

**7 Proven Laws of Success to Live  
a Prosperous Life**

**John Di Lemme**

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## **About the Author**

In September 2001, John Di Lemme founded Di Lemme Development Group, Inc., a company known worldwide for its role in expanding the personal development industry. As President and CEO, John strives for excellence in every area of his business and believes that you must surround yourself with a like-minded team in order to stay on top of your game.

In addition to building a successful company, John has changed lives around the globe as an international motivational speaker that has spoken in over five hundred venues. Over the past thirteen years, he has shared the stage with the best of the best including Rich Devos, Denis Waitley, Jim Rohn, and Les Brown only to name a few. This is truly an amazing feat for someone that was clinically diagnosed as a stutterer at a very young age and told that he would never speak fluently.

John truly believes that everyone needs personal development to reach their full potential in life, and his determination to reach all forms of media with his motivational messages has catapulted his career. John has produced over four hundred fifty products and is an accomplished author of thirteen books including his best-selling book, "47 Secrets of Extreme Customer Service." As a Strategic Business Coach and Small Business Expert, John's students include doctors, lawyers, entrepreneurs, consultants, CEOs of million dollar companies, and various other occupations that are thriving in a so-called poor economy. John's success with his students has made him one of the most highly sought after business coaches in the world.

John's passion is to teach others how to live a champion life despite the label that society has placed on them. Through his books, audio/video materials, sold-out live seminars, numerous television interviews, intensive training boot camps, weekly tele-classes, Strategic Business Coaching, Closing & Marketing University, Millionaire Affirmation Academy, Small Business Motivational Marketing Daily Tip, and Lifestyle Freedom Club memberships, John has made success a reality for thousands worldwide.



## Introduction

Everyone is born a champion and has the absolute right to achieve success. That's right. Everyone, and I mean everyone, has the right to be successful! So when I see someone just settle in life and throw away everything that God has for them, it really agitates me.

Agitate means *to disturb*. Consider the agitation cycle of a washing machine. It's a critical process for the machine cleaning your clothes, because it allows the water to get down deep into the small fibers and pull out all of the dirt. If you wash that same piece of clothing by hand, there's no way that you can agitate (*disturb*) those fibers enough to remove the dirt like the machine.

I want you to remember the word "agitate" as you read this book, because you will likely get challenged by some of the life-changing wisdom that I'm going to share. My goal is to agitate you a little bit so that I can shake loose that deep down dirt that is holding you back from living a prosperous life.

Since I'm going to be revealing laws of success to you, let's take a look at the definition of "law" first. It basically means *a rule that must be obeyed*. Think about it. If you break the law in society, what happens? You'll be prosecuted to the fullest extent of that law and punished for your actions.

Similarly, prosperity and poverty have separate laws. The sad fact is that most people follow the poverty law and consistently break the prosperity law. They pay for their actions by living in poverty and being completely miserable.

When you walk in misery and complain about your life, you're breaking the law of prosperity. There's no way that you can live a prosperous life with that kind of attitude. Breaking the prosperity law will result in you continuing to live a life far beneath what God has planned for you.

Let me clarify something. When I refer to prosperity and poverty, I'm not just talking about your finances. I'm talking about being broke in every area of your life – socially, emotionally, physically, and relationally. Being broke in those areas of life tends to lead to financial poverty.

Before we get started, let me remind you that you are a champion and have the right to live a prosperous life. Now, let's change your life!



## **Success Law #1: Ownership**

I want you to circle the word *Ownership* so that you remember its importance. When you “own” something, it’s yours. The only way that someone can take it from you is if you give it up. You own the dream that’s inside your heart and you have the right to achieve that dream. The only way that it’s no longer your dream is if you give it up.

In 1969, my mom and dad noticed that I wasn’t speaking so they took me to the doctor. At the age of four, I was diagnosed with a speech impediment. The doctor told my parents, “Mr. and Mrs. Di Lemme, we believe your son, John Di Lemme, has a speech impediment.” They were speaking my future as a stutterer into existence with their words.

My parents enrolled me in speech class, where I remained for the next fourteen years of my life. I went to speech class, because society labeled me as having a speech impediment. Don’t feel one bit sorry for me. My adversity made me the man that I am today, and I would never have become one of the world’s greatest international, motivational speakers if it weren’t for my stuttering.

Many years of speech therapy and formal education didn’t teach me to go after my dream. The most important school that I graduated from was the University of Adversity. I accepted that stuttering was my adversity yet I did not allow it to define who I was or what I was going to become.

Whatever your adversity is, that’s where your blessing lies. Whatever is stopping you from finding your Why in life holds the secret to your destiny. Instead of denying that your adversity exists and just hoping it goes away, accept it and then fight against it like a medieval warrior. That’s what I did with my stuttering. I accepted the challenge and then fought it with every fiber of my being.

I want my words to penetrate the fear that is holding you back and get down deep inside of you so that you fully understand that God chose you to be a champion. Your birth certificate gives you ownership over your life. It also gives you the right to live an abundantly overflowing, prosperous life full of joy and happiness.

If you are reading this and saying, “John, you don’t know where I come from. My family has always lived in poverty and never achieved anything.” Let me reassure you



that there is no such thing as a generational curse. Just because your family didn't take full ownership of their life doesn't mean that you have to live in that same rut. It's your decision to achieve more and take ownership of your life. Decisions change results.

Think of how many times you made a decision to do something that would change your life, and all of a sudden the big "but" stopped you. "But" cancels everything else out that you said before. For instance, "I am committed to building a multi-million dollar business, but..." Here's a good one, "I want to say my affirmations every day, but..." Remember, when you allow "but" to come out of your mouth after making a life-changing decision, you instantly stopped yourself from actually following through with that decision.

You ultimately control the chances of how, when, or if you live a prosperous life. Why? Because you own it!

## **Success Law #2: Closing**

I want you to say this out loud right now, “I love closing!” You can close the door on poverty with a decisive mindset of “always be opening.” You must always be opening relationships. Each and every day, walk out with a mindset of, “I’m prosperous. I own my dream and I’m opening relationships.”

How good will it feel when you walk into your next sales presentation and shake your potential customer’s hand with a mindset that you will know this person long-term? You believe that you will close the sale but more importantly, you are confident that you will create a life-changing relationship.

In one way or another, everyone is in sales. You are selling products, services, business, or sometimes even yourself when you are building relationships. However, this does not make you a salesperson! Don’t allow that label to be stamped on your forehead. Why? Salespeople don’t follow-up. Salespeople don’t listen to you. Salespeople don’t pay attention. Salespeople don’t dress for success. Salespeople are never prepared. Worst of all, salespeople are pushy and only looking for a one shot sale not a long-term relationship. No one likes a salesperson. You are a Champion Closer that is focused on opening long-term relationships and changing lives!

When you focus on changing people’s lives, you’ll earn huge income. Yes, it’s true! When you are laser-focused on creating positive, empowering relationships with your clients, lives will change and your income will skyrocket. Your clients will remain loyal to you and your business, because they trust you. They will also refer their family and friends to you, because they feel safe with you. Closing is not about the sale. It’s about opening these types of relationships that will last forever and create regular income flow for your business.

Living a prosperous life means that you are closing the door on poverty forever. The enemy of poverty wants you to have low self-confidence. You can’t close business and open relationships if you don’t believe in yourself. To combat that poverty mindset, you must immerse yourself in self-development every day. Say your affirmations out loud and tell the enemy who owns your dream! Read inspirational book, listen to motivating CDs, watch empowering DVDs, etc. Do not allow anything

into your eyes or ears that will empower poverty. Build your confidence and close the door on poverty forever!

## **Success Law #3: Deletion**

Your life is the sum total of the top five associations you have, good or bad. I sound like I'm from New York because I grew up around New Yorkers that had this same accent. Think about that for a second. You sound like the people you're around. That may scare you when you think of some of the people that you allow to influence your life. You will either have a prosperity accent or a poverty accent by listening to the people around you.

Take a look at the top five numbers in your cell phone that you talk to the most frequently. Now take a look at your life physically, spiritually, and mentally. You are a direct reflection of those five people. This is why we need the law of deletion.

Can you think of someone that's been tormenting you and keeping you from doing something that you need to do to live a prosperous life? That's the person that you need to delete. You may be saying, "John, it's my family. I can't delete them." Yes, you can. Deletion means removing them from the area of your life that they are negatively influencing. You don't have to stop loving them, but you must stop allowing them to steal your dream.

Imagine that you are driving around with your emergency brake on. You can still drive even though the light comes on, but you have unneeded resistance in your ability to fully control the car. You would never intentionally do that, because you will burn your engine out and it would take you forever to get from one place to another.

Is there someone in your life who's acting like the emergency brake? They don't prevent you from living, but they cause unneeded resistance in your ability to fully control your life. Your relationship with this person will eventually burn out your dream engine. You must release that person so that you can live the prosperous life.

The law of deletion will take you from poverty to prosperity. Like I said, you don't have to stop loving the person, but you must stop them from negatively influencing your life. Take a look at those top five people in your life again. What do you see? If you do not make the decision to delete some of those associations, then you will never fully live a prosperous life.

In my experience as a coach and mentor, one of the biggest reasons that people fail is their best friend. I can't tell you how many times I've heard, "Well, my friend told me..." What your "friend" thinks can potentially destroy your life! They are not you, and it's not their life, so stop allowing them to make decisions for you. Don't allow their influence to keep you stuck in poverty!

How many times has one particular person called you and you immediately send them to voice mail, because you are in no mood to deal with them? Imagine it. You are looking at your phone when that call comes in and you hit "no or decline", because you automatically assume that they have nothing good to say. Why do you keep them in your life? Unless you make a decision to delete them, you're breaking the prosperity law and you're going to remain in poverty.

Sadly, most people reading this won't implement the law of deletion in their lives. They will continue to allow naysayers to influence them and never live a prosperous life. I've personally witnessed people with huge dreams and great potential lose everything, because they couldn't delete that one negative person in their life. I want you to think of that one person in your life and how they negatively influence you. Now, jump ahead five years and consider how your life will be if you don't make the decision to delete them. Even worse, look ahead ten or twenty years with them still in your life. Where will you be? I'll let you answer that question for yourself, because I already know the outcome.

## **Success Law #4: Faithful Expectation**

The atmosphere of faithful expectation is the breeding ground for miracles. The atmosphere of fearful expectation is the breeding ground for misery. Imagine this. A storm is coming, and the clouds start moving in. The sky turns black, and the atmosphere changes. You know that you better get home before the storm hits. The rain hasn't started. There's no thunder and lightning. However, the atmosphere tells you that a dangerous storm is headed your way.

Similarly, you have an atmosphere of expectation that surrounds you every day. If you are walking in an atmosphere of faithful expectation, then you are confident and fully expecting miracles. That confidence radiates from you like the sun on a beautiful day. It's contagious and you infect everyone around you. The mood in the room brightens when you walk in, and everyone seems to hold their head a little higher. The atmosphere of faithful expectation is the breeding ground for miracles for you and everyone around you.

The atmosphere of fearful expectation is the exact opposite. It's like a dark storm is hanging over your head. Gloom and doom goes before you, and people run the other way. There's no joy or laughter. Fear is written all over your face. The sun isn't shining, and there's no way that a miracle can pierce the veil of darkness around you.

It's obvious that no one truly desires to reside in such a depressing atmosphere, yet most people do it every single day of their lives. It doesn't have to be that way! You have the right and ability to walk every day in faithful expectation. Say it out loud right now, "I live in an atmosphere of faithful expectation every day, and I am expecting a supernatural miracle. I am faithful not fearful!" If you don't believe it, say it over and over again until you do.

Faith and fear are exactly the same. They are attitudes of expectation on opposite ends. Fearful people say, "We'll see what happens." However, we already know what happens for them...nothing! They walk around with a defeated mindset saying the same old stuff and carrying the same old baggage. Faithful people say, "I am walking by faith and expecting a miracle." Do you see the attitude shift? Fear yields doubt, and faith yields hope.

Your future is determined by what you do today, not the mistakes of your past. Basically, I'm telling you that it's not too late! You can start living in an atmosphere of faithful expectation right now and change the course of your life forever. Your decisions are immediate, and whatever decisions you make today will change your tomorrow. The prosperous life is within your reach. You just have to extend your hand and grab a hold of it.

If you are saying, "John, I don't know how to live in an atmosphere of faithful expectation. I've never lived there before." You're not alone. Most people have never truly committed to walking by faith before, so it's hard to understand where to start and it's confusing. Faith doesn't make sense that's why it makes miracles.

To find miracle producing faith, you must dig down deep inside of yourself. Here's something to help you remember that. Faith stands for *Find Answers In The Heart*. When you have trouble creating that atmosphere of faithful expectation, listen to your heart. It will reveal all of the goals and dreams that drive you to be your very best. Stay laser-focused on your Why in life. Say your daily affirmations, immerse yourself in self-development, and surround yourself with people that empower you. Most of all, commit to never allowing fear to enter your atmosphere of expectation and destroy your dreams ever again!

## **Success Law #5: Decisive Action**

In order to live a prosperous life, you must be decisive. You're either a decisive action-taker or an indecisive procrastinator. Is your ability to make decisions really that critical to your success? Yes! It's deadly to be indecisive.

It's easy to spot an indecisive procrastinator. Their conversation usually starts with, "should've, could've or would've." Indecisive procrastinators have no direction in life. They don't know what's going to happen from one day to the next, and they usually allow their know-it-all friends to make their decisions for them.

Decision is defined as *the act of making up your mind*. You are making a final determination about something. As a decisive action-taker, you don't waiver or stay in limbo about life-changing decisions that need to be made. You make them and move forward, fully confident in your actions. Even if it's the wrong decision, you have the ability to correct it and learn from your mistake.

A decision today changes tomorrow. The Hebrew translation of "transformation" means *a renewal or rebirthing*. When you make a decision that transforms your life, the dream inside your heart gets renewed and rebirthed. If you don't take a step of faith and make those decisions, then your dream will remain stagnant and eventually die. In order for change to happen, you must be a decisive action-taker.

Life-changing decisions typically put pressure on us to act in one way or another. Let me reassure you that pressure brings out the best in everything. For example, when pressure is applied to a nasty, big glob of crude oil, it produces smooth, highly-efficient jet fuel. The crude oil is fine-tuned into jet fuel.

When you are pressured by decisions, your ability to act makes you a fine-tuned, action-taking, decision-making champion that is committed to living a prosperous life! Shying away from challenging decisions equals no change. You will remain stuck in a rut with the stress of the decision weighing on your mind constantly. I don't want that kind of life for you, and you shouldn't want it for yourself. Take the first step towards prosperity by making the decision to be a decisive-action taker starting today!



## **Success Law #6: Find Your Why**

Your “Why” is your ultimate purpose. It’s the exact reason that you get out of bed every single day, and the foundation of your life. Do you know your Why? If not, it’s time for me to help you find it.

Dr. Benny McDaniel, one of my elite coaching students, has an incredibly strong Why. When I first met Dr. Benny, he was morbidly obese, and his bad habits were slowly killing. However, he had a Why. His Why was to be a healthy, active grandfather for his granddaughter, Jewel. However, Jewel wasn’t even conceived yet, because Dr. Benny’s daughter didn’t want to bring a child into the world to watch her father die.

Dr. Benny knew that if he didn’t get healthy, there was no way that he would ever experience holding his little Jewel and watching her grow up. Dr. Benny stayed committed and lost over one hundred pounds. Today, he is seventy years young and leads a healthy lifestyle that includes working out five days a week. More importantly, he is the healthy, active grandfather of a beautiful, little girl named Jewel.

Your Why will be individual to you and who you are as a person. Take some time to write out your Why. It doesn’t have to be perfect. Just start with brain-storming about your goals and dreams. Your Why is a culmination of those things. Write your Why on a 3 x 5 index card and have it in front of you every day to remind you what you are fighting for in life.

As soon as you rollover in the morning, grab your Why Card and read it for seven minutes out loud. Yes, seven minutes out loud! You are creating the atmosphere of faithful expectation for your day. This is called the Why Rollover. It’s the first thing that you do every morning. No more turning on the TV or reading the newspaper. Those things plant negative seeds in your mind, and your day is over before it even started.

Your Why Card is critically important. If you are still unsure of what to write, here’s an example of a Why Card for you:

“I am dealing with all the challenges to build my business today, because my Why is to spend more time with my family, provide for my children’s education and have the

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