

What the World has to say about

Kevin Abdulrahman's book

"Only a few people really understand that success starts with your inner world. Kevin focuses on your inner world, more specifically your mind. An insightful and empowering book to help unlock your true potential and live the life of a winner."

Jay Conrad Levinson, The Father Author of "Guerrilla Marketing" series of books and best known marketing brand in history. Named one of the 100 best business books ever written. Over 20 million sold; now in 62 languages.

Guerrilla Marketing Business University

"Kevin has a knack for presently simple, direct and timeless truths about success. 'What Ever You're Into' is one-year game plan for staying focused, inspired and moving toward your dreams."

Randy Gage, Author Prosperity Mind,

"Kevin's book, What Ever Your Into, touches 52 points that touch on the forces behind success. After you read this empowering book, you shall see that you do have the power to achieve."

Thomas J. Senatore, Tax Lien and Tax Deed Expert, CEO - TLD International.

This book has simple yet powerful life changing messages. It helps me take myself to the next level – towards the best – with a roadmap.

Zoher Campwala – MBA - Learning and Development Specialist, Emirates Airlines Aviation College

'Kevin Abdulrahman is truly an inspiration."What Ever You're Into" is a recipe book for success. A must read for anyone looking to succeed in life.'

Emma Quintin, Actress/Presenter- UK

I have faced several traumatic life's experiences, most of the challenges created myself to be positive thinking and this book gives me an insight of my winning streak in Life - It has made me a successful person again!

Quintus Pillai, Vice President Sales & Marketing, ISCS, Sharjah, UAE

" Once again, Kevin has crafted a very useful book in his trademark succinct style. With 52 lessons there is one to follow each week of the year. A very good guide to practice."

David Payne, Networker & Life Adventurer

<http://davidrpayne.wordpress.com>

"Comprehensive in the way it's written, Powerful in its message. If you were to read three books this year, make sure Kevin's book What Ever You're Into is one of them."

Michael A. Aun, FIC, LUTCF, CSP, CPAE Speaker Hall of Fame

Kevin believes that life is a game. You have to play, fail, play, fail and play again. What he teaches will help you play *smarter* until you get to the summit of your choice.

Sami Dababneh, Assitant HR Manager, Arabtec

Kevin Abdulrahman's teachings are an indispensable guide to excel and win, What Ever You're Into.

Claire R. Kanj, Creative Director, www.size-34.com

Kevin Abdulrahman's teachings is an indispensable guide to excel and win what ever you're into. In my personal life, I saw many things as complicated, after reading "uncomplicate the complicated" (Winning Truth # 3) I have a different perspective and I'm able to get over some of my "mental blocks".

Naeem M Sufi, President, Sufi Group USA, Inc.

What Ever You're Into is a must read book for anyone who wants to bring the best out of them.

Mukhtar Aidarus, Property Investment Advisor, Canada

My favorite "Ebyism" is "Change is a door that can only be opened from the inside!"

Success is an inside job! Kevin's book focuses on your inner world, particularly your mind. "YOUR" world is in "YOUR" mind! Change your mind ... change your world. This book will help you do that!

Gary Eby, Speaker, TV Personality and Author of "Lefthanded Soldiers" Published by Jim Rohn

International at: www.freebook.tv

Kevin tears away the clutter and mystery of what makes some succeed while others fail. Read this book if you are ready to go to the next level in your life's success story."

Guy Whitcroft, CEO, Dubai

I have found *What Ever You're Into* to be very insightful, interesting and on-target motivating. The 52 winning truths presented formulate a well balanced winning formula and I feel eager to personally start consciously living them as Kevin suggests.

Zunaira Munir Ph.D., Managing Director. Affiliate Member of the Blue Ocean Strategy Network , San Diego

A great no-nonsense introduction to achieving your goals and creating a successful life for yourself.

Ananda Shakespeare, Journalist and Entrepreneur- UK

"THE BOOK on *What Ever You're Into* adds the EXTRA into Ordinary. A sneak peek into the world called Success with simple yet stunning truths for anyone wanting to become a winner"

Nitin Mirani –Actor & International Stand up Comedian, India

Are you really, really serious about becoming a winner? Can you handle the truth? If you answered "Yes" to both questions, Kevin's book is a must for you to read! Rarely does someone tell you the real truth and that is exactly what Kevin does!

Scott Letourneau, CEO

If you value your life and want to save years, then I would recommend you listen to what Kevin has to say. Invaluable and timeless winning truths are shared that is all too often missed by many.

Roxana Chegin, Born Artist, Producer , Singer , Presenter

Kevin Abdulrahman puts life in the palm of your hand and challenges you to celebrate the struggle

Mrs Tania (Nee Matejcic) Bruss, Zimbabwe.

This book ticks all the boxes and is recommended for anyone wanting to bring out the best in themselves.

Brendan O Shea, CEO, Chamber Group

This chap is a go-getter – and he wants you to be one too. A lot of home-truths that we forget about, and positive thinking techniques to help you remember them again. I like his style of homely anecdotes that everyone can relate to.

Linda Benbow, Editor, UAE Digest and Dubai Real Times

Everyone has or has been challenged with what separates winners from the rest. Kevin gives immediate insights on how winners operate in their life.

Renit Shah, Entrepreneur, London, UK.

"It doesn't matter who you are, where you are from or what you did. This book can instantly change your life."

Paritosh Palav, Managing Editor/ General Manager, Maxmedia Company WLL, Bahrain

If ever in life, you've been looking for a Blue Print for success, then the buck stops here. I rank this book among the likes of Maktub and FountainHead, for the reason, that, no matter how depressed/dejected one is, he is revived by the inspiring thoughts present in this book. What ever you are into, is a wake up call for all those of us, who want to make it big in life, but are conscious of our limitations. 52 Simple Truths about success, that were never told before, so succinctly. This is a Skeleton Key that opens all doors that lead to success.

V.Haricharan, Columnist and Freelancer, India

Whatever You're Into" is a great guide for finding fulfillment and happiness in any endeavor.

Orvel Ray Wilson, CSP, Best-selling Author and International Keynote Speaker of the legendary Guerilla Selling Series.

I read your book “What Ever Your are Into”. It is nicely and briefly written truths every one knows but very few follows. Very well written by you in very strong and point blank language, really inspires people to follow them. Great job done.

B. D. Mori, Engineer ,The Bahrain Petroleum Company, Kingdom of Bahrain.

This book has simple yet powerful life changing messages. It helps me take myself to the next level – towards the best – with a roadmap.

Zoher Campwala – MBA, Learning and Development Specialist, Emirates Aviation College

If you don't strive to be great, then you will be surpassed. Whether you are financially set, successful in your line of work, an achiever in your own right, a winner in sport or happy with your life all together, there is still room for you to grow. Kevin Abdulrahman's book will help push you to what he refers to The Next Level.

Reza Naderi- Artist and Teacher



THE BOOK on **What Ever You're Into**

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Dedication

This book has come about from people wondering what aspect of their lives *Mind Nutrition* was important for.

The answer of which is in your hands.....

What Ever You're Into.

Preface

If you are reading this book, then it means that you have taken the first step in investing in yourself. Congratulations. You value yourself. I respect and admire anyone who takes pride in constantly nourishing their mind.

I hope that you take the time to go over this book that I have put together. It's not complicated, the layout is simple, and I have stayed clear from creating any bog down areas. I wanted it to be an easy read because the power of each truth is enormous. I ensured every truth was wrapped up and to the point, giving you quality over quantity.

Don't be fooled by its simplicity. After all, one simple truth alone could unlock your potential to create better results in both your personal and professional life. One small change in your life will make your return on investment infinite.

I know some of you are thinking, 'Will this book help me succeed? Is this all I'll ever need?'

Yes and no.

Yes because you will learn Powerful Timeless Winning Truths.

No, because you should never stop learning (something you will be reminded of in this book). The book in its own entirety is purely a tool to make you aware. It's the up to you to implement these truths and turn around winning results.

If you have the heart and the courage, then you can take what you learn in this book and become a winner.

As I share with you each truth, I ask you to take the time to stop after every chapter. Take the time to chew on the info, analyze it, and then practice making it a part of you, as any winner would.

After all, these are the Timeless Winning Truths that is lived by those who are winning. Not just in terms of finances, or record breaking achievements, but those who are mentally and emotionally in a day to day

winning state, where they live everyday doing what they love, being massively rewarded for it, and most important of all, they are *happy*

... something that is easily said, but sadly, is rarely seen in the lives of the majority

Some of you will choose to read the entire book in one sitting. That works fine.

In fact do read through the book a first time to get a feel for things.

Then come back and read the first timeless truth and really work on consciously applying it in your life in the first week. Apply one timeless truth at a time in every subsequent week. I believe that doing so would be the best. After all, days will go by, weeks will go by and soon, yet another year will escape us all. By consciously ensuring you ingrain each truth and committing to really work and make the relevant truth part of each week, you will come out a winner at the end of the year.

This will also help you avoid feeling overwhelmed with too much information which leads to many never ever making serious change. The journey of a thousand miles starts with the first step, and by applying one truth a week, you will become a completely different person by the end of 52 weeks.

Some of you might say that's too long, then that's fine, you can do it in days, or hours.

I will leave that choice to be yours.

Here's a warning in advance.

You will find me to be blunt in some instances if I feel it's of importance to drive my message home to you.

So take my words to heart with the understanding that I have your best interest in mind.

My intention is to help you become better, expand further, create breakthrough results, and reach for The Next Level in your life whether it's personally or professionally, or ideally **both**.

Here's to you Winning Everyday.

... So let's get started

Winning Truth Number

1

You Have to Die to Go to Heaven

The first four words sound morbid, but the rest of it is what most people hope to achieve (those who believe in higher powers).

That's exactly what winners understand and do (the morbid part) in order to achieve their goals (heaven).

Everyone wants to have nice things in life. They want to travel, excel in their field, break world records, give back to society, create great relationships, have the time and freedom in life, own a successful business and so on, yet not many will do the hard work to get there.

Winners understand that for each of their goal, there is a route that needs to be traveled.

Winners choose the goals that matter to them the most and commit to making that journey. Most people will think that it would be tough, rough and hard to do. However winners know that they are simply going through a process, one that will lead them to heaven so to speak.

I believe that you are well on your way to applying this first truth already.

The fact that you purchased this book and are reading it shows me that you are different. It shows that you are committed.

I say it because just as in life, there would have been many who had the opportunity to pick up this book, wanting to know the truths about why winners win, but were not willing to make the investment money and time, more importantly they were afraid to commit and apply what they would learn.

Whatever goal you may have in place, you must understand and more importantly be prepared to put in the hard yards. Winners are often associated with a 'whatever it takes' attitude, because they will see what they want right through to the end.

They are willing to die in order to go to heaven.

Winners are committed.

Take a moment to reflect on this truth. Consciously live this truth in week 1.

Kevin Abdulrahman is an International Author of a series of books that are being translated into several languages and Best [Motivational Speaker in Singapore](#)

Winning Truth Number

2

All You Need is a Little Bit

W

inners are known for the fact that they will go that extra mile; they will make that extra call, do an extra round on the circuit. Whatever the masses will do, winners always put in that little extra. It doesn't have to be a lot, just a little bit more.

Winners (extraordinary people) are simply ordinary people who do that little extra every time.

Most people have a perception that winners are born great.

Winners aren't born great. They have become great by the virtue of doing a little extra to achieve greatness. That little extra effort accumulates to one day giving them the winning results when compared to the ordinary efforts of others.

It's in the little extra effort that they succeed.

That's the difference of winners who stand out as the champions amongst a sea of players. That's the difference of a low five-figure income and a high six-figure income. That's the difference in having a good relationship and a great relationship. That's the difference between living in a *wish-world* and actually living your wishes.

As you go along your chosen path, you will come across challenges. Use them as cues to ensure you go that little extra.

Every wall you come across, push through harder.

When doubted, double your efforts

When blocked, double your efforts

When talked down to, double your efforts

By using challenges as a positive cue to do a little extra, your efforts will soon be accumulated.

All it takes is just a little bit every time.

Remember it's in that little extra where all winners have realized their breakthrough.

Take a moment to reflect on this truth. Consciously live this truth in week 2.

Winning Truth Number

3

Uncomplicate the Complicated

How many times have you heard people respond to statements made with, ‘oh, it’s complicated’?

How many times have you used ‘it’s complicated’ as a reason to justify your actions or inactions?

As humans, it seems to be in our nature to complicate situations. Humans enjoy complicating things to serve their egos. After all we all feel good when we triumph over a complicated situation (you know I’m right).

Life doesn’t have to be complicated. But many make it so to justify the time and effort spent in order to get a sense of achievement. When you are afraid, uncertain, or haven’t tried something before, you try to complicate things to further justify why you should take your time before making a move. Or even worse, make a move at all.

Winners see things as they are. There are no complications, good or bad.

Everything is simple. Winners are often heard saying, ‘it’s really simple’.

They are not saying it to make themselves sound superior; they do it because it’s their reality.

To them things are really simple.

Winners know that to get what they want; they need to do certain things. They make a decision and get on with the process.

When the majority of people look for a hundred and one reasons to tie knots on a rope, winners will choose to use the rope (and its knots) to their benefit.

Life can be complicated as it is, so why add to it? It makes no sense if you choose to be a winner.

Simply put, winners know that simplicity is power.

Take a moment to reflect on this truth. Consciously live this truth in week 3.

Winning Truth Number

4

Seek in to Sort Out

So many people are running around life wanting and expecting easy answers to their questions. They are seeking to find solutions from their outer world. What you will find in the outer world is guidance. The solutions are somewhere else. The solutions tend to be right in front of you. The solutions are actually within you.

Winners take responsibility and ownership of their life instead of what is common with the majority of people, constantly moaning, and worst yet, blaming others as to why their life is not right. When pointing the finger seems like the easiest way out, winners know that they are 100% responsible for their outcome.

Speaking of pointing the finger, take your index finger and point it at someone. Have you ever thought about how many fingers are actually pointing back your way when you point at someone as the cause of where you are in life? One whole finger points their way and yet four fingers are pointing your way. Follow your fingers because that's where the answers lie.

Why be responsible when you don't have to? Why bother to take ownership? Responsibility and ownership are two words most people shy away from. They are hard enough to digest, and even harder to perform.

Winners know that if they don't, then they will simply be doing what the masses are doing. And if they are doing what the masses are doing, then they are going to get what they have, which is sadly a far cry from a winning result.

Winners have mastered being responsible, because it's the only way to win.

Choose to be responsible for your actions. Choose to be responsible for what happens.

Choose to be responsible for your life. Choose to be responsible all the time (not just sometimes).

After all, every thing in life is a choice. Choose to be the best you can be. If your life is not where you want it to be, then look into yourself and ask, 'what do I need to do to have the life that I want?'

You are the owner of your life, not anyone else.

Take ownership and understand that much of your life is under your control.

Winners seek in their inner world, to sort out their outer world.

Take a moment to reflect on this truth. Consciously live this truth in week 4.

Kevin Abdulrahman is an International Author of a series of books that are being translated into several languages and Top [Keynote speaker Kuala Lumpur](#)

Winning Truth Number

5

The Confidence to Know

Opportunities are plenty.

I can already hear you scream out, ‘what is this guy talking about?’ What opportunities? And if there are opportunities, I’m unable to make anything out of it, because this needs a lot of money, which I don’t have. This needs time, which I don’t have. This needs skills, which I don’t have. And if I did, the knowledge required is completely different from my experience and college education.

I’m sure you can think of an array of other reasons why there are no opportunities, or if I was to correct myself, no opportunities that suit you.

Whether it’s starting up an online business but not knowing how, making a home based business successful which you may have never done, changing careers with no previous experience, or deciding to pick up a sport having not started it as a child, there are plenty of examples out there of people who have been in your position and *still* made it through.

So again, I’ll reiterate, opportunities are plenty.

The truth is, it isn’t the lack of opportunities you are facing, more so it’s the lack of confidence.

Winners have learned that opportunities are everywhere. Only because there are challenges along the way doesn’t mean they won’t take up on what is offered. A winner might not be able to play a sport today, yet aspires to play in the Olympics. The winner looks beyond their current abilities and focuses on his desire of being in the Olympics, knowing that the journey there will indeed shape them up to be the person who can compete at that level.

Winners have confidence. They may not have what’s needed at the start, but they will most certainly get around it, acquire it, learn it, work it, and do whatever it takes because they know what they want at the end of it. They don’t let the reasons be their excuses. They *make it happen* in spite of it all.

Have confidence and believe that you will become that capable person needed to reach your goals (which will come from the process of moving towards your goals).

Develop the confidence in knowing so.

Take a moment to reflect on this truth. Consciously live this truth in week 5.

Winning Truth Number

6

Fuel the Fire

W

inners have developed the power and mental strength to ensure any comment made to them fuels their fire. The more comments they hear, the bigger and brighter their fire burns.

They see comments as the firewood that keeps them going.

What type of comments? You may ask. Positive and uplifting comments or negative and downright condescending comments?

Well, both.

Winners use positive comments as a pat in the back and further build their confidence to move forward. They also use the negative comments as a boost because now they have so much more to prove. They have to first prove it to themselves that they have what it takes to get what they want. In the process, they will also help put the naysayers to shame.

Don't do what most people do. They take negative comments to heart. They use negative comments they hear as reasons to stop doing what they want in life. They let negative comments extinguish their fire.

You are the owner of your life remember? Winners know that the best way to silence their critics is to gain massive results. They don't spend their energy getting into disputes. They rather focus their energy to get results.

So, as a winner, learn not to let negative comments affect you. Just treat it as firewood that feeds your fire. Soon that fire will be so big and so bright that those who criticized you will smell the smoke, even if they happen to be on the other side of the world.

Find every way and every reason you can to fuel your fire.

I hope, whilst you are reading and reflecting on this book, I provide you with sufficient fuel in order to get out there and create a winning inferno.

When most people let comments break them, you can now use them to breakthrough.

Get out there and blaze that trail.

Take a moment to reflect on this truth. Consciously live this truth in week 6.

Winning Truth Number

7

Hello President

I have an announcement to make. Today I would like to officially congratulate you. I want to congratulate you for being the President. Some of you reading this might already be presidents of nations and companies, in which case my best wishes to you are delayed. But, for the majority of you reading this, you might ask, 'the President of what'?

In every one of us is a life, waiting to be fully lived. For every life that exists, there is a President that runs it.

You are the President of your life.

You dictate how things go and how you would like to deal with things. This is *your* life. It is your ownership and your responsibility. You are accountable for the good and the bad that's in it. If you want more of the good, and less of the bad, then it is up to you to make that decision and take action.

Like any President, there comes responsibility with your title. You must ensure to utilize the resources around you for maximum good. This means that it will be deemed completely unresourceful of you, to live a life that is far beyond your actual potential. It would be like wasting previous natural resources found within the country, and as a result failing to contribute to society at large.

Do you want to be a President who is remembered or soon forgotten? Those remembered are usually the ones who faced major challenges, more accurately; it's more to do with how they dealt with those challenges.

You have been born with a responsibility, and that's to take your unique talent and ability and create maximum good. Not just for yourself (because that's selfish), but also for the people around you.

Look in the mirror and see the President in you.

There is something that you can do, for a greater good, for a greater cause, one that is far bigger than just yourself.

Find it, and then, do it.

That's what every winner does.

Take a moment to reflect on this truth. Consciously live this truth in week 7.

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