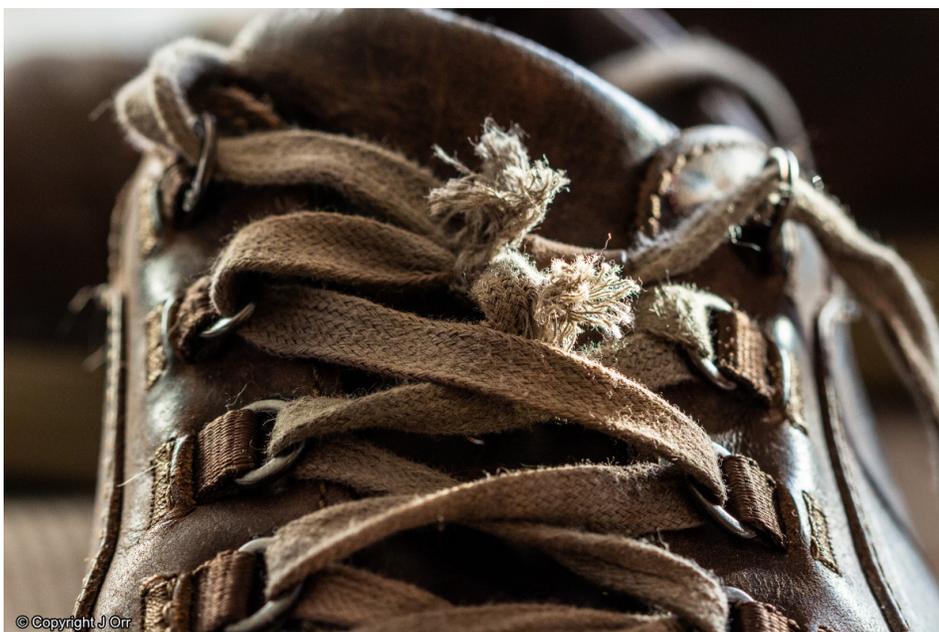
Then get to work, in YOUR imperfect workspace.

Do the best with what you've got.

Overcome. Adapt.

Keep fixing those shoelaces.

Take a look in your mirror today, appreciate everything you've got, and strategize how you can push forward toward your next level of success.



© Copyright J Orr

Be proud of every lesson you have learned...and every nick, gouge or scrape you have earned.

Because that is how you build a bad-ass.

Go ahead: kick those Barbie and Ken beliefs to the curb.

Be the board.

You already have everything you need to get started.

Now...go do it.

*Now in his 17th year as The Motivational Firewood™ Guy, Steve Gamlin shares his back-to-basics blend of positivity and humor with corporate and conference audiences around the country. Drawing from a decade in the radio industry, 7 years of stand-up comedy and his lifelong personal development journey, Steve shares 'real' messages for 'real' people. He recently launched his "Engaging Your Why / Vision Board Mastery" audio learning program at [www.MotivationalFirewood.com](http://www.MotivationalFirewood.com)*



**SUCCESS PROFILES RADIO**  
with Brian K Wright

Join Brian K Wright each week on Monday at 6pm Eastern as he interviews world-class achievers and learn how they succeeded

***A series of powerful conversations with the most successful people in the world.***

# HONOR YOUR COMMITMENTS

By Brian K Wright

*This is an excerpt from Brian's book, *The Greatest Lessons I Learned From My Dad**

One of the greatest lessons I learned from my dad was the idea of being committed and honoring that commitment.

When I was seven-years-old, I was watching the 1972 Summer Olympics with him. We were watching the weightlifters, and there was a big Russian guy who was the current Olympic champion and world champion. Watching him lift those weights was really inspirational.

In fact, I was so mesmerized by it that I said to my dad, "I want to do that when I grow up."

And he said, "Oh, really?"

"Yes."

He said, "Okay, we begin training tomorrow."

"What?"

"Well, these guys have worked hard all their lives to get to this level. If you want to be an Olympic weightlifter by the time you're in your early to mid-twenties, you need to start today. I go to work at 6:45 AM, so I will wake you up at 6:00 AM and we will start training tomorrow."

"Oh, my goodness. That's early", I thought.

So, when he woke me up the next morning at 6 AM, it was the



earliest that I'd gotten up perhaps ever. He took me downstairs and put me through what seemed like a very rigorous 15 to 20-minute workout.

And when we got done, he said, "Are you ready to do this tomorrow?"

I don't remember what I said, but I do remember not waking up early the next morning.

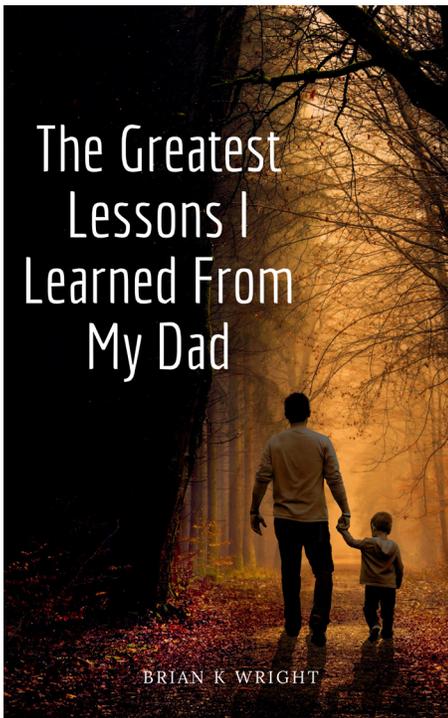
At that young age of seven-years-old, I didn't understand what the idea of being committed was.

A lot of times when we have a goal and encounter an obstacle for the first time, we tend to give

up and then realize that perhaps we're not very committed to it at all. But I honor my dad for acknowledging that I had a goal, and he wanted to help me pursue it.

He wanted to help me see how much hard work it was really going to take. And I think he knew I wasn't completely serious about it, but at least he wanted to show me that he was supportive of my dreams and he showed me how difficult the road was going to be. I just quit a lot sooner than I thought I would.

I had another opportunity to honor the idea of commitment when I was in college. During the



summer, I wanted to work and earn some money.

I had agreed to work at a Bible camp.

Well, about a week later, I was presented with another opportunity to go to Washington, DC with a bunch of friends and work there for the summer. I thought that sounded a lot more fun and a lot more glamorous.

So, when I announced to my parents that I had changed my plans, Dad said, "Oh no, you're not. You made a commitment to the Bible camp and they are counting on you because you promised them that you would work there. So, you tell your friends that you're not going. You are working at the place that you originally committed to."

I was very disappointed because I didn't know if that opportunity would ever come up again. As it turns out I spent the next three summers out there and learned a lot about myself along the way.

However, it didn't take away how I felt in that moment.

At the time I thought something was being taken away from me, but in reality, I was given the gift of wisdom that I've carried forward from that moment on.

So, what I learned was that when you make a commitment, even if something better comes along, you honor that first commitment because your word is your bond forever.

I know a lot of people who will do the expedient and convenient thing by leaving people in a lurch by immediately cancelling plans when something they think is better comes along.

I don't believe in doing that.

Imagine the person you cancelled on finds out about your new plans if you aren't upfront about your new intentions. It can be embarrassing and it can be a stain on your reputation.

I guard my reputation very carefully because it goes before me, even when I am not in the room. A damaged reputation means that I will not have access to opportunities, or even hear about them, because they may think that I care only about myself and not about doing the right thing.

That's not a risk I am willing to take.

*Brian K. Wright is a writing coach, ghostwriter, radio show host, and magazine publisher who helps people share their message with the world and monetize their expertise.*

*With extensive experience as a college instructor, Brian has created and implemented strategies to help people craft their stories. His bestselling book series, "Success Profiles: Conversations With High Achievers" has featured celebrities such as Kevin Harrington, Chris Powell, Jack Canfield, Marshall Sylver, Sharon Lechter, Tom Zigar, and many more.*

*He has been featured on the nationally syndicated TV show, The List, as well as Entrepreneur, Authority Magazine, The Good Man Project, and numerous podcasts.*

*Learn more at [www.writeabookforyou.com](http://www.writeabookforyou.com)*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

# DO YOU HAVE WHAT IT TAKES TO BE SUCCESSFUL?

By Regina Andler

What is the difference between a person who really wants to be successful and a really successful person?

Mindset.

It all comes down to this...

Are you interested in success or are you committed to success?

If you are interested, you will come up with all kinds of excuses as to why you have not quite become as successful as you want to be. You will blame others for your lack of success, and you will constantly complain about the things that are holding you back from it.

If you are committed to success, you will do anything and everything you need to do to reach the level of success you are seeking. You will own up to all your decisions, and when you make a decision that does not quite work the way you wanted, you will take full responsibility for that decision. You will learn the lesson from the event and use it to help guide you to the next decision.

Are you catching the common theme here?

There is one and only one thing that is creating your success – YOU.

Your choices, your mindset, and everything you do creates your reality.



If you are in the "interested" group and wondering why everyone around you is successful while you are struggling every day to make ends meet, it's time to stop and take a good look at your mindset and see where your head is really at.

Is your mindset focused on the next success or the next challenge?

The words you use, whether in conversation with others or just to yourself, matter.

When you are constantly working on the next challenge you are facing that is standing in the way of your success, guess what you are going to get more of... challenges in the way of your success!

What you say and what you

think, along with the choices and actions you take, create your reality.

If success is what you are looking for, then you must create the mindset for success if you want to actually succeed.

Trust me, I get it. As a business owner multiple times over, I learned the hard way that it was actually ME that was standing in the way of my success.

I had owned multiple tech companies that got by okay, yet they never really reached the level of success I would have liked.

It was not until I realized that I was constantly looking for and chasing the next business challenge that I finally understood. I would never be successful because all I ever had was the next challenge in

front of me.

It wasn't that I wasn't doing the work. I was creating a lot of drama around doing the work. Everything was an uphill battle. From getting clients, to dealing with employees, to handling the day-to-day tasks of any small business, I was constantly anticipating the next issue.

And in anticipating the next issue all the time, guess what I got? More issues to anticipate!

I finally came to realize that it was my own mindset around my business that was holding me back.

Once I acknowledged that (of course I didn't at first...after all, it couldn't be my fault, right?) and created my new "I'm committed" mindset, everything changed.

I started attracting the people I needed to help me grow my new business, and I started attracting the people who needed and were ready for my services.

Every now and then I would find myself slipping back into my old mindset. That was when I created a sign that I keep in front of me every day and I read it whenever I need that extra boost. It reads "I am working on my business in joy and happiness, easily working through any situations that arise calmly and competently."

It worked.

I changed my mindset and it change the entire trajectory of my business.

Where is your head at? Is it looking for the next problem? Or is it looking for the next solution?

Here are a few tips on how to get, and keep yourself in a more positive, successful mindset.

**1) Be present.** Pay attention to where your thoughts are going. Only about 2-5% of your thoughts are coming from your conscious mind. The rest of the 95-98% are all coming from your subconscious. When you are not present, you may not even realize that you are keeping yourself stuck in a pattern that is holding you back. When you start practicing being present, you start to catch yourself before the excuse, blame or complaint has time to come out of your mouth. When you catch it, you can now control it and choose to respond in a different way.

Stop and take a moment before that automatic blame, complaint or excuse comes out of your





mouth. Think about where it is coming from. Whatever is going on, you created it. Take responsibility for your choices and actions. Instead of making excuses, complaining, or blaming, acknowledge it for what it is, and then make a new choice and take a new action that gets you closer to the outcome you want.

**2) Keep your mind in a state of gratitude** for all the positive things that are attributing to your success. Without gratitude, that brain of yours loves to find the drama in everything. When you keep your mind in a state of gratitude, you actually retrain your subconscious to look for more things to be grateful for.

**3) Use a timer.** Your brain can only pay attention and focus on something for about 30-45 minutes at a time. After that, your

mind starts wandering – looking for squirrels. That is exactly when you start coming up with excuses as to why you didn't get done what you wanted to get done! Set a timer for 45 minutes and when it goes off – stop. Take a 15-minute break and let your brain do all the wandering it wants before you come back and refocus on the task at hand and successfully complete it.

Those who are committed to success take control of their thoughts and emotions, and they take 100% responsibility for everything they create. They have a mindset committed to success.

If you have not yet reached the level of success you are seeking, take a deep look into yourself. Where is your mindset focusing? Is it focusing on the next challenge or the next excuse? Is

it looking for the next person to blame for whatever is not going right?

If so, it's time to accept is that your lack of success is all being created by you.

Once you have come to terms with this, developing a successful mindset, and creating that success, will be a piece of cake.

*Regina Andler is a Life Strategist who helps women who are miserable with their jobs discover the work they love while living the life they want guaranteed, using her proprietary FINDING ME™ program.*

*Regina is a Certified Canfield Success Principles Trainer, and also certified in Wholebeing Positive Psychology.*

*She currently resides in New Hampshire with her husband Eliot, her feline daughter Syd (the crazy one) and her canine son (the angel) Ryder*

# SALES: CREATING IRRESISTIBLE OFFERS

By Kirk Cooper

*This is an excerpt from Kirk's book, **Scratch And Claw: The Path To Entrepreneurial Greatness***

Sales and marketing are closely related. Marketing is about getting a lead in your hand to talk to, and sales is about presenting your offer and converting that lead into a paying customer.

You have to be skilled in sales or you're just going to flop epically.

That's a strength of mine. Originally, I had to do this all myself because I wasn't generating the income yet to pay people to do this type of stuff.

First off, I hate the term "sales" because we don't try to convince our prospective clients of anything.

I heard Mark Cuban say on Shark Tank that, "We try to show them how we're going to make their lives easier". So, if we can just show prospective clients how we're going to make their lives easier, we are therefore presenting them with an irresistible offer. You don't need to be a pushy salesman or saleswoman. Create an offer that people cannot live without. MONEY! If you can make people money, passively, you likely have a pretty incredible offer.

Our systems are designed to create wins for our clients and for ourselves. We help people by building and running amazon stores for them. When the client has a successful store, we also



win.

When I scratch your back, you scratch mine. We're making money with your business. You're going to make money, then so are we, but within the system.

Why wouldn't someone work with us? We grow and we learn every time we hear someone tell us "no". But one thing I have learned is that "no" sometimes means "not now". People may see the value behind what we are doing, but they may not have the means to take advantage of the offer.

But we achieve many "heck yeses" as well as "I want ins." When we make the proper presentation and show the value, that's when we see new clients get started.

Again, we don't view these as "sales calls", we call them discovery calls. And while the ultimate goal is to make a sale, we've got it dialed in so that prospective clients begin to drool over the opportunity, leaving many to say, "Wow, this is incredible" and then the opportunity sells itself.

If you want to improve your ability to enroll people into your business as clients, you have to develop

the skill set to make that happen. The very best at sales have a few things going for them, and anyone can develop these qualities.

The ability to make a genuine connection is one of the most important qualities you can develop. Having a background as a teacher and coach helped me immensely when it came to dialing in my success with sales.

When I had a student in front of me, I had to find out what motivated him or her to succeed, and then relate to that student to bring the best out of them.

Sales is similar because when someone indicates a level of interest in an ecommerce store, I have to make a connection to that person, whether it's on the phone or in person. I need to know what that person's goals are, why they potentially want to have a store, figure out if that person is a good cultural fit for our organization, and if they have the means to invest. Making a connection lets them know that you can be trusted, and it has to be a real connection, not just a manufactured connection just to make a sale.

You figure out what lights that

person up and try to feed them what they need within that. That's a skill set that can be developed. When I bring our sales guys and girls onto the team, that's something I look for in them when bringing them on board.

I don't want anyone on my team to sound like a used car salesman where they're just trying to push, push, push. I want them to present what we do, how our business can change lives, make the connection, and explain how it's going to change theirs. If you're the right fit, we're going to work together. And we're going to go after the win-win.

Next, the ability to develop an irresistible offer certainly helps. If you know what your potential client's hot buttons are and you address those, you have a great chance to make the sale. If that person can pull the trigger and confidently say "yes", it's a win-win for both sides.

Listening is also a very important quality. Not just hearing, but really listening, not only to what the other person is saying, but listening to what the other person

is not saying yet and drawing that out.

When you look for the win-win instead of simply trying to make a sale, you realize who is truly qualified to take advantage of your opportunity and who isn't. Our business isn't for everyone.

The difference between our company and others in the marketplace, whether it's in our industry or not, is that we don't take on a new client just because that person has money. If the money is available but that person doesn't bring in a mindset that aligns with our values, we don't take the money or accept the client.

We're transparent and tell people, "I don't know if this would be a good fit for you because this is going to be hands off for the most part. We're not inviting you to come in and do anything inside the business, because we don't know what you know." If you're not looking for a passive opportunity, my offer is likely not what you're looking for.

We have our systems that work for us, and we are not looking for people to reinvent our wheel for us. We leverage our systems to where it's a passive-based opportunity, and it's done for you.

Now, we have another opportunity where we can coach clients to be more hands-on and more do it themselves with our guidance. I only have a few clients that I've even started doing this with. When we're no longer bringing on more "done for you" clients, I'll be doing more coaching because then I can free my time up to coach more, get on Zoom, and teach people how to do this.

And every now and then, we'll find a person that we feel is a better fit for that, especially when that person gives us the impression that they want more control— but that person has to be coachable or it won't work.

Sometimes, someone wants to start a store and sell their own product rather than the ones we typically source and sell. We only sell products that we know the marketplace will buy based on our experience and data. We'll review their product, and if we think it can make money, we'll help them sell it. Again, it's about creating a win-win. We're going to put our clients in a position to win so we can win, too.

As you can see, selling isn't simply about trying to obtain a client. It's about creating a win-win where both sides benefit from the relationship. There are some people you don't want to work with.

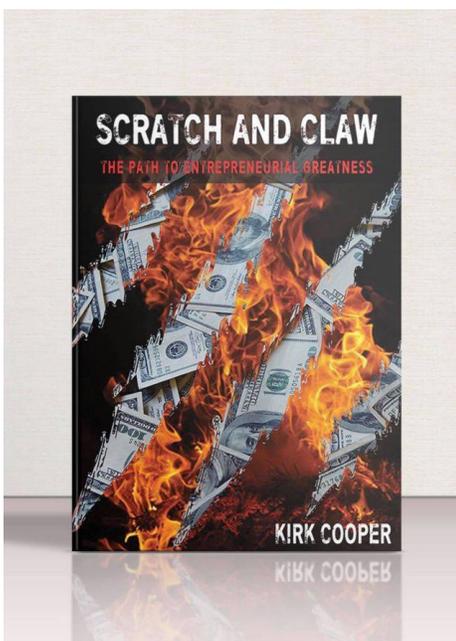
If you can attract the right people into your business and repel the wrong people, you will be happier, and your business will be a lot more fun.

*Kirk specializes in dropshipping, private label, and wholesaling in the ecommerce space. In 2014, when his store hit \$50,000 a month, he realized he needed to scale it. So, he decided to build and train a team to run his store for him. That led to his store cracking \$100,000 in sales in 30 days, only two months later.*

*Currently, Kirk helps clients start their own successful e-commerce stores on a done-for-you basis.*

*Ecom Automation Gurus is designed to build and manage e-commerce businesses for their clients! In a world where job security is practically nonexistent, Kirk sees the value in creating passive income month after month leading to time freedom that many wish they had.*

*Learn more about Kirk and his company at <https://ecomautomationgurus.com/>*



# WAYS TO INCREASE YOUR CREDIT LIMITS

By Joe Nicolosi

Whether you are a business owner or entrepreneur looking to scale, a real estate investor looking to stack up more properties, or are currently employed but looking to start a business, you will NEED access to credit at some point in your journey.

In this article, I am going to get straight to the point for you and explain seven ways you can increase your current credit limits or get new credit lines.

## 1. ASK Your Creditor

Ask your banking partner or creditor for an increased credit limit. Simple right? Yes, call them up and ASK. Be aware, you do not want to get a hard inquiry on your credit report for asking them to increase your credit limit. If in case this happens to you, I would recommend getting another account.

Some companies you can ask for an increased credit line through without receiving an inquiry are American Express, Citi Bank, Discover, and Capital One. All of these companies right now do not require a hard inquiry. Ask for an increased credit limit every 6 months.

## 2. Update Your KYC (Know Your Client)

This one specifically is more of a back office term used by banks. The importance in this is updating your net worth/assets and updating your income with them on a regular basis. You can call in



or do it online.

Another way to do this is if you put money into account, this skyrockets your ability to get higher limits. Banks, especially right now during the pandemic, want more liquidity.

## 3. Spend Money

The more money you spend on your accounts, the more likely you will get an increase. If you don't spend, most creditors will close the account. At minimum you want to make at least one transaction every few months.

How Do You Increase Future

Limits You're Going To Be Applying For?

## 4. Securities Based Line Of Credit

Invest a portion of your money into a brokerage account. Invest that money and then you can get a Line Of Credit that's collateralized against those securities. On average, they will lend between 60-90% of the value of your investment account. This is an excellent way to get a high limit revolving line reporting to your personal credit.

## 5. Put CASH Into Accounts You Are Applying With

The bank wants to see you put more cash into your bank accounts. Shoot for anything over \$5,000. Anything over \$50,000 will significantly increase your chances of attaining a very high limit.

#### 6. Make More Deposits

The more you deposit into your accounts, the more you're building a relationship with the banks. These banks are responsible for billions of dollars but are derived off of consumer and business relationships. Prove to your bank that you're making consistent deposits.

#### 7. Stated Revenue

When you are applying for a credit line that is under \$100,000- they don't actually verify your financials. For some banks, it's \$50,000. The more that you state in revenue for your business, the higher your credit limit will be if your credit is in good shape. Most banks will lend around 10% of your stated gross revenue. For example, you state that your business makes \$500,000 a year, your credit limit would be \$50,000. Some banks will go up to 30% of your gross revenue.

**WARNING:** Don't be fraudulent about this or you will be blacklisted. If you're applying on behalf of a new business put a stated number for gross revenue that you realistically believe you can achieve in the first year.

If you have been in business, state how much you made last year.

#### 8. Optimize Your Personal Credit Scores

If you don't have your credit optimized, none of these other

steps matter in applying for credit lines.

You want to focus on having under three hard inquiries in the last six months, keeping your utilization under 30% on all current revolving lines for the best chances of approval.

If you need hard inquiries wiped off of your credit report and want to maximize your credit, you should sign up for credit repair.

*Joe Nicolosi is the founder of Starcade Capital, a business financing solutions company. In the last few years, Joe has made it his mission to help entrepreneurs and business owners obtain the capital they need to start, scale, and sustain their businesses. When Joe isn't working on deals, he spends a lot of time in the gym or on the golf course. He currently resides in Scottsdale, AZ. You can visit him at [www.starcadecapital.com](http://www.starcadecapital.com) or by email at [Joe@starcadecapital.com](mailto:Joe@starcadecapital.com)*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

Be inspired to win your day with a video a day.

Follow along with the

**“Minute to Win it”**

and other videos each morning meant to

*motivate you to Win the Day!*

[www.winitminute.com](http://www.winitminute.com)



# YOU GETTING BETTER OR BITTER?

By Kris Whitehead

I want to share a story with you from one warrior to another about the road to Mental Toughness. I want to illustrate the fine line between making excuses and breaking roadblocks for your long-term success. Learning how to make a small choice, living with its consequences, and growing faith in myself in the process.

Most of my life, I've been gifted. Gifted with the willingness to tell a story, gifted with the opportunity to be the "deciding factor" in a stressful sports game, gifted with confidence, gifted with a willingness to try things outside my comfort zone.

For a lot of those years, I lived inside of those gifts by having a high opinion of myself. Comparing myself to others around me gave me the sense that I was among the elite in my circle. All I had to do was look at the results I achieved compared to them to know. If someone was better than me at something, I'd justify it by telling myself, "I'm better than them at this."

All of that changed in the spring of 1992. I was the 4th leg of a 1600-meter track meet at college. I was called the "anchor" because it was my job to finish the race and make up any ground once the baton was passed to me and bring home the victory for our team. I remember as the baton was given to me, second out of four teams, that I was in prime position to drift with the lead runner until the final 50 meters. Then, it was just a 50-meter sprint to 1st place and glory for our team



and, more importantly, for me.

As we rounded the 3rd bend with 100 meters left, I was still in second.

As we approached 75 meters, it became a 4-way tie for first.

As we approached 50 meters, and the time to turn on the gas, I was dead last by at least 3 meters.

Somewhere around the 25-meter mark...I checked out, and I pulled up gimp and PRETENDED to have sprained my ankle.

I already "knew" I wasn't going to win...and my ego wasn't about to let me show defeat without cause, so I created one.

Boy has that shown up in my life in various ways since...pulling up gimp.

Over and over again, when the going got too tough, I bailed. With family, my friends, even my wife. Yet there was one area I didn't bail—one place that I have always paid the full price—and that was my business. It was this one place that has allowed me to see the

difference between really winning and forever struggling.

Simply stated...it's the only area I have never made an excuse. The single place where the responsibility for the results is all mine. Even when it wasn't my fault, I have always known the client doesn't care. I own the business, I made the agreement, I signed MY NAME on the dotted line, and it's up to me to make things right.

As I started looking at the other areas of my life, my family, my fitness, even my mindset...I saw where I made small excuses for myself. Places where I made it okay to bail because of someone else's words or actions.

"Well, if she just understood MY side..."

"I'll focus on my health and physique again...once I clear this hurdle."

"How come I always have to be the voice of reason here, why am I not heard?"

I could go on and on with the

conversations inside my own mind. Still, I was justifying my actions, or better, lack thereof, by leaning on resentment and bitterness. The very thing that created success in business for me was the single habit I didn't use in the other areas of my life.

I wonder if you can relate?

If so, I have a takeaway that I've learned to utilize every day that is giving me the same results in my personal life and business life.

It's ALL my fault.

See, that cookie, that drink, that argument only controls my choices when I give it power. The slippery road to giving power to something is the moment we begin to justify our emotions toward it. Things like, "I can have a drink (or 7). If she hadn't started yelling when I got home, I wouldn't...but she did...so I will." Or, "What he doesn't know won't hurt him."

The bottom line is we often justify our actions, and ultimately our habits, by giving someone else or some other circumstance, our power. We have the best of intentions, but horrible follow through.

If you find yourself falling into the trap of bitterness...if you just don't have the success you really want and truly deserve in all areas of your life...there's hope, and here's how you can begin today:

CHOOSE the right behavior over something small before you have to make a decision later.

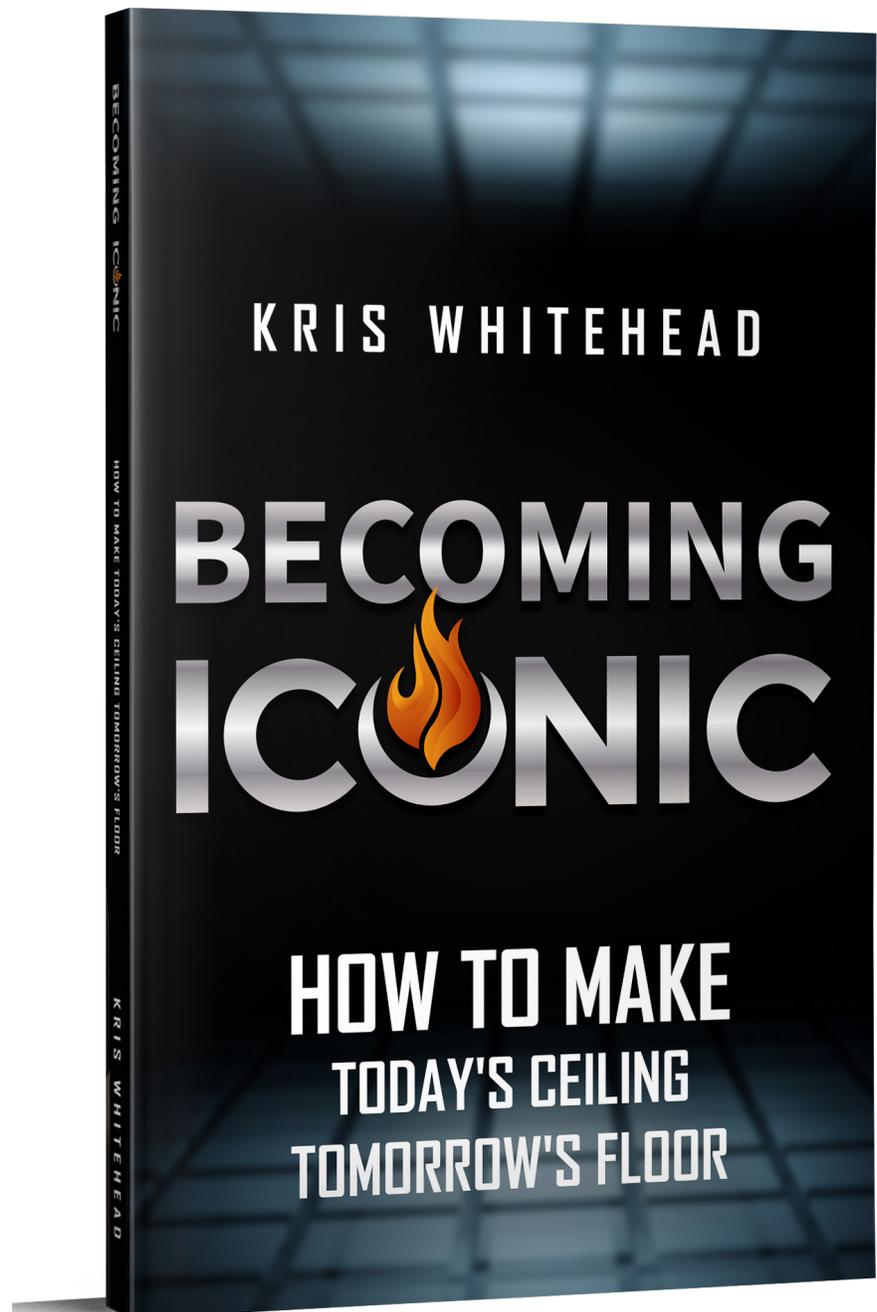
It's that simple.

If you eat snacks and you're overweight...choose tonight to

NOT have one...no matter what. If you drink a lot, especially when you get into an argument or feel stress...choose tonight as the night you'll do anything BUT have that drink. If you're in a relationship and you know tonight that the fight is

coming...choose tonight NOT to respond except to listen and let your partner know they're heard.

The simple reason is that it begins to give your power back to YOU. You will learn that amidst the pain,



you not only survived, you also maintained your word to yourself. You resisted the cookie, the drink, the fight. It allows you to begin to rebuild integrity with yourself. It will enable you to be able to trust yourself and your word...that you CAN.

To take that small action, you will naturally begin to let go of bitterness...and you'll start to feel better.

In feeling better...you'll begin to respond better, and as you respond better...you'll start to get better results.

Simple, effective, and life-changing. Quit trying to change the world...have enough guts to be counter-intuitive and make a small choice today to change yourself. Let today be the first day you finally take back your birthright...let your choices be yours.

See ya' in the trenches...

*Kris Whitehead is the founder of Think To Succeed, a personal development company dedicated to helping people find their unique voice and learning how to share it in a massive way with the world. Kris is also the founder of New England Custom Remodeling. His knowledge of remodeling and years of training from a top 300 remodeling company in the US assures your project will be completed correctly, on time, and on a budget.*

*Kris is also the co-founder of Smart Marketing Etc./ Digital Marketing Mavericks and has generated multiple 7 figures in revenue and has accomplished this using the power of social media.*

*ICONIC Mastermind is THE Next Level Masterminding Group that helps savvy salespeople and business owners grow with like-minded people. Founded in 2020 amidst the 'Rona, we together MAKE life and business happen regardless of what comes against us.*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)



**SUCCESS PROFILES RADIO**  
with Brian K Wright

Join Brian K Wright each week on Monday at 6pm Eastern as he interviews world-class achievers and learn how they succeeded

***A series of powerful conversations with the most successful people in the world.***

## DO IT LIKE DUDLEY

By Davey Williams

My favorite holiday movie, one of my all-time favorites in general, is *The Bishop's Wife*. It was one of Cary Grant's best roles, with an amazing supporting cast. For those unfamiliar with the movie, Cary played a character named Dudley, an angel sent to the Bishop, who prayed for guidance in building a new church. Though part of the storyline includes Dudley falling in love with the Bishop's wife, played by Loretta Lynn, there is such power in the things he did throughout the movie for other characters. It is those actions that I am going to focus on, and I think it is so powerful for where many are with their lives and businesses currently.

Seeing as Dudley was a divine spirit, he could do things that people couldn't realize when they were happening. He empowered people to be greater versions of themselves, to believe in themselves in ways they weren't doing on their own. My favorite scene in the movie happened with Sylvester, the cab driver.

Sylvester hadn't been able to ice skate since he was a child. As an older man, he had given up hope he'd be able to step out onto the ice again. Well, when Dudley came into the picture, Sylvester was empowered to skate like he never had been before. The joy radiated from him. His gratitude to Dudley shined so brightly. Though Dudley did give him a little bit of a divine push, Sylvester was the one ice skating.

See, Dudley empowered people in special ways. Though



he intervened in his angelic mannerisms, the people he was helping were all the ones taking action. They were owning it!

Leadership in life and business is no different. I live every day like Dudley. I see the greatness and divinity in others, and aim to assist them in maximizing it through their own actions. All great coaches and leaders do that. Brian K. Wright is a solid example of living like Dudley, as are so many contributors to this publication. Transparent and authentic leadership sets itself apart from the fluff running rampant in today's world.

The world needs more of us living and leading just like the angel in this holiday story did. Sometimes, the greatest results people achieve are done as if we (the coaches, the consultants, the managers, etc.) were never

there to begin with. And, that is how Dudley left it. No one remembered the angel visited.

Whether people remember the impact you made, may your influence shine through their inner divinity and results!

Happy Holidays and New Year to one and all!"

*Davey Williams is the Co-Founder of Ideal Pickleball. He is a Professional, Coach, and advocate of the game.*

*Before his career in Pickleball, Davey spent over 15 years in leadership positions, fulfilling his passion for people through business. He then brought that into his life and business strategies, coaching and speaking for almost a decade, where he also created The CSure Lifestyle, and became an author as well. His strategic problem-solving has a reputation of simplicity and accountability. Utilizing his own life experiences as examples to clients, Davey has a relatable, well communicated charm.*

*After a career built around service, he brings a unique perspective, all around simplifying the game and amplifying enjoyment and awareness to it and all it has to offer!*

# HARVESTING RELATIONSHIPS (HINT, YOU GOTTA PLANT BEFORE YOU REAP)

By Lewis Vandervalk

In the modern age of NFTs, crypto-currency, and overnight millionaires, it's becoming the illusion that we can get whatever we want without giving much in return. Now, don't get me wrong, I'm not bashing NFTs or crypto, but hear me out. There is an underlying theme in our fast-food conditioned society. A theme of immediate gratification.

If we need something, we order it on an app and in less than 30 minutes there is a pizza at the door.

Amazon has next day delivery.

If you want a quick dopamine fix, just head over to Facebook or Instagram and make a catchy poll, get some engagement, and boom, you have a momentary chemical rush.

But when it comes to the rather old-fashioned way of getting results based on relationships, we are drifting away from some tried and true universal laws. The first one that comes to mind is the "you gotta plant before you reap" maxim.

Farmers for years have been following this principle and reaping the benefit of it.

Work the ground. Plant the seeds. Water. Weed. Till. Water. Prune. Fertilize. When the time is right, the farmer has a harvest that is ready to be collected.

There is a germination and



growing period before the crop can be harvested. A pregnancy of time. Some pain. Some struggle. Sweat. Blood.

How does this apply to business or to everyday life, far removed from the dirt and crud of a farmer's fields?

Well, quite simply, we have to plant before we can reap. And then foster those plantings with love, care, and attention.

In life. In relationships. In business.

Bob Burg and his Co-Author John D. Mann summed up this concept with the "5 Laws of Stratospheric success" in their book *The Go-Giver* and I refer back to this often.

Summarized, the laws are as follows.

1. The Law of Value
2. The Law of Compensation
3. The Law of Influence
4. The Law of Authenticity

## 5. The Law of Receptivity

The first and second laws speak directly to the topic at hand today. The law of value says, in so many words, that "your worth is determined by how much more you give in value than you take in payment." or put more simply "Money is an echo of value. Value comes first. Money is the natural and direct result of the value provided."

The second law, The Law of Compensation, says that "your income is determined by how many people you serve and how well you serve them."

Summed up in my own words, the more people you can shower with value, appreciation, mutual respect, and HELP, that value will directly return to you in the form of livelihood.

Who are you helping today?

Are you offering FREE value to your marketplace?

Or are you always on the hunt for the next sale, screaming into your pillow at night because NO ONE WANTS TO BUY from you?

I was in that position in March 2020. The world was crashing down around us, and my fresh, new, baby-faced marketing business was struggling to grow. I was still working my full-time engineering job, and riding the roller coaster of business in the agency.

Every prospect who reached out to me was steered quickly into the I-Want-To-Make-Money-Off-You conversation. And they ran away as quickly as they came.

Seriously, it was like I was fishing for eels with butter on my hands. Not a lot of results. Unless you consider sky high frustration and sadness a result on my end.

It was in March that I was recommended to read *The Go-Giver* book. It changed my perspective in life and business. See the laws of Stratospheric Success, above. They are life changing.

I started giving away audits, value, and more to help potential customers. (gasp, GIVING stuff away?)

Yep. When I started to give away value, hopping on calls with people, and planting value, THEN I finally started to see results.

It came in unexpected forms. Unsolicited reviews from people who would never be a client, but found what I told them very useful. Referrals from that same crowd, who weren't a fit for what we offered, but were able to implement what I shared, were grateful, and wanted to give back.

What it also did for me was to reframe my attitude when approaching people. How could I HELP them, not how could I SELL them? Massive difference. I came into every interaction truly wanting to help. And the harvest came. From those referrals came clients. Some of the people who weren't in a position to take advantage of our services right away reached out over a year later to ask for our help. They knew, liked, and trusted me, because I wasn't just pushing for the sale. I genuinely wanted to help them.

This matrix-melting (or metaverse-melting?) hack has to be applied with the right intentions. You must truly want to help people and add value. Otherwise, your true nature will show through the cracks, turn people away, and frankly, you are going to burn out trying to put on a front and be someone you aren't. It's happened to me more times than I want to talk about.

I resort back to SALES, and miss helping people. But every time I come back to adding value, this crazy force of the universe rises up to help me reach my goals as I help more people reach theirs.

How can you be adding value to your audience, friends, family, business partners, referral partners, and customers?

As my mentor Ryan Stewman says, a general rule of thumb is that you need to help or interact with at least 10 people before you can expect some reciprocity. Get out there. Add value to the world. Massive value in massive quantities. You won't regret it. Neither will your bank account.

Learn. Grow. Implement.

*Lewis Vandervalk is the owner and operator of Blue Crocus Solutions, your solution for all things online. His passion and focus with Blue Crocus is to provide you with the best service and experience possible, while also delivering the most effective strategies for your business.*

*He has spent countless hours and phone calls learning from the best lead generation and SEO experts in the industry who have had, and continue to have terrific track records in performance over the past 10 years.*

*Learn more at [www.lewisvandervalk.com](http://www.lewisvandervalk.com) and Blue Crocus Solutions - [www.bluecrocus.ca](http://www.bluecrocus.ca) Take a look at his interview with Bob Burg here: <https://youtu.be/SgZjWJE7EtY>*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

## **Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

# EMOTIONAL IQ IN A WORLD OF UNCERTAINTY

By Madeline Faiella

"As much as 80% of adult "success" comes from EQ." — Daniel Goleman

Intellectually we know many things and yet we allow our emotions to rule our head.

That leads to chaos and disaster, ruined relationships with people, and in the end it's sad and non-productive. Life is not fulfilling and business doesn't go so well.

Mental strength is so important. Over the last years I realized the difference between mental strength and COURAGE. While I have always had loads of courage I didn't always possess the mental strength it takes to rule with my head and not emotions.

I think my saving grace is that I'm such a people person, I would always want to create a better situation.

My dad had the most unbreakable mental strength, and he was as sentimental and ingratiating as he was strong emotionally. He survived WWII and that was quite a feat.

Remembering the things that he's taught me, working on my own growth mentally, and creating fail safes for response rather than reactions, I've done very well. There's still plenty of space to grow, and I also fall off the path every once in a while. We're only human.

## A MOST AMAZING BREAKTHROUGH

It was an amazing breakthrough



when I sang on top of the World Trade Tower, in the wind, coming in on a helicopter.

*I am afraid of heights.*

I didn't know at the time, but I used mental strength to do it.

Here's exactly what I did to make this work for me:

- I breathed as though I didn't know what air was. Our brains need oxygen and the electrons that fire, such as dopamine and serotonin – the feel-good chemicals – began to fire off.
- Now I was able to find excitement within the fear. Oh, it took the pilot holding my hand to alight from the helicopter a while to feel circulation again.
- The next thing I did was replace the thought of me going "splat" off the top of the building. Instead focusing on the equipment, the musicians, and the fact that why did I believe I was so special that wind would only want me?

Drop the ego, girl.

The three mindset shifts listed above took me from fear to excitement. Oh, it's not like I was going to the very edge of the rooftop to check anything out, believe me. However, I had a job to do, it was an honor to be there, and let's face it: WHO GETS TO DO THIS TYPE OF THING?

I apply this to everything I do. Why do I get to be so blessed? Gratitude is at the top of the list.

When our desire is bigger than our fear, we achieve that which seemed impossible.

## MENTAL STRENGTH

Emotions are wonderful when they are loving, affectionate, and it's appropriate. Otherwise, thinking without them is the best thing since my new partners.

**How did I do it?** Here are few things that helped me that might be of benefit for you.

1. Dropped my ego.
2. Breathed with intention.
3. I thought of the others who were already there and how they were depending on me.
4. Understood that the more we listen, observe, and understand the stronger we become.
5. Kept the end vision of life and business in mind.
6. Imagined observing myself.
7. Understood that when we're emotional, we miss facts.

## THE CERTAINTIES WE WANT

Everything written herein helped me to sculpt my emotions, and I hope you find benefit for yourself. Walk the coals of your mind. Ow, hot, right? I was a true hot mess and if this Jersey Girl can do it, so can you.

**1. FREEDOM.** I come from over-protective parents. Lots of love, yet I missed many passages of life because of it. Therefore, I had to learn how to sculpt my emotions, disengage with them, and send them to the corner so that I could be responsive enough to be free.

**2. PHYSICAL SAFETY.** It's great being single and it looks different for all of us. One thing that's the same for all is we want safety to feel safe. Often, there are things in our own environment that are not safe such as TV. Surprised?

What we put into our minds can cause non-beneficial actions. It's hypnotic and eventually, our minds are swayed. Be careful what goes into your mind. It has a direct effect on your health, relationships, and

your income.

**3. FINANCIAL SAFETY.** Wow, it's the best feeling in the world to know that you're able to take great care of yourself, have something in an emergency fund, to enjoy something special for yourself, your family, friends and/or loved ones.

Madeline, how do we get to have, feel and enjoy this type of safety?

The answer is simple.

Confidence.

Confidence is a viable road to everything. We get to enjoy a happier, not perfect, more interesting, and successful life.

Here's to your continued success.

*Madeline Faiella, CEO/FOUNDER of Madeline Faiella, LLC, is a certified speaker, mindset coach, and author. Her understanding of cultural differences is expansive because she spent a decade in Europe, Japan, and the Netherlands.*

*Madeline shared stages with Bill Walsh, Nancy Matthews, Rey Perez, Christopher Salem, and many others. She was a keynote speaker for NAPW where she spoke to a roomful of corporate women. Madeline has been interviewed on radio, podcasts, and TV in her different positions as a successful performer and artist and currently as an influencer, speaker, coach, and mentor.*

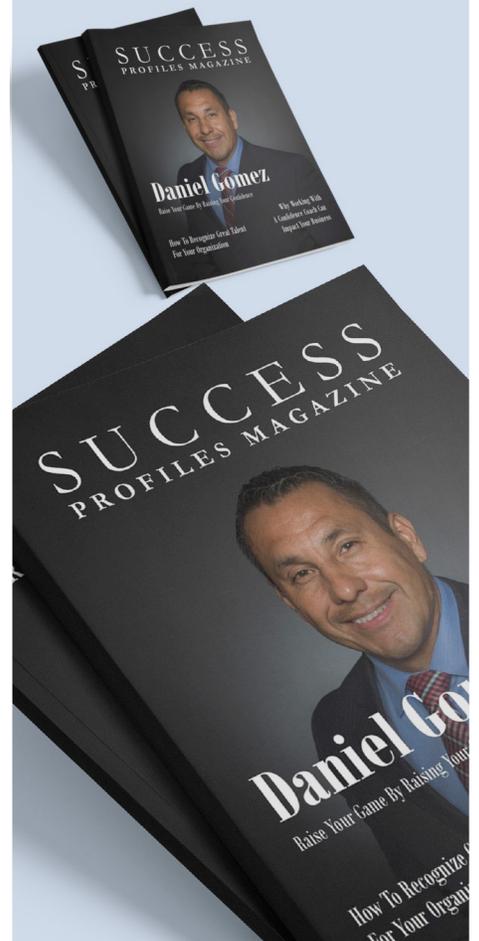
*Madeline was awarded the NAPW Woman of the Year Award for 2017-2018, served her country, receiving The Certificate of Esteem from the U.S. Military for her performances for our troops on a 7 week tour in Germany and has certifications and certificates of completion in various programs. Madeline attended School of Visual Arts and Keiser University, in NYC and Fort Lauderdale, respectively.*

*Her topics range from emotional intelligence, leadership, creativity, clarity, courage and feminine energy. She calls this #Femnergy™. She works with women so that they understand how to embrace their power allowing them to hold higher positions and to stand in their independence and interdependence in their personal and business life.*

# Want your own specialty version of SUCCESS PROFILES MAGAZINE

Find out how this marketing tool can promote your brand, share your message, and help you generate more income.

Serious inquires only.  
Book a time to talk at  
[www.callwithbrian.com](http://www.callwithbrian.com)



# FIVE TIPS TO GET BEYOND AWKWARD CONVERSATION MOMENTS

By Gloria Petersen



How adept are you with in-person interactions? Does walking into a room of strangers make your heart rate go up and your palms sweat? Are you worried that you will be standing or sitting alone? Are you able to navigate the in-person social landscapes with natural ease, or on the other hand are you plagued by the fear of awkward situations, clumsy conversation, or fumbled interactions?

You are not alone! There are times when we all have a hard time meeting and socializing with people. Perhaps you feel out of touch because your socializing has been limited to virtual conversations during the past two years of pandemic uncertainty. Gradually we are returning to in-person gatherings; however, this also means more attention

needs to be paid to how you present yourself from head to toe with your appearance and body language. (Virtual meetings are limited primarily from shoulder to head camera views and facial expressions. You just needed a nice shirt or top and smile!)

Whether due to social anxiety, introversion, or shyness, discomfort with people-to-people situations can cause anyone to fade into the background. When this happens, the focus often turns to texting instead of mixing, or socializing may be avoided altogether. Virtual conversations are easy and can give you an out; however, you strengthen the effectiveness of your connection when you make it in person. Fortunately, you can overcome these dilemmas by having a plan and a strategy.

What is the solution? You can overcome social anxieties simply by preparing. Consider the last time you took an exam or had an interview. If you were unprepared, you became nervous and did not do well. If you were prepared, you felt confident and exceeded your expectations. It is as simple as that. Sometimes all it takes is a little homework and a strategy to build one's self-confidence in order to project a sense of self-assuredness.

The place to start is changing your focus. Take the pressure and attention away from yourself. Everyone feels shy or awkward at some point. That is normal. Concentrate on the event, not on your insecurities. You can accomplish this by centering your attention on making other people feel comfortable. Your comfort will follow.

Here are some tips for social gatherings and attending business

meetings or events.

**Tip #1:** Do not allow awkwardness or shyness to rule. Instead, focus on being the savior of someone else's standalone moment. When you focus on yourself, you will increase your discomfort and magnify your awkwardness. Have you observed others in a room? Did you notice anyone who looks as uncomfortable as you feel? Typically, they are standing alone or on the outside of a small group. When you notice this person, approach, and strike up a conversation. He or she will be glad you did! You can start the conversation by admitting your own discomfort. People like company!

**Tip #2:** Avoid silently obsessing about whether or not people will like you. Instead, focus on finding an area of interest that you have in common. You are not in school; you are in an adult environment. In school, you wanted your friends to like you. In business, respect is more important. Once you have earned respect, the liking just happens. If you feel rejected, graciously move on. Do not stew and use it as an excuse to leave. Also, if you have a "loner" mentality, give it up. No one is meant to be a loner.

**Tip #3:** Do not worry too much about not knowing what to say. Instead, listen and learn. Conversation is not always about speaking; it is also about paying attention to what the other person





has to say and gaining knowledge from it. Simply paraphrase what you heard. For example, "If I understand you correctly, you said ....." By listening and then paraphrasing, you confirm what you heard and add important validation to the conversation. Oftentimes this simple step will position you as a great conversationalist because you listened!

Tip #4: Do not let discomfort with your conversational skills keep you from talking.

Instead, practice making small talk anywhere and everywhere. Take a chance by starting a conversation with the next person you meet. This could be the person next to you at an event, the individual standing in front of you or behind you in a long line at a store, or even a delivery person. You need to remind yourself that social interactions have rewards, even if it's a brief conversation. Make someone's day!

Tip #5: Avoid underrating yourself. Instead, focus on what you have to offer. This does not mean that you brag about yourself; it does mean that you engage and offer ideas or solutions based on your experience or education. You are unique in your own experiences and breadth of knowledge. Simply mention something you did (or read) recently and ask if anyone has had a similar experience. You will be surprised at how a conversation will evolve from this simple strategy.

Still unsure of what you have to

offer? Try reflecting on your major accomplishments. They can be business achievements, personal accomplishments, or both. This gives you information about who you are and what types of resources you can offer others. Letting others know what you have done is a great way to discover commonalities. And discovering a commonality is the key to igniting a conversation.

Sometimes social awkwardness is not about being shy as much as having a moment of insecurity. Even extroverts have shy or insecure moments! The important thing is to find a way to get beyond that moment so that you can mingle comfortably and effectively.

Finally, dress the part! Are you aware that how you look (grooming) and what you wear (clothing and shoes) dictates to your body how you are going to walk and posture yourself? Dress in clothing that makes you feel confident and visually supports the impression you want to make. People see you! You don't see you unless you are in front of a mirror. How you dress and posture yourself is your visual first impression and can create conversation interest. Make it count!

You now have a conversation strategy. Have fun engaging! Make yourself memorable.

*Gloria Petersen, founder and Director of Global Protocol Academy, LLC, is an author, trainer, speaker and coach on image and interpersonal skills training. Her four-book series, "The Art of Professional Connections" and SME training modules represent her 30+ year legacy. For more information, visit [GloriaPetersen.com](http://GloriaPetersen.com) (speaking engagements), [globalprotocolacademy.com](http://globalprotocolacademy.com) (SME training) [artofprofessionalconnections.com](http://artofprofessionalconnections.com) (professional development book series) or email her directly: [gloria@gloriapetersen.com](mailto:gloria@gloriapetersen.com).*

The  
**C.U.L.T.**  
— REPORT —

**50% OFF**

**THE C.U.L.T. REPORT FOR SUCCESS PROFILES READERS!**

Discover how to grow your own cult of 50 evangelists that will promote your brand every week for a year!

[growyourowncult.com/cult-ebook](http://growyourowncult.com/cult-ebook)

# THE GREAT DIVIDE

By Jeff Hodges

Technology is nothing short of amazing these days. It basically can and does do 99% of anything you could possibly need done in your business. And most of it can be done on autopilot. You can pretty much "set it and forget it" in most cases. You can program it to send e-cards to all your clients for their birthdays, anniversaries, etc. You can have it cold call thousands of people with an automated message. You can even record an entire presentation and give people a link to experience it over and over again when it fits their schedule, and you only have to give the presentation once.

But at what costs?

When does efficiency and convenience remove just a little TOO MUCH of the human element?

At what point do we actually begin to lose ground that we otherwise wouldn't have lost if we had just been there in the moment with our customer?

I remember the first time I ever received an e-card for my birthday. I remember thinking to myself, "This is pretty cool".

But then I thought to myself, "On the other hand, it would have been much cooler to receive an actual card that someone took the time to purchase at the store and sign. Maybe even right a little note inside."

I don't know. It just didn't make me feel very special. And in business one of the key ways to obtain and, more importantly, KEEP a client is



to make them feel special. People are inherently emotionally driven and if you don't have the emotion factor you WILL NOT make the sale.

That's one reason that sales ad copy can sometimes be so incredibly long. Have you ever started reading an ad and glanced over to notice how incredibly small the drag bar was? Then you thought to yourself, "Wow, this is going to be one long read." That's because the advertiser is trying to create the emotional connection by sharing stories, hitting emotional buttons, etc. They realize that even though they are able to reach thousands with

their ads, that they still need that all so important connection.

As we go deeper and deeper into the technological future and apply more and more AI (Artificial Intelligence) we continue to widen that gap between ourselves and our prospective clients. It may be increasing our numbers by sheer volume but, in the end, something is being lost. Something, in my humble opinion, that is crucial to maintaining a solid foundation and core to our businesses. We need to figure out ways to effectively keep our numbers up while simultaneously keeping a tight hold on the human aspect. We need to make business

PERSONAL again!

"How can we do this?" you may ask. Well, first and foremost, make each sale personal. People want to feel like they are doing business with YOU, not your website or your office. Now, I'm not suggesting that you send a personal, handwritten letter to everyone that buys a \$5 widget from you. But if you have a higher end product, such as a 5K online course that is already almost pure profit, then you need to take two minutes out of your day to send them a MANUAL "thank you" email (NOT an autoresponder) to tell them how much you appreciate them. And if you want to really "WOW" them, pick up the phone and say thank you. That simple process will pay you massive dividends.

Another great way to make your business personal again is to have INTERACTIVE webinars or Zooms. Some business owners will have these things but they set them up for presentation purposes only. That simply doesn't leave your client or prospective client feeling very special.

Give your presentation and then

open the line up for questions, comments and/or feedback. Make them a part of the process. Give them a feeling of involvement. When you do that and they are able to feel a true connection to you, it puts you at the front of the line of people they want to do business with and have an association with.

Pooja Agnihotri is the Chief Marketing Officer at Bizadmark, LLC. I think she hits the nail right on the head when she says, "'You are dealing with emotional customers and not analytical bots."

Despite the fact that AI is on the rise and appears to be becoming the "New Normal", the fact that we are all first and foremost human beings will never change.

A time will never come when emotion isn't at the heart of our purchasing decision. Or, at least I hope it doesn't come in my lifetime. Because I will always relish the feeling that I get from touching someone's life on an emotional level through our interaction on a business level.

*Jeff Hodges has been a Life Coach for over a decade. He coaches with a focus on mindset and self-empowerment, which he feels are two main keys to success. While he's very comfortable teaching to groups, his main joy always has been one-on-one. He likes to really connect with his clients and he feels this is the best way to accomplish that.*

*Jeff developed his love for personal development as the result of searching for a way to turn his own life around and in the process, developed an equally intense passion for teaching and helping others. He spends every day working on becoming a better version of himself because he wants to be better equipped to help others do the same.*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*



**SUCCESS PROFILES RADIO**  
with Brian K Wright

Join Brian K Wright each week on Monday at 6pm Eastern as he interviews world-class achievers and learn how they succeeded

***A series of powerful conversations with the most successful people in the world.***

# ARE YOU LIVING OLD STORIES INSTEAD OF YOUR LIFE?

By Dr. Nicole Coyle

Each day of our life we are writing OUR STORY. Every day is a new page, a new chapter perhaps.

The question is "Are you living the story you want to tell?"

If someone asked you to tell them about your life, to tell your story, is the way it reads right now the story you want to tell?

Our reality is created through the thoughts we fill our minds with, the emotions we choose to express continually, and the words we release from our mouths. We are shaped by our interactions, our experiences, and the world around us.

So often, we are expressing ourselves through the scripts of our past stories—past hurt, disappointments, failures, an upset, opinions of others, expectations placed upon us, a relationship lost, mistakes, etc.

You see, our lives are a compilation of stories we tell ourselves. Stories of what we've done, how we've done it, and what we want to do. Stories about who we are and who we are not.

These stories create our reality, but they're NOT ALWAYS REAL. They're interpretations of the truth, filtered through our perceptions, expectations, hopes, and fears.

These stories don't always work for us. They often times limit our possibilities.

They don't lead to what we



envisioned and may even hold us back. We wind up stuck, unhappy, disappointed, or worse.

But the stories of our life are malleable. We can rewrite them as often as we want. In doing so, we create a new reality for ourselves.

WHAT IS YOUR REALITY? What is the story you want to tell?

The decisions we make today will define the stories that get told about us. By this, I mean that we are all writing a story with our lives and it is going to be retold.

Ultimately, our story is going to be positive, negative, or a combination of both. But there are no neutral lives being lived. People will talk about the positive impact we left, or people will talk about the lasting harm we inflicted. People will talk about our

presence or they will talk about our absence. People will talk about the obstacles we've overcome. The story of our life is going to be told. Actually, it is inevitable.

This is, of course, called LEGACY.

You carry within you a story that is living itself out. Our "work" in this lifetime is for each of us to "give birth to" what our souls already carry within.

You and I are here for a reason. We are not a blank slate or a random conglomeration of molecules that came here to be shaped by the world.

WE CAME TO SHAPE THE WORLD — to be a co-creator in the truest sense of the word.

This is what it means to live your purpose. To live the life The

Creator designed you for, not simply to replay life through past stories.

Your legacy and the story you will leave is the expression of your soul's story that has happened and is happening at every moment of your life. The only work to be done is to SEE it, OWN it, and LIVE IT.

It doesn't matter if you are a barista at Starbucks, running your own business, or the CEO of a giant company, your purpose will still be true. It doesn't go away. It's with you wherever and however you are. There's actually no way not to be living it.

The key is to be able to see it.

When you see this, you get to experience what you internally long for, the calling that had been too loud to ignore FOR TOO LONG.

You stop trying to "be somebody" or to "get somewhere" and you finally come home. You live the life that you have desired, that you knew was possible no matter the stories fed to you by others saying that it was impossible.

When we let go of our old, painful, limiting self-definitions, and our old stories, our authentic selves are given permission to rise from the ashes like the phoenix— purified and transformed. Then, everything becomes possible!

It's time to see and express the purpose your soul already carries within. The pen is in your hand.

What are you writing on the wall of your life, and is it the story you want to tell?

Are you living your legacy?

*Dr. Nicole is owner/director of Naam Yoga Arizona, 1 of only 3 Naam Yoga Centers open in the U.S. She is a devoted, long-time student of Dr. Joseph Michael Levry, the founder of Naam Yoga, Universal Kabbalah and Harmonyum. She is a Certified Naam Yoga® Therapist, Shakti Naam Teacher, Harmonyum® Healing Practitioner, Universal Kabbalah® Consultant and a Spiritual Counselor specializing in trauma and recovery of all kinds. Nicole believes that through the Divine Spiritual wisdom and vibration of NAAM, one learns how to live from the heart and not the head.*

*Dr. Nicole attained 2 PhD's, a Doctorate of Divinity and a Doctorate in Philosophy of Religious Studies & Theology. She now uses these degrees and her Naam certifications and trainings practicing as a Universal Kabbalah Consultant and a Trauma & Recovery Therapist to spiritually counsel her students and clients who are on the quest to Love themselves and heal from separateness.*

*Learn more at <https://naam-yoga-arizona.teachable.com/>*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

*Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)*

Be inspired to win your day with a video a day.

Follow along with the

**"Minute to Win it"**

and other videos each morning meant to

*motivate you to Win the Day!*

**[www.winitminute.com](http://www.winitminute.com)**



# YOUR BODY, THE MACHINE

By Brian McKittrick



Being a high-powered sales professional means you can have a hectic schedule. You may be tempted to cut out lunches in order to have more phone appointments or take more leads. You may be stopping at a fast-food place for breakfast and a coffee, then again for lunch. Or you may eat, but you are a desk jockey and hardly move any part of your body besides flapping your gums (we sales dogs talk a lot)! If any of these scenarios describe part of your day, then take notes.

The human design is more than just going to the office then coming home. A complete package is addressing our physiology and mentality. In his bestselling book *Pillars of Wellness*, Dr. Matt Chalmers introduces a framework for fitness called the Pillars of Wellness. They are:

**Psychological** – The Mind: Our mental input

**Biochemical** - The Body:

**Biomechanical** – The Motion: You need regular daily movement

**Spiritual** – The Soul: Our

connection to the universe

Dr. Chalmers takes a natural approach first to optimizing a full body. What is the point of accumulating a massive fortune, only to be too out of shape to enjoy it? Have fun, and taste life's flavors, but be mindful of all parts of the health equation for a fruitful life.

When I went from managing retail stores to being a full-time insurance broker, I started to gain weight. As a store manager, I rarely would sit down at the store. I was pretty much on my feet, walking and moving 10 hours a day. There was no rest for the wicked awesome (as they would say in Massachusetts)! I was continually about 190 pounds, which is fit for a man at 6 foot 2. But when I transitioned to the health insurance office, I pretty much just sat on my tookus the whole day.

The weight started to add over a period of time. At the end of December, I had gotten up to nearly 230 pounds, and my waistline had gone from 32 inches to 38. It hit me when I was watching a football game. At the beginning of the game, they showed a picture of the Dallas Cowboys quarterback Dak Prescott and listed him at 6-2, 230 lbs. That hit me like a bucket of ice water to the face! I was the same height and weight but looked nothing like him. I never pictured myself as a fat guy. In my mind, I was the same hard-hitting and hard-throwing baseballer as I was in high school. It never occurred to me that 20 years out of school, I was going to have a belly. That had to change.

When I made the commitment to change this, I sought some help. That help for me came in the form of a home workout program in an



app. That program was written by Marc Zalmanoff of Marc Z. Fitness in Frisco, Texas. The home workout was key to me for two reasons: 1. The Coronavirus had shut down gyms in the spring of 2020, and 2. It gave me no excuse to get started and keep it up. By the end of 2020, I had lost the 40 pounds of fat I gained over my time in insurance. I cannot tell you what a confidence boost I experienced when friends and family noticed the weight falling off. I actually gained 10 pounds of muscle in the few months that followed. Marc and I are now working on getting up to 215 pounds, so I can be in baseball shape. I have no plans to try out for the Texas Rangers, being over 40 years old, but that is the physique I am after.

One of the keys to maintaining a healthy weight and healthy daily lifestyle is to eat properly and stop acting like your mouth is the opening of a garbage disposal for junk food. In business, we can be guilty of being "on the go" most of our day. We might be scheduling appointments and phone calls during our lunch hour or might have to grab a quick bite in the car.

In most cases, quick bites are usually not the best food for us. Frying and microwaving foods is the quickest way to make them, and we all know that those are not the healthiest items. I actually hope you know that. If that is something you've never heard, then seek the help of a trainer. So, I made a list of 10 food items that are actually good for you and can be prepared relatively quickly.

### Ten Sources of Healthy Foods:

1. Whole Grains: Soluble fiber to lower cholesterol
2. Berries: Blueberries, Strawberries, Blackberries, Raspberries
3. Lean Protein: Lean Beef, Chicken, Shrimp
4. Fatty Fish: Tuna, Mackerel, Canned Sardines, Lake Trout, Salmon
5. Nuts: Almonds, Cashews, Peanuts, Walnuts, Pecans, Soy
6. Dark-Green Leafy Vegetables: Kale, Spinach, Swiss Chard, Greens
7. Beans: Red, White, Black, Pinto, Kidney, Chickpea
8. Yellow and Orange Fruits and Vegetables: Carrots, Squash, Sweet Potato, Apricots, Cantaloupes, Papayas
9. Cruciferous Vegetables: Broccoli, Cauliflower, Cabbage, Brussel Sprouts, Kale, Collards
10. Yogurt: Non-Fat live culture, or Greek yogurts

Remember to keep it simple.  
 #itaintrocketsurgery  
 Connect with Brian at  
[BrianMcKittrick.com](http://BrianMcKittrick.com)

*Brian McKittrick is an Insurance & Finance Specialist, and his brokerage Insurance of Texas services Life, Health, and Senior Insurance plans for all 50 states, plus Washington D.C. Also offering Property, Casualty & Commercial plans for Texas.*

*Brian is a career sales professional and leader. He has been a top performing salesman since his first commission sales position in 1999. For over 20 years, Brian has excelled in retail, car, and insurance sales both as a sales associate, as well as leading sales teams as high as over 100 members.*

*Brian took over as the DFW franchisee of Insurance Training Academy, offering insurance license exam preparation. In 2021, they have expanded to offer into insurance continuing education, and sales skills courses for insurance professionals.*

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)



## TWO SUCCESS QUOTES FROM THE PILGRIMS

By Wayne E. Meyers

Recently, I watched a short old documentary film about Thanksgiving and the pilgrims. This in turn got me interested in profiling the success of William Bradford, a Governor of the Pilgrims at Plymouth Rock. I found two success quotes by William Bradford of particular interest. Bradford's words, written in the sixteenth century, and intended for future generations, are still relevant to success today. I turn your attention over to those two inspiring success quotes that fit the profile of a successful pilgrim from time immemorial.

*"All great and honorable actions are accompanied with great difficulties, and both must be enterprised and overcome with answerable courage."* -**William Bradford**

"Thus out of small beginnings greater things have been produced by his hand that made all things of nothing, and gives being to all things that are; and, as one small candle may light a thousand, so the light here kindled hath shone unto many." -William Bradford

### **Successful entrepreneurs keep gathering information:**

Information about the marketplace, information about clients and customers, and information on how to be better entrepreneurs (because even if someone offers advice you don't want or need, it may trigger an idea of your own, that you had not thought of before) and these are the unexpected keys to your success. You can also solve your puzzle or be guided towards what you need, with special articles



like this, and you will get that, just by reading Success Profiles Magazine. So, if you haven't already, go ahead and renew your subscription to Success Profiles Magazine for another year or purchase it as a gift for a friend, loved one, or business associate. You'll be glad you did!

To renew your subscription, go to [successprofiles magazine.com](http://successprofiles magazine.com) and please do share copies of this article "as is" with friends, family, and associates who will appreciate it! Always remember to "KEEP GOING, KEEP GROWING!" And one more thing... be on the lookout for another interesting article from me in the coming months! Thank you!

Wayne Edward Meyers, the "Voice" of Personal Development is a Columnist with Success Profiles Magazine. He is also the CEO of Burn It Up Coaching Inc, the personal development company behind Becoming Your Greatest Possible Self™ Marathon and Podcast with Host Chris Burns [www.BeYourGPS.com](http://www.BeYourGPS.com). To learn more about Wayne please visit [www.BeYourGPS.com/WayneInterview](http://www.BeYourGPS.com/WayneInterview) or [www.BurnItUpCoaching.com/AboutWayne](http://www.BurnItUpCoaching.com/AboutWayne)

Many people dream of writing a book someday, but most of them never get around to doing it. As the author of multiple books, I can help you make this happen!

**Having a book is critical to growing your business.**

Send inquiries to [brian@briankwright.com](mailto:brian@briankwright.com)

**Entrepreneur, Author, Author Maker**

# **GET A GHOSTWRITER TO HELP YOU WRITE YOUR BOOK**

Starting from scratch and need help coming up with an idea for your book? We can help. Get out of the rut with our ghostwriting services. We work with you to create a story that's just right for you and your needs. Your ideas will be transformed into a high-quality manuscript, and we'll even edit and format the final product for submission or self-publishing.



TO LEARN MORE, VISIT

[WWW.WRITEABOOKFORYOU.COM](http://WWW.WRITEABOOKFORYOU.COM)

Thank  
You!



STEVE GAMLIN

for being the **ONLY** contributor to appear in every issue of Success Profiles Magazine since we started in **December 2017.**

*"This book has assembled some of the greatest achievers in the world.  
Learn from them, apply their wisdom, and you can rise to the top."*

—KEVIN HARRINGTON, Original Shark on *Shark Tank*

# SUCCESS PROFILES

## CONVERSATIONS WITH HIGH ACHIEVERS

### VOLUME 2

INCLUDING:

KEVIN HARRINGTON

CHRIS POWELL

DAN LOK

AND MORE

BRIAN K. WRIGHT

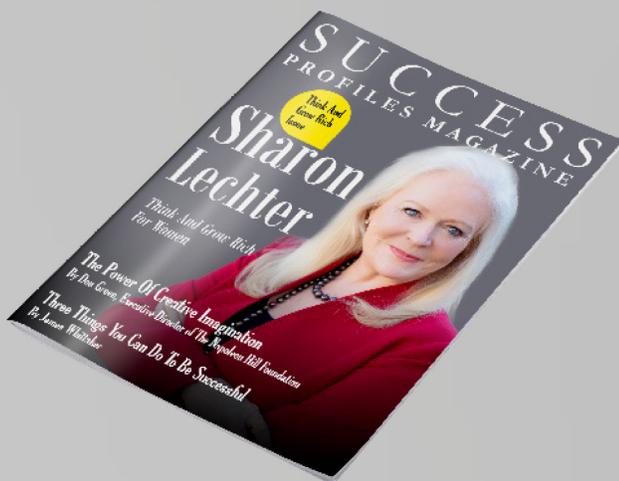
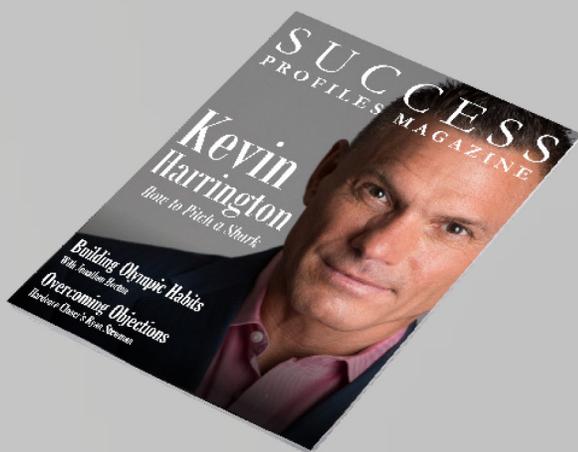
Available on  
**amazon**

Now Available on Amazon!

**Brian K Wright** is the **Publisher of Success Profiles Magazine**, host of the personal development show **Success Profiles Radio**, and book writing coach/ghostwriter.

Success Profiles Magazine is your resource for current and relevant information about personal development and business topics from world-class contributors such as Kevin Harrington, Bill Walsh, Sharon Lechter, Marshall Sylver, Anik Singal, and many more. While this is a digital magazine, you can order physical copies or inquire about advertising by writing to [brian@briankwright.com](mailto:brian@briankwright.com)

You can also subscribe with a special 7 day trial at <http://successprofilesmagazine.com/>



Subscribe to  
**SUCCESS**  
PROFILES MAGAZINE