



A Plum In The Syrup

Welcome...

First things first...thank you very much for your interest in my book.

I've been an entrepreneur for the better part of the past 20 years. I've been through a lot in the realm of business over that time. And when you go through a lot that also means that you've been learning a lot. So now that I have a solid 20 years under my belt as both a success and a failure as an entrepreneur, I felt that now is the time for me to write this book.

I recognize your unique individuality. I am therefore careful to point out that I do not proclaim this book to be a road map or blue print for success. This is not a "How To" book.

Rather, based on my many years of experience, I'm offering you truths, suggestions and observations I've used to reach a point in my life where I'd consider myself a success. Which also reminds me; you are a success when you consider yourself to be successful not when somebody else considers you successful. I ask that you never let anyone else define the word success for you; you can only define it for yourself. As you'll discover within the pages of this book, the word success, as you define it, is as unique as your thumbprint.

So again I thank you and ask that you please keep in touch and tell me what you think of both this book and the Easy Reader publishing model. The best way to reach me is through one of the links found below. Thank you...



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Please be sure to check Appendix A after reading this book for a very special message.

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Introduction

If there's any one thing I've learned about success over the years is that there is no secret formula. Throughout the pages of this book I'll be discussing a number of the things I see as integral to success. That's not to say that everything I touch upon is absolutely required.

In fact, will I touch on all traits found in a successful person? No, that would not be possible to accomplish in a single book.

Having said that, there are a number of traits common to all successful individuals: thinking successfully, using time wisely, hard work and the list goes on. However, the complete picture of what makes person A successful as opposed to what has enabled person B to become successful can be massively different.

The path you travel to success will be as unique as your thumb print. So there are two things you need to remember on your journey to success; what has worked for somebody else will not necessarily work for you and achieving your goals is not a contest, it's not a race. Don't measure your progress against anybody else. You are 100% unique so the path you travel will be 100% unique.

Allow me to clarify this some for you. I've been involved in real estate investing and I carved out a niche for myself in short sale investing (more on the importance of niches a bit later in the book). In case you're not familiar, short selling is a strategy commonly used when dealing with foreclosed real estate. If a property is in foreclosure and its value is lower than the amount of money still owed to the bank, the lender or lenders on the property may be willing to take less than what is owed. This is referred to as short selling the property.

I learned short selling by taking a weekend foreclosure investing seminar. Everything insofar as locating foreclosed property, dealing ethically with the owner, structuring an offer for the lender, dealing with property appraisals, lining up new financing to pay off the note and all other facets of the transaction was neatly laid out. After attending this

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seminar, short selling real estate seemed simple enough and seemed to make sense for all parties involved.

Well, what you learn inside of a seminar environment about short selling and what actually transpires in the real world differ drastically. I quickly came to the realization that every short sale situation is unique. Successfully closing foreclosed real estate by way of short selling is a transaction with a lot of moving parts and there are no two transactions that will play out exactly the same way.

All short sale transactions may start off the same way (a home owner is in foreclosure) and, if successfully executed, will end the same way (paying off the lender for what they've agreed to accept as payment). But everything else in the middle, from one short sale transaction to the next, is 100% unique. No two will ever play out exactly the same way.

And so it is with the journey each one of us will take to success. There are no two pathways to success which are exactly the same. How you define success may be completely different from how I would define it. And the path that you and I both take to get there will certainly be different. No two people will ever experience the same journey to the success they seek.

As in my short sale example above, you mustn't be pedantic about the path to success. Truthfully, there is no such thing anyway as *the path*. You can never allow yourself to say "hey, I'm doing exactly what I've been instructed to do, why isn't this working out?"

If only success were that easy.

I think every last one of us wants the best out of life. Who doesn't want a nicer "this" or a better "that" for themselves and their families? That wanting more from life is a common starting point for all of us. Sadly however, a shockingly low number of people will end up at that place they envision reaching.

There are a lot of moving parts in your individual journey to success. Your own journey is as unique as you are. So the purpose of this book is not to provide you with a blue

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print for success. Rather, it is meant to inspire you, give you food for thought and hopefully, many suggestions you can use in your own journey.

You may take everything I say to heart and use it all to your advantage. You may take only a selection of the things I have to say and you may not adopt anything at all you'll discover in this book.

And that's OK. Because of your uniqueness, it's up to you to embrace that which makes the most sense for you. For example, some people love face to face selling while others are scared to death of the idea. Both people can become wildly successful and both will take wildly different paths to get there.

Your success is a culmination of everything you learn and everything you experience and how you apply those two things.

It's not possible for one single book, program or seminar to provide you with everything you'll individually need to become the success you dream of becoming. Therefore, you have to understand that your success is a never ending process of learning and discovery. I can only hope that this book is at the very least only a single rung in the ladder you use in your climb to the top.

At this point you may be looking at the example above I'd just given you on the unique journey we all must travel to a life of fulfillment. You might be thinking that, no, not everybody starts from the same spot. Look at somebody like Paris Hilton for example. What was her journey to success? Seems like she didn't have one, did she? You look at a Paris Hilton and you realize she was born into a life of wealth and privilege. There was really no starting point and really no journey. Abundance was immediately available to her the moment she was born.

On the opposite side of this argument, look at somebody like Clarence Thomas. His father took off when he was 2 and was left homeless at a very early age when the family's house burned down. Against all odds, his journey lead him to become only the second African American to sit on the Supreme Court.

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Here's the point; the overwhelming majority of us were not born with a golden spoon in our mouths nor were we born into dire and desperate circumstances. So, I don't want you to become hung up on extremes. You won't be doing yourself any favors in your journey to success by looking at either extreme end of the spectrum – so put that out of your mind right now. It will help you to get more out of this book and to get more out of life.

There are many principles I've personally discovered to be true in living a life of achievement and I'll be sharing 17 of them with you in this book. Some of them – maybe many or most of them – are things you've already heard. And to that I say good! If that's the case, it will only help you to re-familiarize yourself with these important success principles. After all, repetition is the mother of all learning.

I've heard it been said that there has been more information and reading material printed and published over the past 20 years than in all other previous years combined. I cannot say with certainty whether or not that is true. But, one thing I can say unequivocally is that there is absolutely no shortage of reading material at your disposal today.

Forget about all the books in all the libraries and book stores around the world. And forget about the thousands and thousands of magazines and newspapers that are published daily, weekly and monthly. With the information age that we're living in, the internet alone enables us to access an endless supply of reading material on every last subject you can possibly think of. And we can access those materials with such ease that we so easily take for granted what the world wide web can bring onto our computer screens with the simple click of a mouse. It is truly remarkable and mind boggling when you really stop to think about it.

To say that our choices of available reading material is inordinate is nothing short of a massive understatement. With so much to read at your disposal, I am truly humbled that you've chosen to read this book. I thank you for spending some of your precious time with me. That you chose to read this book is a compliment far beyond the ability for

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words to express. I really hope my simple "thank you" is enough to tell you how appreciative I am.

I have some things to tell you, things which I think you'll draw great value from, so I hope you enjoy what I have to say.

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Prologue

The definition of the word "success" is as unique and individualistic as the person who defines it. Being successful is not always about the money. Not even close.

Success is about living the life of your dreams whatever that might mean for you. It's about being perfectly content and honestly saying to yourself that you would change very little, if anything, about your existence.

If you think success comes down to how much a person has in the bank than you're sorely mistaken.

After all, can anyone argue with the success of Mother Theresa of Calcutta? She was admired by millions around the world. She met with dignitaries from many countries and was adored and admired by presidents and kings.

Did Mother Theresa have money? Did she want money? Can you tell me she wasn't a phenomenal success?

A person can be extraordinarily successful and live a very modest life. I think of a professor I'd had when I was a student in college. His name was Ed Beck; a professor of Economics at SUNY Oneonta in upstate New York. Prof. Beck made it a point to know each of his students by name. He had a love for his students and his subject and it showed. By all accounts Ed Beck was an incredibly successful college professor. You could just tell that he was doing what he loved to do. Although Prof. Beck did not possess a great net worth he was still a great success.

At the same time, a person can live a very elite lifestyle but be miserable inside. We've all heard the story of the overworked executive who gives the outward appearance of a successful life. He lives in the 6000 square foot home with a Ferrari parked in the heated garage. He travels to meetings in far flung cities in a private jet. However, his home life is a wreck. His wife is lonely and miserable, because her husband is never around. His son is a derelict because dad's love and discipline was seldomly there for him. Despite his net worth being deep into the millions, can he be considered successful?

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