

**10 Life Lessons on How to
Find Your Why NOW & Achieve
Ultimate Success**

John Di Lemme

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Dedication

My success is attributed to some very important people in my life. My parents, Philip and Mary Ann Di Lemme, raised me to be an honorable man and never take the easy way out. My grandfather, Philip Di Lemme, Sr., taught me the value of earning an honest income and that integrity is the foundation for a successful business. My brother, Mark Di Lemme, passed away at an early age and never had the chance to find his Why. My thoughts of him keep me focused on changing the lives of others and refusing to fail. My wife, Christie Di Lemme, is my rock and her unrelenting support reminds me daily that I am not alone in my quest to change the world. Her mother, Debbie Johnson, gave me her most precious gift, her daughter, and I am forever thankful. Without these people in my life, I would not be here today, and it is my honor to dedicate this book to them.

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Foreword

Fritz Musser

Often I ask someone the question, "What could you do if you knew you could not fail?" Greatness lies within all people. The key is unlocking and releasing the greatness from within.

I've known John Di Lemme for many years and personally witnessed his passion and drive for life and success. He is relentless in pursuing his Why! You can believe that what he says will come to pass, because he never says it unless he believes it and he never gives up once he's says it. It's the power of your own words, and you can speak life or death with your words. John's words of life always come to fruition.

This book is a must for all to read. It doesn't matter where you are on the success ladder. You can be at the lowest point of your life or the highest. Everybody has room for growth and improvement.

This book leads you strategically through the process of discovering your Why and cementing it into the fabric of your daily routine to personally experience what you once thought was difficult or impossible. John sees everyone as potential champions. He even says, "Champions make decisions and decisions make champions." You are a champion, and you have been given a certificate of life to become the best that you can be.

Now is the time for you to consume the powerful principles of this book, start your Why Card and get ready for the greatest season of your life. Your best days are ahead of you, and this book will place the tools in your life to accomplish greatness.

Catch the spirit of this book and what John Di Lemme has masterfully laid out for you. Read every page thoroughly. Do what he says and follow his advice. It will change your life forever. It is time for you to fly to greater levels of success and life. Enjoy the journey!

Introduction

At the age of eighteen, I was diagnosed as a stutterer and labeled by society as handicapped. Little did I know that my stuttering would turn out to be a precious gift in my life. This so-called handicap became the driving force behind me creating the #1 most powerful success key in life...the development of a personal "Why."

Your Why is the reason that you do what you do every day. From the moment you wake up, your personal guidance system that embodies your Why takes over. Your Why creates your attitude for the day that allows you to face life's challenges, overcome obstacles and successfully complete all of the goals that you have set for that day and beyond.

Your Why is your purpose for living. It identifies (and then guides you toward) your ultimate goal in life. At the tender age of eighteen, I had no clue about my Why in life or what I wanted to do with the rest of my life. At the time, I was working around the clock at my family's art gallery. I worked there, because it was low-risk, easy, and convenient.

Over time, I became tired of just going through life and not actually living it. So, like many of you, I became a looker. I was like a man in jail looking for a chance to escape. I was looking to make a run for real change and became desperate to release the success maniac inside of me.

Most successful people that I've met became desperate lookers at some critical point in their lives. Their desire to want something more out of life leads to their success. Are you a looker? If so, you may have the same problem that I encountered in my looking. I truly knew what I wanted, but I didn't have the vehicle (*the means of transportation*) to accomplish it. Over the last several years, I have seen so many people set goals and work very hard but never achieve them. Are you one of those people? The reason that you don't achieve your goals is because you are missing the vehicle, which is the driving force that will ultimately transport you to your desired results.

I am blessed to deliver my messages to audiences around the globe and meet thousands of wonderful people but I've noticed something that deeply disturbs me every time that I speak. Many of

the event attendees continually go from seminars to conferences to conventions investing thousands of dollars in personal development materials yet NEVER achieve the results that they desire in their lives. It breaks my heart to see good people striving to reach their goals and dreams but end up failing time and time again. Why does this happen? These champions simply don't have the vehicle to get them to where they want to go in life.

Now, I ask you to be totally honest with yourself. Have you ever been in a situation where you seemed to have a life-changing breakthrough, but you eventually just fell back in the same, unchanged, unproductive habits? Didn't it frustrate you to invest your precious time and your hard-earned money without getting the results that you desired? I've got good news for you! It can be so easy to achieve what you desire deep in your heart, and you can do it without wasting any more of your time and your money. This is the vehicle that I've been referring to that will catapult you to success.

The secret that I will share in this book is not known by the general public. They don't know it, because we live in a fast paced, microwave society that suffers information overload. We want everything quick and easy in which we end up skimming over new information – even information that can save our life! It's like a rock skipping across a pond that eventually sinks without ever reaching its destination.

What I have to share with you has made thousands worldwide wake up and rethink their lives. Decide today to make an appointment with yourself and this book. Don't laugh. We all need to treat ourselves with as much respect as we treat others with whom we make appointments. This is your life that we're talking about! Have enough respect for yourself and your future to schedule quality time – with no cell phones, email or other distractions – in order to carve out a brand new life and path to success.

This powerful magic force that you are about to unlock will only work for you when you give it some time to release all of its explosive power. Time is the most valuable currency we have. That's right. Nothing else in all of life has the value of time. You must be willing to invest time in your quest from where you are now to a life full of abundance. Do you truly want to live your dreams and achieve your goals? This is a question that only you can answer. If your answer is "yes", then read this book. But, only when you have made an appointment with yourself and your destiny!

Lesson 1

The Most Important Day of Your Life

As life goes on day by day, we all experience challenging days and some really magnificent days, but there's one day in particular that is more important than any other day of your life. The most important day of your life is your birthday.

Why? At birth, we all start out the same. We are all on equal playing ground. Yes, I know we're all born into different external circumstances, but your birth certificate gives you the right to grow up and become a Champion. Your birth certificate is your Certificate of Life. Unlike a college degree, you automatically earn your Certificate of Life when you exit the womb. No questions asked . . . you are destined for success.

Sounds easy, but that's where most people fall through the cracks. Even equipped with this wonderful certificate that gives them the right to achieve miracles and become a Champion, many fail to do so. Why? They simply don't take the action that makes their success possible. Let me give you an example. It's like someone that has been given a million dollar trust at birth, but they never write the check to unlock the funds. Now, does that make sense? No, but neither does having a Certificate of Life that enables you to create miracles and then you simply choose not to use it. You and only you are ultimately responsible for your level of success or failure in life.

Your mind and your heart are like a parachute. There's only one way that they work – they must be open! An open mind and an open heart will allow the dream inside of you that develops throughout your life to become a reality. Your birth certificate (*aka your Certificate of Life*) gives you the right to achieve your dreams. From the moment of your birth, you are destined for massive success, monumental prosperity and an incredible amount of unbelievable results in your life. But, you control the chances of when or how or if that will happen.

Once again, every single person has the same starting point in life. It's guaranteed! It's not a 60-day, 90-day, 120-day or even a 60,000 mile guarantee. It is a lifetime guarantee! You are

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