

**Champions are Born
Losers are Made**

*Plus Bonus Section:
The Inner Secrets of Leadership*

By John Di Lemme

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Di Lemme Development Group, Inc.
931 Village Boulevard
Suite 905-366
West Palm Beach, Florida 33409-1939
Call or Text (561) 847-3467
www.LifestyleFreedomClub.com

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Dedication

To all of the champions that overcame their adversities and refused to give up on the ultimate achievement of their “Why” in life.

Introduction: You are a Champion!

Have you ever thought about the fact that you started life as a Champion? It's true. Everyone's life begins as a sperm. Of the millions of sperm launched, only ONE gets through to fertilize the egg and begin the creation of a human being. Therefore, every person who has ever lived began as that one in a million. They surmounted every obstacle, were stronger than millions of others, and achieved the goal of uniting with the egg to begin the beautiful and mysterious creation of a "born champion."

That is one of the most amazing stories in all of human history. I am stunned that we don't celebrate that story in literature, art, music, and poetry. Think about it. Out of millions that begin, only one wins the prize! YOU are that one! How can anyone think that Champions are somehow mass-produced by education, arts, religion, culture, psychology, etc.? Yet, many do believe that and now you know why I wrote this book.

The idea for this book began when a reporter was interviewing me. In the midst of the interview, she made the statement that "champions are made." After talking to her for two hours, I decided I had to write this book. If she, an intelligent and educated journalist, believes this LIE then so do many other people. As a society, we have too little regard or honor for this towering mystery of life. We do not have an appreciation for the creative wisdom of God.

The Bible says that each one of us is *fearfully and wonderfully made*. Doesn't that say it all? God's creative process delivers each one of us into life as a Champion.

Following birth, many factors take over. Negative people and stupid ideas are the main culprits. God delivers a Champion into this world and then "man's best and brightest" start messing with the Champion. After a few years of negative thoughts, negative people, ignorance, and neglect, we have losers all around. We made them! Rejoice in your place as a Champion. Don't let anyone steal it from you.

Read this book. It is designed to strengthen your Championship! Let it show you how to build on the good foundation which started when you were just a sperm, struggling against great odds. Always remember: inside YOU are the seeds of greatness. You were born a Champion, and this book is written to speak to your inner Champion. I despise the choir of doubt that sings in the background of most people's lives. I want you to despise it too. That choir sings lies all day long. Don't let them decide how you live your life!

The structure of this book identifies specific principles that are essential to Champions. Trust me. You won't get it by reading it once. You need to read it multiple times. It's small. It's compact. It's designed to fit easily into your purse, your inside suit pocket, or your briefcase. Take it with you everywhere you go. Read it on the airplane, at the doctor's office (it will speak to your inner Champion much more than the magazines laying around his

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office), as you stand in line at the bank, and during hundreds of other opportunities. Think of this book like a miracle drug. Keep taking it until your personal Championship is healthy, humming, and heroic!

Principle 1: Self-Belief and Acceptance

YOU – every one of YOU reading this book – are a Champion. Even if you don't look, feel, or think like a Champion right at this moment, trust me. Inside of you is a Champion that is fighting to get out!

All the things you don't like in yourself such as fear, procrastination, guilt, negative thinking are loser habits that have been developed and imposed on you by others. I recently encountered a young woman with an in-your-face negative attitude. She enjoyed flaunting her negativity to me. I just laughed. She reacted, "What's so funny?" I said, "I'm just grateful that I'm a Champion." The next day I saw her holding a baby and baby-talking that sweet little infant. Something in me just rose up and I wanted to shout (almost in anger) to the baby and the Mom: "YOU ARE A CHAMPION . . . act like it!"

That young woman was born a Champion and yet a loser was developed, a loser was made where a Champion was supposed to live. If she doesn't get a grip on that, she will turn her beautiful baby into a loser too. What a waste and a tragedy!

I am so fired up because I feel the need to get to people like that. That cycle of losing is being perpetuated in so many families and social groups. God delivers a Champion into the world and then bad habits, negative thoughts, and destructive lifestyles MAKE a loser to replace the Champion.

Believe! Folks, this is not complicated. This is not rocket science. All you have to do is just BELIEVE you are a Champion. Accept that. Believe in that great Champion that lives inside you. Let him or her OUT! Refuse to be shaped, molded, developed, and made into a loser.

Part of my personal calling is to be your encourager, your mastermind, your inspiration, your achievement partner, and the voice that keeps reminding you that YOU are a Champion! I don't care what other voices are telling you. I, John Di Lemme, am telling you that you are a Champion. Get that down deep in your soul. It is the truth that will conquer every other voice. I don't care where you are right now, say out loud, "I am a Champion." Shout it: "I AM A CHAMPION!"

Develop faith for your future. Believe in it. The Bible says that *faith is the substance of things hoped for and the evidence of things not seen*. Faith is tasting the apple while it is a mere seed. Faith is so strong that it can take hold of future realities and bring them to you today! Yes, you still have to wait for the apple to become a tree and a harvest of apples, but faith allows you to see it so strongly that you don't have to wait for the physical reality in order to believe it.

Gravity is a good example of faith. You believe in the law of gravity don't you? Why? You can't see it, hear it, taste it, smell it, or touch it. Yet, you don't have a hard time believing the evidence of things (gravity) unseen. Accepting and believing that you are a Champion is the very same thing. You either believe and accept it

or you don't. The knowledge that you started life literally as one in a million should cause you to stop and say "Whoa! Wait a minute. I'm not a loser. I started this journey as an incredible Champion. Maybe God knew what He was doing after all."

Just because you can't see your future, just because you can't see your dreams fulfilled right now and just because you can't see the artifacts of success (like a fine home, beautiful family, high-quality car) doesn't mean you are a loser. Your Championship is as real as gravity! I get fired up when I think about empowering people to dream of these kinds of things. Champions walk by faith. Accept it and believe it in the depths of your heart and mind.

Principle 2: Separated To Be Elevated

If you are a Champion (and you are), then you will be promoted to greater and higher realms of leadership. Life has a way of elevating true Champions. Just as cream rises to the top of milk, true Champions rise to the top of companies, projects, and great events. When that happens, old relationships fall away. It can be emotional and difficult, but it's part of the price of leadership. Champions must be separated from the crowd before they can be elevated into prominence.

I only hang out with Champions, with other masterminds that are wonderful, fired up, success maniacs. They support and encourage my "Why" in life and my Champion heart, and I support them the same way.

But, you know what? Not one of them is someone I knew from my past. Except for my parents and some family, not one of my friends from my old days is around me today. Think about that; I was separated away from the lower levels. That's not prideful talk. I'm humbled and grateful for the blessings of God which have elevated me. But, I'm telling you – yes, YOU, you CHAMPION sitting there reading this book – that one of the prices that Champions have to pay is being separated from the old gang.

Goodbye! Sometimes, you have to exercise the gift of goodbye. I readily admit that I am always ready to embrace

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goodbye. I only spend time with Champions. Of course, I'll help someone that is struggling to find success. I am a mentor, and I'm pretty good at spotting the Champions fighting to get out of people. You've seen them too; they're not addicted to negative attitudes and words. They are always searching the horizon in order to spot their future. When they see it, they go for it. I will always have time to help those people. I love them...Champions struggling to be born.

It is not hateful to tell someone goodbye. Rather, it's faithful. It's faithful to your own dream and to live the life of a Champion. It's not a personal thing. You shouldn't be cruel or dismissive of others, but you have to respond to the call of success. That call will always separate you before it elevates you.

I have seen people elevated while trying to hang on to someone from the old days. If they continue, the old buddy will often trip them up. Not because he's a bad guy, but because he's addicted to negativity. It's like eagles trying to hang out with pigeons. There's nothing wrong with pigeons, but they will NEVER be eagles. You are an eagle! Fly higher than the pigeons and don't look down.

If you're making \$50,000 a year, start hanging out with people who make \$200,000 a year. Learn their secrets. Ask them to teach you. That's what "separated to be elevated" means. You make a choice about the kind of influences, the kind of people, the kind of books, the kind of movies and the kind of material that you will allow into your mind.

This is serious stuff. Listen to me. If you were determined to become physically fit and healthy, you wouldn't continue to hang out with Twinkies, donuts, beer, and Doritos. You would find the gift of goodbye; you would move out of the old nutritional neighborhood. You would allow yourself to be separated from McDonalds and Pizza Hut in order to be elevated to healthy power foods.

What if you tried to be healthy, but said, "I can't leave my old friends – the fries, the cakes, the milk shakes – I can't forsake them?" How long would your dream of health and physical fitness last? It's the same thing with success and living as a Champion.

You have a decision to make. Are you going to be a Champion? Are you willing to pay the price? The struggle is vitally important. It does something in you and for you. I've never known a Champion who didn't have to struggle with shaking off the old in order to embrace the new. The number of obstacles that you face in life will lay the foundation for massive growth.

Let me tell you, sometimes between the separated and the elevated, there is a very lonely period. You've been separated from your old friends and not yet integrated with lots of Champions. That is a real testing time. But, you know what? You can always be a friend of mine! Whether you're a coaching client, a member of the Motivational Club or someone new to my teachings, you truly are a friend of mine. So, let me be your first new friend in the company of eagles.

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