



A Short Course In Personal Development
By Ross Hancock



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Understanding That Change Is To Be Welcomed, Not Feared

Let me begin by saying that I totally understand your present position and I sympathise with the internal anguish that is occurring within.

You see, the mere fact that you have requested our business distribution opportunity pack it's a very strong indicator that you are looking for something different in life. Whether our opportunity is that something "different" is yet to be determined, but for the purpose of this exercise, it's irrelevant.

That said I want to immediately reassure you that I have discussed this matter with literally hundreds and hundreds of people just like you. They had exactly the same uncertainties, doubts, fears and insecurities.

You are dealing with the uncertainties, doubts, fears & insecurities that surround just one word - CHANGE.

Like it or not, we live in an era of change & change is occurring constantly. In fact, change has been occurring constantly since man emerged from the cave.

The 19th-century British Prime Minister, Benjamin Disraeli, put it this way:

Change is inevitable. Change is constant.

In your life, you have faced change on many occasions and succeeded!

If you can drive a car, operate a computer, make a phone call or send an email, you have faced change and succeeded. That's because you embraced change.

Yet it wasn't always so.

I'm sure, that if you think back to the time when you learnt to drive a car you were going through the same emotions that you presently feel. The fear of making a mistake or the fear of failure or the fear of making a fool of yourself.



But, you ultimately overcame your fears and uncertainties and doubtless, today, you are a model driver on our roads.

I would very strongly suggest that your *attitude* was directly responsible for your ultimate success.

So, can we at this stage agree that all of your emotions and feelings can be boiled down to the following?

*A lack of complete happiness with my present situation
and an uncertainty about making a move to another destination.*

On that basis, congratulations, you've just undertaken the first and second steps of your journey towards change. The first step towards change is *awareness*. The second step is *acceptance*.

The third step on a journey towards change is to fully appreciate your direct involvement in it. More specifically, your *attitude* towards change, and your genuine desire and commitment to do something about it.

Thomas Jefferson, the third president of the United States, expressed this so eloquently when he said:

Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with a wrong mental attitude.

Truly, life is made up of millions of moments and we live only one of these moments at a time. Right now, I am going to ask you to adopt a positive "can-do" attitude because as you begin to change this moment, you begin to change your life.

Sure, not everything that is faced (with either a positive or negative attitude) can be changed. Then again, nothing can be changed until it is faced.

Let's resolve right now to do two things:

- Adopt a positive "can-do" attitude
- Face the issue that confronts you.

And now is just about the perfect time for me to introduce an expression that means a lot to me because of its no-nonsense approach.

*If you don't like something, change it.
If you can't change it, change your attitude.
Don't complain.*

Can you see the bias towards action in that wonderful expression?

Change means you must do something, and as Franklin D. Roosevelt said:

There are many ways of going forward, but only one way of standing still.

Whatever you do, don't stand still. Don't resolve to do nothing. Resolve to properly investigate this business opportunity and any other opportunities you may be looking at presently.

Fortune favours the brave and when you resolve to do nothing, it's very likely that *procrastination* and the *fear* are the two evil interlopers.

I'll tell you what my take on procrastination is:

Procrastination is the language of the poor and the best friend of failure.

And I'll leave it to two wonderful motivational speakers to summarise their feelings about FEAR.

*Fear keeps us from taking action, and if we don't act,
we never get beyond where we are now.*

Jack Canfield, author

Fear doesn't exist anywhere except in the mind.

Dale Carnegie, writer

Face your fears, avoid procrastination and resolve to positively examine your change options, because as Mark Twain did say:

*Twenty years from now you will be more disappointed
by the things you didn't do than by the ones you did.
So throw off the bowlines. Sail away from a safe harbour.
Catch the trade winds in your sails.
Explore. Dream. Discover.*

Who Decides Your "Can Do"?

Over the many years I have been involved in my sales/marketing consultancy firm and also introducing entrepreneurs to the opportunity of starting their very own business information business, I've heard a number of people say, "*I could never learn to do this. I'm not a marketing person.*"

I immediately explain to them that the "*from the womb*" marketing and business guru has yet to be born!

Whenever someone says, "*I can't do this*", it's not because they have a gene deficiency, it's because they have just exercised a choice, and after all, can't really means won't.

That's the major point I wish to make. In life, you have choices.

Either you can do, can't do, won't do, don't want to do, or are so apathetic or lazy that you never get around to it. Even then, you make a choice - the choice of ignoring the matter.

Truly, if you're not deliriously happy with your lifestyle at present, you have three choices.

You can choose to ignore the issue. As I said previously, that's not smart.

You can deliberately choose to do nothing. Again, that's not smart. But, if you arrive at this conclusion after carefully considering the matter, rejoice in the decision you have made.

And you can proactively choose to make a change.

Who decides your Can-Do?

Answer: You do...or at least you should! By all means seek legal and business advice before you decide, but beware the opinions of the uninformed!

It's your life...you make the Can-Do decisions.

As Abraham Lincoln did once say:

*Always bear in mind that your own resolution to succeed
is more important than any other one thing.*

Putting The Opinions Of The Uninformed In Perspective

Everybody has *opinions* and one of the major benefits of our democratic society is that everyone is free to express their opinion, and I wouldn't want it any other way.

That said, just because somebody has an opinion, it does not mean you should pay attention to it.

A good friend of mine Rob Proctor has a great saying "Opinions are only opinions they are never right or wrong"

Many opinion-givers rarely give much thought to the issue and they don't have their hands across all of the necessary information or knowledge. They just blurt out their initial gut reaction!

The smart thing to do is to seek the opinion of people who are knowledgeable about the subject matter, but only after they have had a chance to preview all the necessary background information.

Should you seek my opinion on how to grow tomatoes, bake a cake or perform brain surgery?

Absolutely not! In these areas I am ill informed and ill-equipped to make any comment whatsoever except to say: "*seek your advice and opinions from someone more knowledgeable and astute in this area than I.*"

But, if you want advice and an opinion in matters pertinent to sales and marketing and business information and training... please ask me, because I'm highly qualified in these areas and I know the industry well and I can speak from a position of direct experience, over a vast number of years.

In my experience when people overly rely on the opinions of others, it's because they lack confidence in their own judgement or, they want someone to blame at a later date.

But Surely, There Must Be Somebody To Blame

Unfortunately, there are many people who actually prefer a *good excuse* to a *good opportunity*.

And there are many people who blame a lot of other people for whatever they don't like about their own lives.

If they own a business and it isn't doing as well as they'd like, it's the fault of the staff, the competitors, the industry, the customers in the town or suburb, the economy, the government, or just rotten luck!

If they're not doing as well as they'd like financially, it's the fault of an unfair boss, the government, the economy, a lack of education, or just rotten luck!

If they're doing an unfulfilling, boring job that doesn't pay anywhere near as much as they think it should, again it's the fault of an unfair boss, or the government or the economy, or a lack of education or just rotten luck!

The funny thing is - *it's never them!* Never!

Look, neither *excuse-making* nor *blaming* has any value or power whatsoever in improving the future life circumstances of the excuse maker or the blamer.

In fact, *excuse-making* or *blaming* is an utter waste of thought, time and energy.

When things don't quite work out the way you may have initially considered, always remember YOU are personally responsible and the three key words to always keep in mind are these:

Commitment = Responsibility = Control

As in: When you make the *commitment*, you accept the *responsibility* and with responsibility you assume *control*.

Equally, the words can be reversed, as in:

When you take *control*, you accept *responsibility*; you make the *commitment*.

But let me leave the last word to two authors I admire greatly:

*"People are always blaming their circumstances for what they are.
I don't believe in circumstances.
The people who get on in this world*

*are the people who get up and look for the circumstances they want,
and, if they can't find them, make them."*

George Bernard Shaw

*"If you can run a losing race without blaming your loss on someone else, you have bright
prospects of success further down the road in life."*

Napoleon Hill

Summary

All of this brings me to a summary:

If you want a different outcome or circumstance to that which you are presently experiencing, you will have to embrace change.

Don't allow procrastination or fear to rob you of a future that can be exciting and extremely rewarding.

Understand that your attitude will determine your altitude, always.

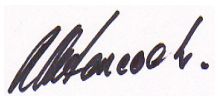
Be personally accountable for your future prospects and life. Never abdicate or assign your future to others. You must be the Can-Do, action-oriented person.

In so far as the Results-In-Business Institute opportunity is concerned. Consider it carefully. Contact your RIBI consultant on any matters of which you are uncertain and then, resolve to make a decision.

Either way, your glorious future is in your hands. And I now close with an expression from the legendary Zig Ziglar:

It's not what you've got; it's what you use that makes a difference.

Kind regards,



Ross Hancock