



YOUR SUCCESS MANIFESTO
iWORKWITHWINNERS

Your Success Manifesto
by Scott Morris

The little book that reveals the secret doctrine to achieving success
in life, in love, in family, in community, and in business.

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Introduction

Wouldn't it be a dream come true if you really could find the secret to happiness and success? Well, it is true. The secret is right here in this little book, and it will only take you a few minutes to read it and possess the secrets for yourself.

You will probably read this little book because you are curious or skeptical, not because you really believe this amazing secret can be found so easily. The concepts are different than what you are used to, but if you will allow yourself to see past some of the biases, prejudices, and narrow thinking that we all grew up with, that are reinforced every day by living in a politically correct world, full of delicate feelings and avoidance, then you really will find timeless secrets in this little book that will massively contribute to your success and happiness.

You can get everything you want out of life, and as a bonus, contribute in the most significant ways to all the people in your life, and society as a whole.

I know this is true because I have lived it through good times and bad, and if you can get out of your own way, you will soon be living it too.

Imagine your mind and soul free of emotional pain and baggage, free to let go of all the garbage that has hindered you from success and happiness in the past, to allow you to create the exact life you want from this moment on.

Don't worry, this is not going to be a motivational book where I get you all pumped-up and then send you out only to run out of steam and fail. This is an actual manual with actual steps to follow, and sustainable, daily practices that will give you instant results.

One of the first books I ever read cover to cover was *Think and Grow Rich* by Napoleon Hill, so I believed that getting everything I wanted out of life was as simple as visualizing those things and somehow magically they would appear. That didn't happen.

Then I met Tony Robbins and discovered that all I had to do was want it badly enough that I could will my life to be as I wanted it to be. That didn't work out

so well either. And along the way there were countless other gurus, who had different methods for achieving success, but few if any actually dealt with the real stuff that is required, and so I came to write this little book.

Don't get me wrong, I love Napoleon Hill and Tony Robbins. In fact, I've coached some of Tony's coaches and worked with some of his most successful students. But there was always something missing from what they taught, and I finally put my finger on it, as well as why the other guys don't teach it.

My way is just not as sexy as telling people to jump up and roar like a tiger. It's not as seductive as putting your students into a state of hypnosis so that they can walk across hot coals, and it's certainly not as easy as imagining your way to riches.

What you will get here in Your Success Manifesto is the truth, and to put it plainly, as Jack Nicholson's character, Colonel Jessup, did in the movie A Few Good Men, it's just possible that "you can't handle the truth." (<http://youtu.be/9FnO3igOkOk>)

But if you can, and if you are willing to explore a life driven by thought instead of feelings, and fully integrated honesty and objectivity, then keep reading.

But first I want to make a disclaimer:

The contents of this little book are not intended to support or malign any other method or philosophy. Read this book with an open mind so you will see it clearly for yourself, and no more convincing will be necessary. Then you can spend the rest of your life understanding and enjoying the benefits of these great secrets, and you can leave behind all the frustrations of the past.

In order to accept and use these great secrets, you will have to accept that most people in today's world will disagree with you, and you will have to just get on with it. Be positive, and above all else, objective, when evaluating this book and your life from this moment forward.

Life should be fun and fulfilling, and if your life is not, it's only because you are doing a few things wrong. The good news is that these concepts are extremely simple, so anyone can follow them and use them to transform their lives immediately.

You could have written this book. It doesn't take genius or brilliance to recognize these truths and live these principles to achieve a magnificent life. Most people don't do it though, because it's not the way the majority of people live, and most people feel that they need to conform to the majority.

Chapter 1

Self-Sufficiency

The first thing we have to agree on is that there is no greater good than to be self-sufficient, meaning you are completely independent from any outside source of financial support. You and you alone (or if you are a couple) must be the source of your financial independence or a major contributor. If you are a wife who supports her husband by providing him with a traditional home life, complete with prepared meals and comfort, this qualifies, and the reverse would be true as well. But even in such a traditional setting you should still have your own independent income, and in another chapter, I'll show you exactly how to do that.

If you are a kid reading this, naturally you will be dependent on your parents or guardians for the time being, but your goal must be financial independence as soon as you can arrange it. The sooner you are independent of their financial support, the better.

In today's world with the Internet and Global connectivity, [teens and even pre-teens](#) can start businesses, so there are no excuses even for the youngest among us. If you are old, don't let that stop you either. There are plenty of [success stories](#) from late-blooming entrepreneurs to inspire you. It is never too early or too late, so wherever you find yourself, get started now.

Why You Must be Financially Independent

Why is financial independence so important? Because it goes to the root of self-esteem. Without self-esteem you will lack self-confidence, and without self-confidence there is no inner drive, no motivation, no inspiration, no dreaming.

What there will be is fertile soil to buy into negativity from others, and excuses for why you should just take a handout. This is a snowball to ruin. Once you take the first handout, from Mom or Dad, or the government (especially the government), you have opened yourself up to other forms of "free stuff." Every single free thing you accept robs you of the key ingredients that keep you free, fulfilled, and full of the life-force that makes you potentially amazing. But, be careful and understand that you are not amazing just because you exist. You have to become amazing, and that can take a bit of work.

Nothing in Life is Free

Speaking of FREE, you have to accept that absolutely nothing is free. Not one little thing that you ever get for free comes without you having to exchange something valuable for it, so if you are going to have to pay something for it, make sure it's worth having and that the price is not too high.

The reason I say that nothing is free is because nobody actually gives anything without getting something in exchange. When a person hands a beggar a dollar, he gets the illusion or feeling of having helped someone. It makes him feel good, so he has received something in exchange. Is it possible that a person would give something without any expectation of anything in return? No, absolutely not, under any circumstances! Something is always paid for everything that is received.

But what does it cost the beggar? By receiving the dollar from the stranger who asked nothing in return, he gets a buck for free right? So what that the giver feels good about it—that does the beggar no harm. In reality, the beggar has been robbed of his self-esteem, and that is a terrible thing. The giver has only extended the length of time that it will take the beggar to figure out that he or she must work toward financial independence to recover his or her self-esteem and become self-actualized and free.

Just look at the body language of the beggar. It is not upright and proud; it is hunched and weak, and it remains that way until the beggar earns that dollar. Only then will he become worthy of the dollar, and only then will he become worthy of the respect of other men and women. Only by contributing in a “fair exchange” of commerce in our society will this person ever become fully self-actualized and free, even if he or she remains of very little means. Success and happiness are not determined by how much you have, but by how honorably you came by what you have and by not sacrificing your self-esteem to acquire it.

This is a simple concept, but it can be applied across all walks of life and in every situation. Self-sufficiency is true freedom, and only through self-sufficiency can men and women achieve their full potential; if you want to help

the beggar, help him realize this truth over a cup of coffee or a beer, but don't just give him a dollar.



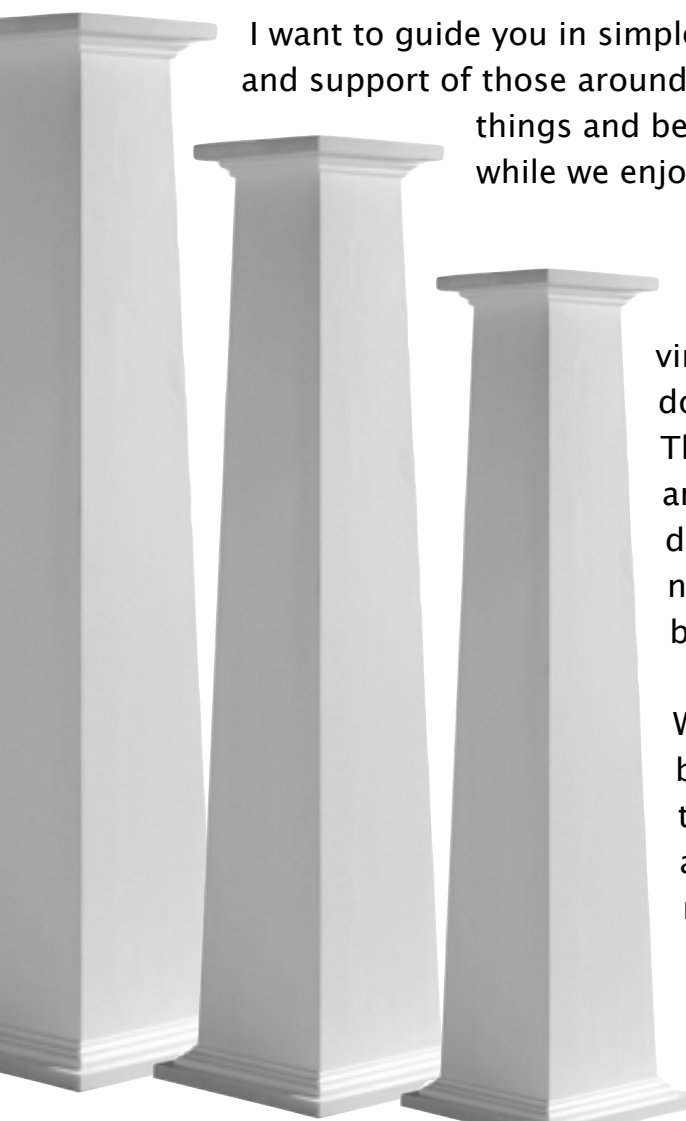
Chapter 2

The Three Pillars

Let's talk about the Three Pillars, also known as the Three Tips or Points of your Success Triangle.

The purpose of this book is to share the secret to happiness and success. They exist in these three pillars, or as I like to call them, the three tips to your success triangle. They are:

- i. Self-Actualization
- ii. Individual Achievement
- iii. Self-Promotion



I want to guide you in simple ways to achieve them without losing the love and support of those around you. After all, who wants to achieve great things and be hated? We all want to be loved and appreciated while we enjoy our success and fulfillment.

Many people believe that if you are a self-promoter, you can't be humble, and it is more virtuous to be humble. But promoting oneself does not have to be conceited if done properly. The truth is that if you are to be successful in anything, you have to believe in what you are doing and in yourself. In many cases there will be no one to promote you but yourself, so you'd better get comfortable with it.

What do you think I'm doing by writing this book? I must be pretty full of myself to think that people will want to read what I have to say about this or anything else, but I have held myself up as an expert on this subject, so you'd better listen.

I believe we must be selfish if we are to

achieve happiness and success, but “selfish” is one of those words that is frowned upon in today’s society, so let’s use modern language to alter it so that you are more comfortable with the idea. Instead of selfish let’s call it “Be True to Yourself.” It’s the same thing, but it sounds better, so let’s go with it.

How I Learned the Three Pillars

As a little kid growing up in Germany, the kids called me ‘Biafra gestelle.’ I’ll let you figure out what that means. It was difficult because I was so skinny, but also because I was American. Even though I didn’t speak a word of English, everybody knew I was American, which didn’t help matters. I actually flunked out of English, which was the one subject everybody figured I would do well in. That still makes me LOL.

Then in 1971, we came back to the States. That’s when I got my first taste of self-promotion, American style. I saw a TV commercial for a car dealership in New Orleans. Holy mackerel, that was like seeing porn for the first time—it almost killed me. I also remember running home after seeing a banner up at the A & P shopping center, to tell my mother that there was a “Once in a Lifetime sale” at the Dollar Store, and if she didn’t get up there right away we would never see those savings again in our lifetime.

That was my introduction to a brand new way of thinking, and I hated it. I hated everything American. It was ugly and in-your-face and totally un-German in every possible way. But, soon I started to see the good stuff that America and Americans had to offer, and I quickly became an American myself.

I also started reading, and developed this insatiable curiosity about success and personal achievement and development. I wanted to fully understand it and learn how I could use it and manipulate it to serve me.

I discovered that no matter what you do, if you do it to the ultimate extreme and to the best of your ability, no matter how small the task, you will get respect from others for doing it so well. That builds what I later learned was self-esteem and self-confidence.

Over the decades, I have lived through my share of hardship, success, and hardship again. But what stayed with me were the lessons that always brought

me back to reality and to success, and the confidence in knowing that no matter what happens or how difficult things become, I know that whatever is thrown at me I am never afraid, and never insecure about my future.

If that's the only thing you get out of this little book it will have been worthwhile: never be afraid or insecure about the future by being fully self sufficient.

Over the decades, I studied these three pillars of success and looked for others to add to the list. I always tried to keep things as simple as possible, because success really isn't that difficult, so the path to its achievement should not be so difficult either.

I grew up Catholic, and I had to settle the many inconsistencies and untruths associated with religion in general. I discovered that many religions teach things that prevent people from achieving success. When I made these discoveries, I realized something very important that you will have to deal with as well. I realized that there were things that I knew were wrong that I did not want to admit to myself were wrong, so I tucked them away in a little compartment in my brain and forgot about them.

Then I went on with my study of life and success psychology, but those pesky little untruths kept poking me until I finally came to the conclusion that I would have to accept Fully Integrated Honesty as my guide, or the whole thing was a waste of time.

This will be difficult for you too as you begin or continue your journey, but this I can tell you: you can live in denial of the truth, as most living souls do, or you can live in the real world. There is no in between for any of us.

I also learned how vital it is to become self-actualized, and how I would never reach my full potential as a creative human being unless I took matters into my own hands. I started promoting myself and exploiting my talents, even though they are a fraction of many other peoples' talents.

I've always been scared shitless that if I put myself out there as an expert, and someone comes along who knows more than I do on a particular subject, that I

will be ruined or embarrassed. The reality is that the person who knows ten times as much as I do is probably sitting in a dark room, scared shitless himself to come out of the dark and realize his potential, so I'm probably pretty safe. There will always be critics, but critics usually don't achieve much, all they do is look for the tiniest flaw in something and use it to destroy.

This little book is a great example of what I'm talking about. It's not magnificently written, but the lessons in it are timeless and will lead you to your success.

I'm proud to announce I am completely immune to criticism. You know what they say; ignorance is bliss. But seriously, what I mean is that I use criticism only as a constructive tool, not a destructive one, so it never hurts me. It only makes me better, so I welcome it.

How I've Used The Three Pillars to Succeed

Being in business teaches so many great life lessons because in business people are more pragmatic about everything. Contrary to popular belief, businesses are in business for only one reason, and that is to make a profit. When your motivation is that clear and you approach each day with facts about how your business is performing and what you need to do to make it profitable, those concepts tend to extend into your personal life.

So, you should start a business right away. On the last page I will make suggestions on the easiest and fastest way for you to do that.

I hear people say that a business is there to create jobs, or serve the community or some other such nonsense. It is true that a successful business, by virtue of its existence, creates jobs, fuels the economy and serves the greater good of the community, but these are by-products of the business, not its primary purpose.

In order to really succeed and be happy, you are going to have to become a purist about many things that up to now have been a little ambiguous, blurry, gray. Business is black and white, math is black and white, infidelity is black and white. You have to take a stand on some issues that up to now you have

avoided, and this singular thing could be the most powerful new lifestyle choice you make.

But the greatest benefit I have gained from using these pillars is that they make me ask a series of questions every time I am about to make a decision—any decision, be it personal or business—and the result is that I always make a better decision. When I apply these principles, the result is success. Does this mean I can't be spontaneous? Of course not. But when you consider that everything, good or bad, that ever happened to you is a result of decisions you've made, you can look back and analyze the results and decide for yourself which of them turned out the best: the ones that were made spontaneously or the ones that were well thought through?

Every outcome from everything we do in our lives is a result of decisions we make for ourselves. Your wife or husband cannot make you miserable unless you allow it. Your friends can't make you do stupid things without you consenting to it.

All of us know a person who works like a slave for a business, is taken for granted, and gets no recognition. This is not because the manager is a bad person, it's because the employee allows him or herself to be treated this way. It's a conscious decision made by that person based on fear or some other rational or irrational consideration.

The decision to drive after having a few drinks is a conscious decision that has the potential to cost you a devastating amount of money and inconvenience, and even potentially your life or the life of an innocent person. This decision can have a devastating impact on your success and happiness.

I'm sure you can come up with examples in your own life that will demonstrate the correlation between bad decision making and the delay of your success. Make your list now and connect the dots to all of your failures, and all of your successes.

But how can a person break out of this negative cycle that causes depression, anxiety, weight gain, poor overall health and bad relations? Start applying the simple principles outlined in this little book right away.

All of us want to be liked, but is being liked the most important thing in the world to you? Many people sacrifice everything of themselves just to be liked by others. This is especially true in children and teenagers, but it is rampant among adults, as well. The reality is that when you live to be liked by others, you are truly liked by no one. But that is usually too hard to own up to, so denial becomes the escape route and the misery continues.

My life really changed when I decided that people are going to either like me or not like me based on who I really am, not who I pretend to be. It's like marketing to the whole world or targeting just those people who are interested in your particular product. Targeting is always better. There are people who don't like me for all kinds of reasons, so here is how I approach "like" and "respect."

I want to seek out and be liked and respected by people I like and respect. If I don't like a person or lack respect for them, why on earth would I care what they think of me?

This is different from, "I don't care what anyone thinks of me." We have all heard that one before. Don't let me hear you saying that. We all care what others think of us, and we should care. Just know the difference and don't say stupid things like that.

Only spend your time with people you respect and like; everybody else is a waste of your time, and most Facebook friends are the biggest waste of time of all, well, Facebook in general is a straight up waste of time unless you are using it for strategic marketing purposes.

Don't make a big deal over it:

This does not require any big announcements. In fact, you are always better off when making a lifestyle change to not tell anyone at all about it. Decide you are going to do it and just start living that way and you will be a happier, more successful person. Combine that with a logical business mind, and you are halfway to your destination.

These may seem like elementary concepts to you, but they are in fact the most advanced set of rules you will find anywhere, and most people never come to these conclusions.

Speaking of elementary and advanced concepts, this is one reason why it has taken me so long to put these ideas down on paper. I thought for so long that I needed a deep knowledge of human psychology, a degree in the subject at hand, and I needed to have read hundreds of books so that I could cite different authors who agree with me.

When I read the amazing stuff my former friend Aldo Lagrutta writes and how eloquently he speaks, I wonder how on earth can I compete with that. I listen to Eben Pagan and other really smart people and think, ‘who am I kidding?’ I can’t write like that or recall all those amazing facts and coin all those amazing catch words and phrases.

Finally, I realized that no matter how complicated I could make it sound, or they can make it sound, there was nothing complicated about this. That doesn’t make it easy to accept and incorporate into our lives, and that is why most people don’t do it, but that doesn’t make it hard and that doesn’t make it difficult to write about.

That is why you may brush this off as something so elementary that you obviously know what I’m talking about and don’t suffer from the symptoms. Don’t make that mistake. Read on.

Be Selfish

Or, as I said in a previous chapter, be true to yourself. In order to achieve these goals, you must pursue selfish endeavors—things that promote you as an individual.

What I am saying runs counter to what you will hear in some churches, from almost all politicians, from many parents and teachers, but it is the absolute truth, and you have to do it.

The reason this theory is not more universally accepted is because we are taught that if we pursue selfish endeavors we don't care about others, and caring about others is the highest form of virtue and goodness that one can achieve.

In this manifesto, I challenge that theory and show you that it is just the opposite that occurs when we take the focus off ourselves and put it onto others.

You will soon understand that the most productive thing you can do in your life, for everyone in your life, and for society is to become a fully self-actualized and self-sufficient individual, free of any and all encumbrances that society and people place on you as a result of not being self-sufficient. If you are not self-sufficient, you are a slave.

Chapter 3

Self-Actualization

The first of our three pillars is self-actualization. It's first because it is your ultimate goal to become self-actualized. According to the definition below, it should be every human being's sole purpose in life to achieve this goal.

Definition of the term Self-Actualized:

The achievement of one's full potential through creativity, independence, spontaneity, and a grasp of the real world.

Now how can you read that and not want to be absolutely and completely self-actualized?

What is a Self-Actualized Person?

A self-actualized person has singleness of purpose in pursuing his or her goals and dreams to their full potential. This person understands that the best way to show love and express creativity is through financial independence and fully integrated honesty. Through these simple concepts, the self-actualized person becomes a self-confident individual who is loved and respected by those he chooses to be loved and respected by, and as a consequence achieves his goals.

Why Aren't More People Self-Actualized?

By now you are most likely already starting to see how this little book is going to butt heads with many of the theories and lessons you have learned in life up to this point, because the focus of your life has to shift from whatever or whoever it is on now, to the person you see in the mirror.

Before you can teach anything, you have to know it, right?

Before you can help someone, you must be without need of help yourself, right?

Before you can pay for someone else's stuff, your stuff must first be paid for, right?

Why do so many people defy these simple rules, these simple truths? I believe the three main causes are guilt, denial, and fear.

Guilt

The primary answer is **guilt**. It can be self-imposed guilt, learned guilt, religious guilt, white guilt, or any other kind of guilt. The specific type makes no difference, but you will have to get over it and get on with it, and just accept that some people will try to put the guilt on you for a host of reasons, the main one being control. You have to be able to just walk away from it and shake it off, and know that you are doing the right thing.

Guilt : a feeling of responsibility or remorse for some offense, crime, wrong, etc., whether real or imagined.

Denial

I know you came to my Success Manifesto to learn how to achieve success, not to listen to me lecture about how to treat your friends and family. Well, my friend, the way you treat the people close to you is a very important part of achieving success.

Denial is the most hideous and insidious psychological malfunction a person can allow into their minds. It comes in many forms, but once you accept it, you open a door to the darkest and most destructive kind of behavior. You will deny the truth to protect yourself and others from reality, and it will become the natural way that you deal with life's difficulties. You can't deny reality and you can't make it disappear, because it always reappears at the most inconvenient time and destroys everything it comes in contact with, mainly trust and truth, and it will prevent you from becoming self-actualized, happy, and successful.

This doesn't mean that once you accept this concept you have to go around telling everyone how 'full of it' they are, how you are the arbiter of truth now, and start pointing it out to everyone. I tried that with incredibly negative results! I alienated my family and many of my friends, so don't do it. Just begin living your life in the 'right now,' in 'reality' and slowly incorporate the new, "real you" into your world. This doesn't have to take place in a day, take your time with it, once you embrace these concepts it will happen naturally and comfortably.

Most people wander through life not wanting to know how every action and inaction affects the outcome of a given situation. Most people ignore the fact that everything they do and say can and will be used against them in life, so chose your words and actions well.

Most people put things off, or change the facts to avoid reality or spare someone's feelings, usually their own, and generally misrepresent reality to avoid dealing with things when they come up.

It's not denial. I'm just very selective about the reality I accept.

Why?

Because most people don't realize **that dealing with things right now and in an honest and objective way is one of the greatest secrets to success.**

Anything, and I mean any and every thing that comes up today in your business or your personal life will be dealt with at some point. If it is not dealt with right now, it will be dealt with later, and later is always a more inconvenient time than right now. So deal with it right now and be done with it.

Fear

Another key reason why we don't face our problems in the way I just described is fear. We are always afraid of something.

The biggest obstacle to a great life is fear. My biggest fears in life are heights, growing old, being on camera, and being laughed at by my peers and customers. What are yours?

If you live in fear of the future because of what happened in your past, you'll end up losing what you have the in present.

How to Become Self-Actualized

Face and conquer Guilt, Denial and Fear.

That means you must **overcome your guilt, face your problems, and overcome your greatest fears.**

Overcoming Guilt

That's where self-confidence and self-esteem come in. When you know you are doing the right thing for the right reasons, it's a lot easier to 'continue on smartly' without the guilt. That is the fastest and easiest way to get rid of all the guilt in your life.

This part is really important, because the place where all of us spend the most time is with and in our own thoughts, and that is where thoughts of guilt creep in and manipulate us.

To overcome guilt, you need self-esteem and confidence that you are doing the right things for the right reasons. There will still be people, perhaps mothers and fathers and friends, who try to 'make' you feel guilty, but you have full control over how you allow that to affect you. Guilt is used by others to manipulate you into doing what they want you to do. It is not a method for helping you become a better person.

As soon as they realize that you are no longer affected by their feeble attempts to manipulate you, they will stop and move on to others who are more easily manipulated. You can't achieve your potential and become self-actualized if you are burdened with irrational guilt.

And how do you know what is irrational? You apply fully integrated honesty. It's just that simple.

As you begin to incorporate these principles into your life, you will behave differently. The people close to you will ask you questions. Be kind and answer their questions in a caring way. If you don't, this will only slow you down because the people around you will become defensive and try to talk you out of whatever it is you are doing. They will be afraid of losing you, and you don't need that aggravation right now. You are busy replacing feelings with thinking, emotion with logic, denial with truth. There is no time to play those old games that used to occupy so much of your time.

Facing Problems

Facing problems as they come up is the most fun and productive way to handle them. I remember exactly how I discovered this little secret. It was in Marine Corps Boot Camp. Before I joined the Marines, I always put things off, but you can't do that in the Marine Corps, no matter what it is.

At home, when it was time to take out the garbage, I would tell my mother "I'll do it in just a minute." The task would be put off until she asked me many more times, until I became frustrated and angry at her. I finally, grudgingly went and did it, blaming her, of course, for my inconvenience.

The Marine Corps taught me to just do it now because you don't have a choice. Now I just take out the garbage no matter the weather or the time of day. When the dogs need to go out at night, instead of ignoring them only to find pee or poop in the morning, I get out of bed and let them out. I apply this to every single thing in my life. When something needs to be done, it needs to be done now, not later.

I own several online businesses, and every day I have an avalanche of emails to answer. I am the only person who can do this job, so it is the first thing I do every morning. I knock it out and then it's done. If I wait, there will be 50 more by the afternoon. If I do that, it's possible to overlook some of them, and if I do, I could lose a customer. If I lose a customer through my inattention, I have failed, and my success can be in jeopardy.

Problems are treated the same way. When you have a problem with an employee, call them into the office or meet them on Skype and handle it right now.

I have never one time in my life run out of gas or found myself on the side of the road because my car quit running. Why? Because I never ignore what my car is telling me. I fix problems before they become a bigger problem.

Your business is either growing or it's dying, so whenever you see it not growing, don't wait till your revenue drops off to decide to make a special offer to your customers to get it growing again. Do it as a course of everyday business, and you will win.

Every day is an opportunity to start fresh with new resolutions to do better and be better and more successful. Many of us depend on others to help us succeed. I have one employee who is vital to the success of my businesses, but it is necessary to reset or reboot from time to time to make sure that she understands where I'm coming from.

She does not follow my way of thinking, so it is important that I inform her from time to time so that she stays on course. By 'my way of thinking,' I mean what I'm describing in this little book.

In your family or company, call a meeting, gather all affected parties around the table and deal with it right now, whatever it is. Take a fully-integrated, honest and objective approach, handle the problem and dispose of it.

This should be easy, but we make it difficult. Just do it and get it out of the way so that you open yourself up for more winning. You can't win with garbage lying around everywhere; you have to take out the trash.

It will take discipline and fortitude on your part to handle things this way in the future, but it is absolutely essential that you do it this way every single time, without exception, and no matter how small the issue may seem to you at the time.

Over a short time, like 30 to 60 days, this will become really easy, and it will become a habit. Eben Pagan says in his course, "Wake Up Productive," that it takes 30 days for a new habit to "catch," and also that you should only try to create one new habit at a time. So to make this a habit, practice it every day for 30 days until it's just your natural way of handling every problem that arises in your business and personal life.

From now on, everything gets handled immediately or as soon as possible. No more putting things off; no more denial. We approach everything with Fully-Integrated and Objective Honesty, even when it hurts, actually, especially when it hurts.

Overcoming Fears

I already shared my greatest fears with you. Now I'll share how I overcame them.

I told you I was afraid of heights. I learned this fear legitimately: When I was a child, my family was on vacation in Italy. We went up in an observation tower in Trieste and I almost got blown off. A similar thing happened to me on the observation deck atop the Empire State Building in New York when I was a teenager.

To overcome my fear of heights, every opportunity I get, I put myself in a high place and go as close to the edge as possible. I'm still afraid of heights, but it does not stop me from going to the highest places.

I told you I'm scared of growing old. I noticed myself starting to get soft in the middle, so I said, "NO FRIGGIN' WAY, BABY!" I got hard-as-a-rock fit, and I stay that way. I do everything possible to slow down the inevitability of aging. It was just that simple.

I told you I'm not comfortable in front of a camera, but for my business I have to be on camera a lot. To help overcome my fear I recently went to the extreme of taking my clothes off and using it to promote one of my web sites. I called it "Shower time with Scott." Not only does this kind of stuff create buzz for my business, but in the process a lot of laughter and ridicule, which makes me want to get even more fit, and being naked in front of all my customers, makes being in front of the camera with clothes on really easy!

I told you I'm afraid of being laughed at by my peers and customers, so I arrogantly call myself The Video Marketing Stud (<http://videomarketingstud.com>). That was really hard to do, and turned out to be a terrible name for a business BTW, for all the right reasons.

I may never overcome my fears, but I will not allow them to prevent me from being the most I am capable of being. I know that most of my fears are irrational and won't kill me, so by recognizing my fears I am able to overcome them and use them to plow ahead and make stuff happen.

Your Turn!

You know what your fears are; now it's time to make a list of them, all of them.

Nobody but you ever has to see this list, so break it down, and be completely honest with yourself when you write this list.

Just start writing down all your fears, and where you are not as successful as you want to be, such as in Relationships, Sex, Marriage, Work, Body, Leadership, Health, and so on.

Once you have your list written, start using it to help yourself overcome these self-imposed obstacles.

When you find yourself using one of your fears as an excuse to not do something that you know will be productive, overcome the fear by doing it anyway. Just Do It!

Who cares if they laugh at you while they sit in their basements being unproductive? Let them! It does not affect you unless you allow it to.

In fact, fear of others' opinions of us is one of the biggest fears that prevents us from living an amazing life. You know what's crazy? Those people whose judgment you fear are afraid of being judged themselves, and they aren't doing great things with their lives either. You can actually help them by being an example for them.

When they see you living your life fearlessly, not concerned with who is laughing at you or judging you, you will inspire them to do the same.

Honestly, how many people do you think are laughing at me standing naked in my shower for the entire world to see? I don't have any idea, but I've had plenty of friends text me to ask "what were you thinking?!" or suggesting that I need to work on my pecs or trade-in my speedo tan line for boxers.

Just imagine what the people who don't know me are saying!

Who cares? Not me! I know it helps me overcome my fears by not allowing those things to stop me from achieving my goals. I'm still scared shitless half the time, but it doesn't stop me from doing things just because I'm afraid.

Now it's your turn. Write your list of fears and start living it. Start doing all the things you are afraid of and see what happens.

You will be absolutely amazed by the doors that open for you just by living your fear list.

LIVE YOUR FEAR LIST AND BECOME FEARLESS!

Thinking and Writing Exercise

Doing the things on this list will help you to become a self-actualized person.

- i. Make a list of your fears and start living them.
- ii. Make a list of the people in your life who take or use more than they give, then change the dynamic of the relationship to achieve balance or eliminate the relationship.
- iii. Think about how you can promote yourself (write a book, run for public office, apply for a transfer or promotion).
- iv. Write down the reasons why you have not achieved your full potential (remember, fully- integrated honesty must be applied here like never before).
- v. Write down in your own words what it means for you to become Self-Actualized.
- vi. Write a list of things that you need to do to become Self-Actualized.
- vii. Set short-term achievable goals for yourself and start achieving them (this will program your subconscious for success and set you up for bigger wins) Example: Say I will lose 1lb a week for 10 weeks instead of saying I will lose 10lb. Smaller goals are better and lead to bigger accomplishments and personal achievements.
- viii. Start today.

Chapter 4

Individual Achievement

The second of our three pillars is individual achievement. It is second, but it could just as easily have been first. All three of these pillars are interchangeable and require each other for full effect and success.

Individual achievement is vital, because as I said in a previous section, it is the only thing that will give you the self esteem and confidence you need to achieve Self-Actualization. This means you have to get something done starting right now, and don't stop until you have achieved something significant.

Conform or Break Free?

It's important for most people to conform. What kind of world would we live in if everybody was like you and me? It would be impossible: everybody doing what they wanted, going here and there, loving life, bucking the system, making huge amounts of money. But we will never have to worry about that, will we?

So if we can agree that it is society, government, family, and church's job to create conformity, and they do it for "the good of society," then it's easy to see how amazing an individual life can be if you learn how to escape the grip of society and become a true individual.

That is where **true happiness, fulfillment, and success** come from. It comes from being a TRUE, SELF-ACTUALIZED INDIVIDUAL.

Are you beginning to see how this works? It's either that or mediocrity, and it's your choice. Do you want to live a mediocre life? Are you living a mediocre life now?

It's probably the last place you would have thought to look, but it's pretty simple. Becoming the TRUE



YOU, the REAL YOU, the SELF-ACTUALIZED YOU is your path to unlimited happiness and success. It has nothing to do with what college you went to or what color your skin is, or what your family's last name is, or how many letters you have behind your name, or where you grew up.

In fact, speaking of college, if you are of college age and considering college, stop right now and ditch that goofy idea for a trip around the world instead. College will always be there; go out and see the world and you will return a richer, more self-actualized person. College's main purpose is to teach conformity. Is that what you want?

You've secretly always known it, but you've held back because you were indoctrinated for so many years by people who loved you and whom you trusted. The difficult part for you now is going to be actually letting go of the guilt associated with the thought that you could have been betrayed so completely by those people who you trusted so much and who you loved so much.

But now that you know the truth, it's OK. You can deal with it because you realize they are victims, too. This system of indoctrination is not new. In fact, it is as old as the ages. It is the rare person who learns these secrets and escapes. You can be one of the ones who escapes. Don't be mad at those who innocently or overtly indoctrinated you. It's not their fault; they simply didn't have the tools or the knowledge to escape. But you do.

Dare to Be Great

As a person seeking success, I'm sure you have read about successful people. Frederic Bastiat, Bill Gates, Steve Jobs, Benjamin Franklin, Larry Ellison, Richard Branson, Betsy Ross, Picasso, Martin Luther King, Andrew Carnegie, John D. Rockefeller, Nelson Mandela, Henry Ford.

Can you say that any of these people are ordinary? No. None of them conformed, none of them allowed society or anything else to deter them from what they knew was true and just. All of them affected the world in positive ways, some of them altering it forever.

You are like them—we are like them. We have to be like them, and if we chose to not be like them, then we will live mediocre lives and die just another person.

Now don't get me wrong, there are many people who live quiet lives who achieve greatness without ever being known by the larger society. I include them in my list. It is not fame that makes a great man or woman, it is how they lived their lives, how they influenced people, and how they made the world around them better that makes them great men and women. That means that you can be a GREAT man or woman, with huge personal power that is obvious to everyone who encounters you.

Be great! Strive for greatness! Anything less is beneath you, and anything less is mediocrity.

Keep Your Assets Healthy

If you are able to incorporate these simple behavior modifications into your life and combine them with a fit body, a mind clear of intoxicants (except for special occasions) and a crystal clear target, there is no reason why you cannot have every single thing you have ever wanted.

I say “behavior modifications” because all we really have to do is modify our learned conformity. It is learned; a natural human being who does not grow up in a society that forces them to conform, naturally reaches for perfection, naturally seeks to be happy and fulfilled. It is society that puts the brakes on us and teaches us that we must fit-in to be accepted.

I'd rather be followed than accepted.

Fully-Integrated Honesty

I guess it's time to explain what that means. The first time I came across the term was in a manuscript I read about 30 years ago written by a guy named Frank Wallace, whose philosophy is pretty much based on Ayn Rand's philosophy of Objectivism.

The concept of total honesty is a new technique of thinking that identifies and solves each and every problem in life through an objective approach to reality. Fully-Integrated Honesty is not trivial knowledge. It is an incorruptible, objective viewpoint of reality which is based on the principles of Objectivism.

Operating from the only axiom that existence exists, the premise that there is one reality, and that man has the potential to understand entirely, it is providing the possibility of new, infinite matrices of objective knowledge.

Fully-Integrated Honesty is not at all a philosophical or esoteric dogma; rather, it is applied simply by analyzing facts and concepts in a total objective light, independent from emotions, and from established, but irrational beliefs and social standards to one's own best objective knowledge. Fully-Integrated Honesty can be used for maximal benefits and success.

Fully-Integrated Honesty often means seeing things in a new perspective. It always means to see things from an objective perspective. One conceptualizes objective facts through the integration with one's own best knowledge. This can and often does involve abandoning established or common viewpoints that sound good but are irrational, and requires us to rely only on proven discoveries on a logical, scientific and technological level.

Start applying Fully-Integrated Honesty to everything in your life and watch your life transform for the better.

Applying Fully-Integrated Honesty

When you do this, people will instantly recognize that your opinion can be trusted because you apply Fully Integrated Honesty to everything you do. You will gain a reputation and your opinions will be sought after. Even if people don't use the information they get from you, they will seek it out.

You can't allow that to deter you. It is not important that they use it, it is only important that you apply these strategies where your success is involved.

If you become involved in their use of or non-use of the information you provide them, it will only waste your time and cause a disagreement, further

delaying you from your success. Just give them your best advice and leave them alone, or leave them alone to begin with.

This may sound a bit harsh, but you have to understand that if you are to achieve your full potential, it is necessary that you waste as little time as possible, and arguing with irrational people who do and say irrational things is the biggest waste of time there is.

Move on toward your personal achievement and success. Apply Fully-Integrated Honesty into all the things you do for yourself, and doors will open like magic.

Don't second guess people or try to know or predict what they may be thinking. It is not important. The only thing that matters is that you apply Objective Thinking and Fully-Integrated Honesty to every single activity in your life and every person you encounter.

Don't Work Too Hard

Seriously, don't work too hard. The human body and mind were meant for pleasure, creating, and thinking, not hard work.

There are those unfortunate masses who will never understand how to apply their minds and use technology and virtual assistance so that they can spend their time being creative, but that is not you and me, that is them. It is our job to become fully Self-Actualized, and there is not a moment to waste.

In a recent email from my former great friend Aldo Lagrutta, who had suffered a minor heart episode, made this comment about his health:

“My health is fine... I had a huge lesson in mortality when that happened... up to that point I thought I was to die by will or something mystical and infantile like that. When I saw my life going away I learned that this body is not me. Whoever or Whatever gave it to me will take it away without asking...”

Damn, I wish I could write like that.

He's so right. Whoever or Whatever gave us this life will take it away without asking, so we really need to get busy and not waste time trying to convince irrational people that we are correct.

What is important is that we use these newly found secrets to create our own success.

Now we are really chipping away at why people fail, and learning how to avoid these pitfalls so that we will succeed in everything we do.

Are you beginning to see how simple it can be? Notice I didn't say "easy," I said "simple" because it really is simple, but it's not easy to do; and that is why most people just avoid following these simple instructions that lead to success in everything one will ever do.

That brings us to the third point in the Success Triangle, and this is the one that makes most people a little queasy. It's the last one, Self-Promotion.

Chapter 5

Self-Promotion

The third pillar on our success triangle is self-promotion.

By self-promotion, I'm not talking about pounding your chest and proclaiming that you are The Greatest. What I am talking about is the need to let people know you are here and you are important because you have done something, are offering something, and that you stand for something important.

Your success in this department will in no small part depend on how well you embrace this one.

All our lives we have been told to be humble, to not “toot your own horn”, and so on. So how do we now, along with everything else I want you to unlearn, also unlearn this doozy?

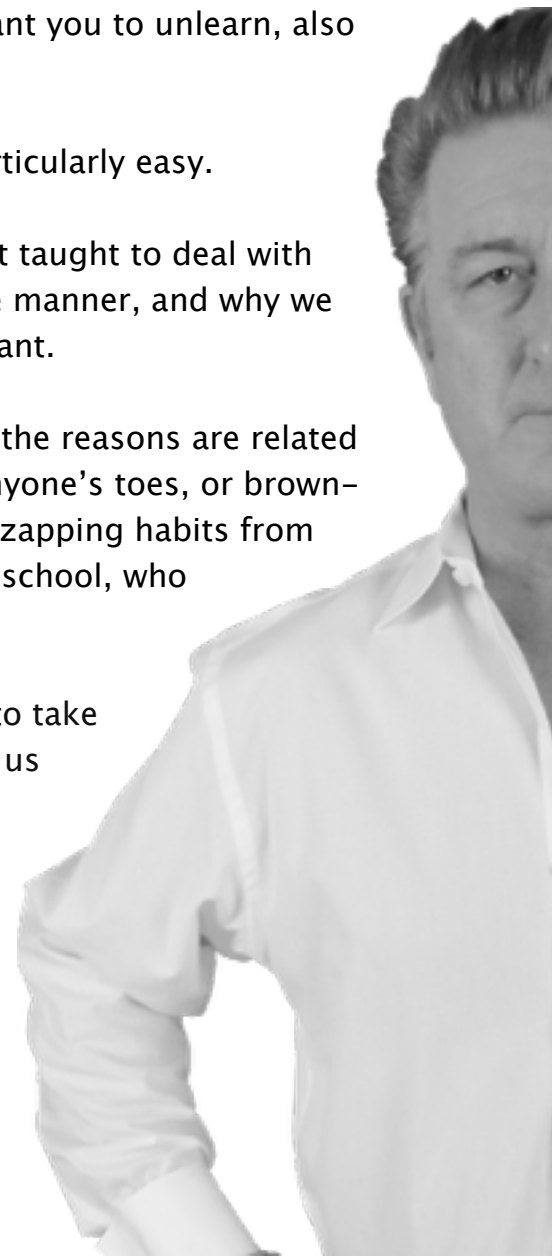
Well, like I said, it's all pretty simple, but none of it is particularly easy.

I want you to think about all the reasons why we were not taught to deal with problems immediately and in a fully honest and objective manner, and why we were taught to be humble instead of confident and arrogant.

Write this down and really give it some thought. Many of the reasons are related to good manners, being polite, not wanting to step on anyone's toes, or brown-nosing. Many people learn these success and happiness-zapping habits from religion, and almost all of us learn them from family and school, who teach us how to conform.

We really have to focus on ourselves. Of course we have to take care of our families, loved ones and the people who help us succeed, but you have to remember they depend on you.

It's all about you, Baby. If you don't succeed, nobody else in your circle will, so you better start putting the focus on you. You have to be fed, groomed, pampered, and promoted as the expert, and believe that you are



the expert. You must be rested and healthy at all times so you can think objectively and make the most exquisite business decisions that will lead to success.

You cannot be encumbered by stupidity, irrational behavior or thinking, incessant Facebook posting, Tweeting, Instagramming, snapchatting, or whatever new social media springs up between now and the time you read this Success Manifesto.

The most difficult thing for you now will be to digest what you have read and clear your mind of all the clutter. Practice thinking in the most objective way possible to exercise your mind. Start applying these strategies to simple life events and work your way up as you gain confidence in yourself and this new way of thinking.

How to Forge Your New Path

In business we have a saying: Your business is either growing or it's dying.

Same goes for you. Are you just treading water, waiting for the end, watching the clock every day, hoping it will be over soon, saving for retirement? That's no way to live.

But, if you are one of the many who can't just jump up and say, "Screw it all, I'm leaving my job and my family and I'm off to find my dreams," then you will need a more practical approach.

For starters, you will need a business of your own. Even if you are currently employed with a substantial salary, you will need a business of your own to fully realize your potential and become Self-Actualized.

Since you are starting over and now you can do it right because you now have a user guide, you don't just want any business, you want a certain kind of business. One that gives you all the freedoms you don't have in your current job and life.

Now for the first time, you are able to custom-design the exact life and business you've always wanted, now that you know what that looks like. As you begin to make the necessary adjustments in your life to exit your current path, you will have to be cautious, respectful, and smart. Over your lifetime you have entered into many contracts, and all of them must be honored.

That is what a responsible, Self-Actualized winner does, so get started on your list of things you need to get done and start chipping away at that list.

What I'm talking about here is your relationships and lifestyle. If you love your relationship, then persuade your partner to join you in this adventure and get on with it, and if you don't love it or he or she is not interested in going with you, then it's time to say goodbye.

My Flippin' Story

In the late '90s, I had established myself as one of the largest house flippers in Houston, Texas. I had flipped close to 1,000 houses, made millions of dollars, and was getting burned out, so I decided to teach people how to do what I had done so successfully.

I started a seminar company called The Real Estate Network and took the show on the road advertising our seminars on the largest nationally syndicated radio talk show in the nation.

The business made over \$3,000,000.00 in the first year. The best part of this story is that I bought my first house with no money and bad credit. When I started the seminar company, we did it the same way. We tested the concept first and discovered that people liked it, and next thing you know people are handing us \$7,000.00 Cashier's Checks to come to our 3 day boot-camp.

It sounds easy, but it wasn't. There were plenty of hurdles along the way. The truth is everything in life is easier if you are good looking, have a bunch of money and good credit, but it's not required for success in anything.

In 2006, it all started to go up in smoke as a result of the real estate crash and my mishandling of a handful of customer refund requests. You can read all about it [here](#).

This was the beginning of the end. If you take the time to read the complaints (all 4 of them) and my rebuttals and invitations to discuss and settle, then you will see that the whole thing was manufactured. But it doesn't matter, it still cost me my seven-figure income.

My company was destroyed, my fortune was gone; next stop bankruptcy in 2008.

Starting Over Again

When I began rebuilding my life, I decided to do it online, mainly so I would not have to deal so directly with people. I was in a bad state. I didn't like people a whole lot—they lie and steal, and sometimes they smell bad too.

I knew nothing about the digital world, and I had no aptitude nor patience for any of the technology, but I hung in there and now make my full-time living from several web sites that pretty much run themselves.

When I began putting my Success Manifesto together and suggesting that people start an online business, I recalled how relatively easy it was to do in retrospect, but also realized how friggin' difficult it was at the same time, and how I could have just as easily given up or failed.

I did not want to put something in this book that would give anyone false or unrealistic hope. Now, **the truth is that anyone can succeed online or offline. All you have to do is do it, and don't quit under any circumstances until it's done.** That is the secret and universal formula for success in everything by the way, and always has been.

But, there are easier ways of doing things, and I'm going to make a few suggestions here if you want my team and I to help you get your online business going.

Start Me Up!

In the next few pages, I'm going to talk about how my team and I can help you if you decide to start a business online. I suggest an online business because pretty much anyone can do this without borrowing money.

It does take some money to start an online business, but it's nothing compared to opening a store on main street.

<http://iWorkWithWinners.com> is the name of one of my web sites, and that business helps individuals start an online business from scratch, or re-do what you already have.

There is always the old-fashioned way of starting your own online business: spend lots of money on courses, travel to seminars, only to discover it's way more work than you have time for, and your life ends up becoming more stressful instead of successful.

So to shortcut this process, my team and I can do all the building for you so that you get to focus on the fun stuff. Let me explain.

Most people don't realize that starting an online business is very much like starting an offline business on Main Street. Most people think that because it can all be done on a laptop, it must be easy. This attitude can be a recipe for disaster, because it ain't that easy.

Let me ask you a question: If you were going to open a shop on Main Street, would you rent or buy the space? Would you go in yourself and put in all the wiring and plumbing, furniture, fixtures, do the grand opening, advertising, man the counter, serve the customers, paint, fix, etc., or would you hire professionals to do all that? You would probably hire professional tradespeople to do those things, I'm sure.

So why do so many people starting an online business try to learn and build every piece of the business on their own? Don't "axe" me. That's exactly why I started a new business to help people get there store set up so that you can

just carry on once that is all done. I call my business <http://iWorkWithWinners.com>.

I'm not going to spend any more time here discussing what we do and how we can help because I don't want my Success Manifesto to become an advertisement for I Work With Winners. However, if you want to work with me to shortcut your learning curve, get your online business set up, get ranked at the top of Google, and drive traffic to your store, then go to the web site and let's have a free one-hour consultation and see if we want to work together.

Thinking and Writing Exercise

Before you call me though, there are a few things I want you to think about and have ready for our call:

- i. Write down exactly what you want to offer your customers in your online store.
- ii. Decide how much you are going to invest in the project.
- iii. Have your financial house in order. Know what's in your savings, in your investment fund, your 401K, or how much extra you have at the end of the month to invest in your business. You don't have to tell me these answers, but I want you to know what they are.
- iv. Know exactly how much time you will have each day to invest in your business. It can be as little as 1 hour a day, but it has to be every day.
- v. Be ready to begin as soon as we hang up.

Chapter 6

Connecting the Dots

Being financially self-sufficient gives you self-confidence and self-esteem, which are the two main ingredients needed to promote yourself in life and in business to attract the perfect mate, build the perfect business, and have the perfect life as a fully, self-actualized human being who lives by his own rules.

An online business is pure magic when compared to any other method of making money, because if done correctly it is practically automatic. The truth is that working for money is not really any fun, so if you have an online business that takes care of the income, then you can spend the rest of your time on much more interesting and self-indulgent things, like having fun.

One of the things I hear most from my clients is that they want a business that allows them to travel and work from anywhere in the world.

If that is your goal, then an online business is the ticket, and you need to make the investment to get started. Allocate some funds from your savings and knock it out fast, either with me or with a very trusted person who knows what they are doing.

Give yourself a year to 18 months to get things going. This time frame can be shorter or longer depending on many factors, but it must be started immediately so that you begin laying the groundwork for your exit.

If you don't have a business in mind, that is not important. I will explain why when we talk.

But before any of this happens, you need to embrace the Success Manifesto and start thinking like a winner. You need to take control of your thoughts and your life and get real about all the things that have been and are preventing you from achieving the success you want.



It's time to get real. Remember what Aldo said to me "This life is not mine, and whoever or whatever gave it to me will take it away without asking."

Don't dismiss this as you may have many other books, lessons, and methods for achieving your success. No matter how young or how old you are right now, it's never too early or too late to make the changes necessary for you to live the life of your dreams. It's time to get what's always been yours, but you just haven't known how to get it.

Now you do, but all the negative thoughts and emotions that have hindered you in the past still exist; you have to get rid of them, so don't allow yourself to slow down now that you have momentum.

Get out a pad and pen right now and start your exit list. Here's an EXAMPLE:

- i. Go to <http://iWorkWithWinners.com> and make an appointment to talk with Scott.
- ii. Begin with small steps to incorporate Fully-Integrated Honesty into your life and all of your dealings.
- iii. With Scott's help, or on your own, create a realistic and achievable plan for your financial independence.
- iv. Start practicing yoga immediately.

Make your own list, and do it now.

Get out of your comfort zone: nothing happens there.

If this is a problem for you, go back to the section on fear and re-read it. Fear will stop you from everything that makes life worth living, so if that is your biggest obstacle, then start there with your fear list. Once you are fearless, the rest will fall into place like dominos.

Don't wait another minute. You have written down lists of action items throughout this book that you need to tackle. Get on them! Taking action on your list will produce the results you want, but you first have to write them down, then you need to act on them and have someone to keep you accountable. I can help you with all of these things, but not if you don't get the

process started first, not unless you are fed up with your mediocre life and ready for a major change..

Remember, I work with winners. Are you a winner?

What I have given you here is all you need to change your life and to achieve the greatness you were put here to create. Reap the incredible rewards of becoming a fully, Self-Actualized, in charge, successful, loving, and loved human being.

SUCCESS MANIFESTO

I will conduct myself and live my life with fully integrated objective honesty. I will treat all people fairly and in accordance with the way they treat me. I will not try to persuade people to believe or think as I do, but will lead by example instead; they may follow if they chose or not if they chose. There is no time to waste; I am busy achieving my goals.

People are either an asset to me or a liability. I will delete people from my life who do not contribute to my success and add people who do.

I will start an online business immediately and begin promoting it and myself as a way to advance and accelerate my goal of financial independence with minimal hours committed to the task of working for money.

I will devote my life to the pursuit of Wealth, Success, Happiness, and Pleasure using the simple principles set forth in this Success Manifesto.

THE BEGINNING

KEEP CALM cause this is just the BEGINNING