



THE **5** Pillars of True Success

Physical!

Mental!

Moral!

Financial!

Life!

**Harmony & Balance will
Create a Successful Future!**

Grandmaster Y.K. KIM

The 5 Pillars of True Success

**Harmony and Balance will
Create a Successful Future!**

Grandmaster Y. K .Kim

Published by MAW Publishing

Reviews

“It’s absolutely incredible. Everyone needs *The 5 Pillars of True Success*. It will positively transform your life!”

- **Peter Lowe**, CEO of Get Motivated business seminars

“In this thoughtful, inspiring book, *The 5 Pillars of True Success*, Y.K. Kim offers insightful motivational strategies for the present times.”

- **George Allen**, U.S. senator and governor of Virginia (R)

“What a phenomenal read. I couldn’t wait for the next page.”

- **Bob Vander Weide**, President / CEO Orlando Magic (R)

“*The 5 Pillars of True Success* is full of passion. It is timely and appropriate for America today.”

- **Dr. Un Yong Kim**, Vice-President. International Olympic Committee (R)

“*The 5 Pillars of True Success*: This inspiring book explains that success is not an accident or dependent upon luck, and we are not locked into misfortune or circumstances beyond our control.

“This book is for everyone, young and old, and will build self-confidence, improve relationships with others, and result in positive life changes.”

- **William L. Whitacre**, JD Entertainment Attorney

“*The 5 Pillars of True Success* challenges you to re-invent yourself to become mentally, physically, and financially healthier.”

- **Jim Coover**, Chairman of Isogenics

“Absolutely incredible. Everyone needs *The 5 Pillars of True Success*. It will positively revolutionize your life!”

- **Dong Young Chung**, Secretary of Unification of Korea (R)

“I’ve known Y.K. Kim for 20 years, and I know he has lived the principles in his book, *The 5 Pillars of True Success*.”

- **Bob Opsahl**, News Anchor, ABC affiliate WFTV

“*The 5 Pillars of True Success*, a new concept of true success and a new global culture, is the best gift for all citizens of the world.”

- **Byoung Gug Choung**, Assembly man and Secretary of Culture of Korea

“I had the great honor to meet and get to know Grandmaster Y.K. Kim in 2012 when we re-released his 1987 the *MIAMI CONNECTION* to incredible critical acclaim across the globe. Grandmaster Kim is a truly special person and is an inspiration to all of us at the Alamo Drafthouse. We are all lucky that he has decided to share his rich experiences in this new book. From stress release exercises for when you are stuck at red lights, to stock tips, to secrets for building a business, and even techniques for how to find true love, Grandmaster Kim has valuable life strategies and advice for everyone. If your bookshelf has room for only one book, this is the one to buy!”

- **Tim League**, Founder/CEO Alamo Drafthouse, Cinema Drafthouse Films, Fantastic Fest

“*The 5 Pillars of True Success*” is just what the doctor ordered for healthy living.”

- **Jerry Demings**, Sheriff, Orange County, Florida

“I have personally known Y.K. Kim for 20+ years. If you are searching for a road map for your life, and if you want to make a difference and change your world, please read *The 5 Pillars of True Success*. This book will give you fresh insight.

“As a Founder and President of a successful Christian company for 30 years, I highly recommend this book which will stimulate your thirst for success. It is my belief that the love and transforming power of Jesus Christ brings true and lasting success.”

- **Sara Trollinger**, Founder/President of International House of Hope

“I’ve never encountered anyone with as much dedication and dynamic presence as Grandmaster Y.K. KIM. His desire to improve the world is staggering.”

- **Evan Husney**, Producer, VICE Media

“*The 5 Pillars of True Success* that Grandmaster Y.K. Kim wrote is well written and easy to understand as it breaks down and helps you with physical, mental, moral, financial, and overall life success!”

- **Joey Fatone**, actor, singer, boy band idol, and television star

Why I wrote *the 5 Pillars of True Success*

Like a child, I have been asking “Why?” and “How?” my whole life. My curiosity drove me (and probably everyone around me) nuts - but those hard questions propelled me on my quest for excellence. My stupid, smart, practical, valuable, and important questions created so many great ideas and the right direction for my life.

Why me? Why not me? Why him? How can I? How did she do that? Whatever I do, whatever I see, whatever I hear, whomever I meet, and wherever I go, I’ve never stopped asking “Why?” and “How?” Almost everything sparks my curiosity, and I am so captivated by these questions, I can’t get to sleep until I find the right answer. My probing questions and revealing answers inspired me to research and write this book over the last 39 years.

Three such questions transformed my life:

People say being weak, poor, or ignorant is not a crime or immoral, and they say, “It’s OK, don’t worry.” However, if what people say is true, then:

Why do I feel like a loser when I am weak?

I hated being weak. I always wondered how I could become strong.

Why did I feel lazy and incompetent when I was poor?

I despised being poor. I always longed to be rich.

Why do I feel limited and ashamed when I am ignorant?

I detest being ignorant. I am hungry to learn more.

I was lucky enough to find these three answers:

Choosing to practice the martial arts: It was the best decision in my life. Martial arts training revolutionized my life and made me the person I am today.

Choosing to immigrate to the U.S.: It was a turning point in my life; I opened my mind to have new and clear personal dreams.

Choosing self-education changed my life: I was improving myself in every area.

As a result, **I achieved the American Dream.**

I worked extremely hard to achieve the American Dream, but even after I achieved financial freedom, the pain in my heart never went away. Although I was rich, I had a miserable life until I realized the principle of harmony and balance. The balance of physical, mental, moral, financial, and life fitness creates a healthier, wiser, more confident, wealthier, and happier life -- a truly successful life. These are *The 5 Pillars of True Success*.

At first, I thought that I was the only one who felt weak, incompetent, or ashamed, but I soon realized that many people have the same feelings. Knowing how miserable these questions can make you feel, I was motivated to continue writing this book.

I wrote and rewrote again and again, hundreds and thousands of pages over the last 39 years. I went from hell to heaven and back again many times. Sometimes I felt I was the most intelligent genius on earth; I was proud because I was the only person who had the right answers. At those times, I enjoyed writing all day and all night long. **Conversely,** I almost quit writing this book many times because there were times I couldn't find the answers. I would get stuck -- for days, weeks, months, sometimes even years at a time. When I couldn't find an answer, it drove me nuts and I felt like the stupidest person on earth. However, **my personal dreams motivated me, so I maximized my potential to push my limitations and finish writing.**

I am honored to share with you the result: *The 5 Pillars of True Success*. I will show you how harmony and balance will create a successful future to make you healthier, wiser, more confident, wealthier, and happier.

Using this new concept of true success: "Break free to a new you," **you can transform yourself, revolutionize our society, and together we can change the world.** I hope this book gives you hope and the answers you are looking for. Thank you for choosing this book.

I want to be your best friend

The best athletes in the world cannot see their backs; that's why they need coaches to become better players. Even the most powerful person on earth, the president of the United States, doesn't know everything. That's why he needs advisors to lead the nation better.

No matter how intelligent or powerful you are, you need personal coaches and professional advisors—and we all need friends to help each other live better lives.

Please allow me to be your best friend, personal coach, and professional advisor. I want you to be my best friend, too. Being my best friend requires two things: you must help other people as a personal coach and professional advisor as well, and always open your mind and realize that one minor piece of advice from this book can change the rest of your life.

I look forward to reading your success stories and seeing you in the near future at a live seminar or anywhere our paths may cross.

How to use this book

1. Read this book cover to cover: It will motivate you to think differently and give you hope in your life.
2. Read it at least 5 times: Each time you will discover new gems that will help you create a successful future.
3. Practice it and build successful habits; maximize your potential; and most importantly, use it and share it with others; it will change your life.
4. Form a study group to meet 3 hours a week: One hour to share your successful experiences with each other; one hour to discuss how to apply this new philosophy properly; and one hour to have dinner together. You will build a successful network.

Special dedication to
Martial Arts World Family

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Special Thanks

To my mother, Hyung Sook Kang: I grew up with a single mother; my father and sister died in the Korean War. Despite this family tragedy, despite having no home, no food, and no clothes to wear, she didn't give up. She fought for survival and raised my brother and me the best she could. She lost her son, my brother, in a tragic car accident. Without my dear mother's personal sacrifice, unconditional love, and indomitable spirit, there would never have been *The 5 Pillars of True Success*. I can never repay my debt to my mother because she disciplined and nurtured me to be who I am today. I dedicate this book to my mother's warmth, care, and indomitable spirit.

To my father, Wan Soo Kim: I lost my father in 1950 to the Korean War. He fought for his country and left me a legacy of loyalty and self-sacrifice that inspired me always to strive to be more than I was. I dedicate this book to my father's loyal spirit.

To my martial arts father, the late Great Grandmaster Choong Hyup Lee: He taught me the true meaning of life, dedication, teamwork, and winning spirit. His teachings changed my life and have become the basis for this book. I dedicate this book to my martial arts father's exceptional leadership.

To my wife, Sonja Kim: My best friend, my daily advisor, my personal coach, and the love of my life. She has given me her unwavering support and made countless personal sacrifices to make this book possible. You are in my heart forever. This book is ours.

To my daughter, Hyunjung Jackie Kim: You are a genius; you can do anything you set your mind to do. I have learned many unique life lessons from you. I love you more than anything in the world. I am proud of you and I will do anything for you. You are my hope and my future. This book is yours.

To my son, Tae Min Kim: You are my mirror and my hope. I had many life-changing experiences with you. I strongly believe your keen intelligence, wisdom, positive thinking, and vision will create a winning future and change the world to make it a better place to live. I love you. You are in my heart 24/7. I will do anything for you. You are my future. This book is yours.

To my daily editor, Master Tim McCarthy: My best student and best friend, personal coach, and English teacher. Your help moved this book up to the next level. This book is ours.

To my professional editor, Andrea Au Levitt, and her team: Your keen comments and thoughtful advice elevated this book significantly. This book is ours.

To my successor, Master Kirk Pelt: My partner, professional advisor, most loyal student, and best friend. Your daily support made it 1,000% easier to write this book. This book is ours.

To my professional advisor, the late Charley Reese: A great writer and syndicated columnist. Your inspiration and motivation made this book exceptional. I owe you my life. This book is yours.

To the Martial Arts World leaders and members: MAW is my home, my hope, my aspiration, my motivation, my advisor, and my best friend. Without MAW, I am nothing; with MAW, I have purpose. MAW inspires, motivates, educates, disciplines, nurtures me, and generates high energy for me to finish this book. I truly appreciate all CEOs, CFOs, and members of our Martial Arts World family, especially my professional advisors: Masters Mike Bugg, Steve Dubuque, Tina Bane, and Joseph Diamand. Thank you for your warm support. I am proud to be your best friend, personal coach, and professional advisor forever. This book is yours, mine, and our Martial Arts World curriculum.

I truly appreciate all those who inspired me, for your support, dedication, and guidance. I will do my best to make your contributions worthwhile by spreading our message to every corner of the globe and making the world a better place to live.

I will continue to promote *The 5 Pillar of True Success* until my last breath, helping as many people as possible. Even after I die, I hope this book helps many people find the answers they seek.

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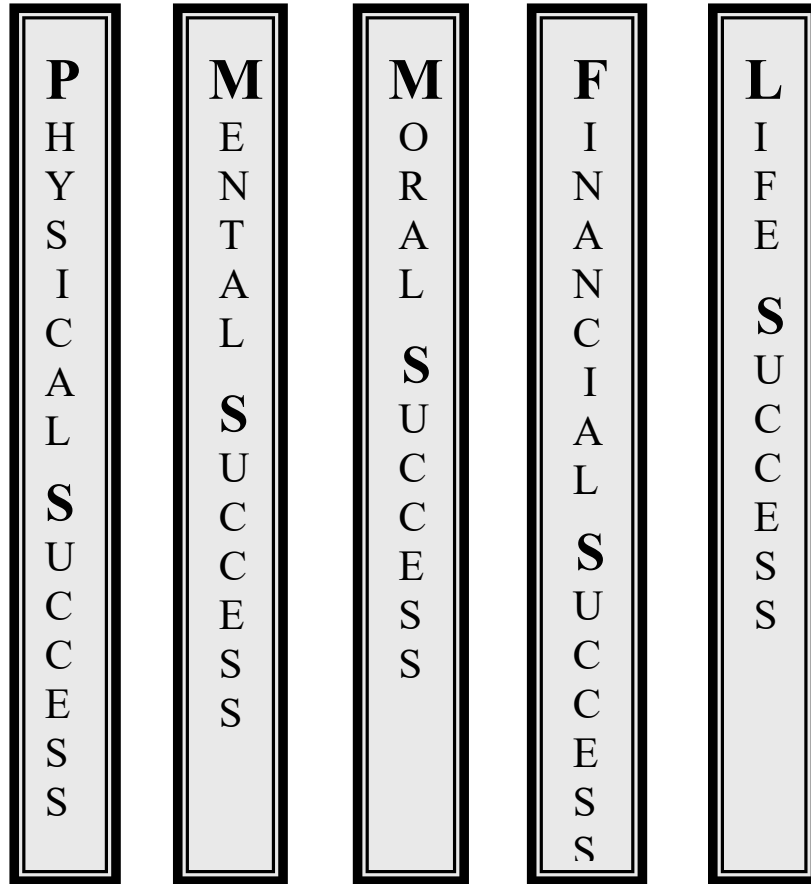
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The **5** Pillars of True Success



Harmony & Balance will
Create a Successful Future!

Chapter 1

The 5 Pillars of True Success

How lucky we are that the modern world is full of opportunity: We live in the most advanced and abundant society in history, so our lives are much easier and better than in any other time. At the same time, life is like war. Life is extremely unfair and unpredictable -- bad things happen to good people, and good things happen to bad people. Therefore, you must be strong and you will win: Your life will be like heaven on earth. You can be whatever you want to be; you can have whatever you want to have; and you can do whatever you want to do. However, if you are weak and lose, you will fail: Your life will be like hell on earth.

You live only once, not twice. You have no reason to minimize your potential to be weak, poor, and have a miserable life. You have every reason to maximize your potential to be healthier, wealthier, happier, and to live a successful life.

There are more than 7.5 billion people on earth, and everyone wants to have a successful life personally and professionally. Not even one person wants to be a failure. Why? Failure brings frustration, pain, and unhappiness in life. Conversely, success brings a fun, meaningful, and happy life. Our competitive nature creates a world with no mercy. It is based on survival of the fittest, which is a rule of nature.

*Please walk with me: Your journey to true success begins now.
You will have an unforgettable, life-changing experience.*

What is the #1 secret to true success in your life?

There are two different types of people in our society: People with a successful mindset and people with a poor mindset.

If you have a poor mindset, you will become a failure. If you have a successful mindset, you will create an amazing future.

Throughout this book, I will show you how to develop a successful mindset and create a brighter future.

Do you know how powerful you are?

There are over 100 billion cells in a human brain, and each cell has the capability to create energy like nuclear power. If you think you have no power to be successful in life because you think, “I am poor, I am uneducated, I am a minority, I am fat, I tried many things, but I failed again and again; I have no luck,” or whatever other people have told you, then you are mistaken. In reality, if you are not successful, it is only because you did not know how powerful you are, or you haven’t realized your potential yet. Don’t fool yourself unless you want to be a loser. Look deep inside: There is amazing power within you. Actually, **you have the potential to do anything and everything you set your mind to do.**

If you still doubt yourself because you think you are incapable of success or because you have failed too many times before, let me tell you: It doesn’t matter how many times you fall down, because failing is the father of success. Failing means you are one step closer to success. Where you’ve been, what you did, or how you thought, does not make a difference, because no matter how intelligent or strong you are, you can’t change the past. Although other people can motivate and educate you, nobody can change your life unless you want to change. You can’t even help yourself unless you want to, because success begins with desire. What I mean is that **only you have the power to change your life. Success is your choice!**

Now, if you think, “That sounds great, but I don’t know how to be successful,” don’t worry: We all need a personal coach, professional advisor, and we all need friends to help each other live better lives. Remember, the best football players in the NFL cannot see their backs, so they need coaches to direct them to become better players. Even the most powerful CEOs in the world can’t know everything, which is why they need advisors to lead the company better.

No one is an island; that’s why I need and you need friends -- to support each other to make a better life.

No matter how rich and famous, intelligent, or powerful you are, you need personal coaches, professional advisors, and true friends to help you live a successful life. **I am sure this book will be your personal coach, professional advisor, and your true friend.**

At this point, you may be thinking, “That’s all fine and dandy, but I’m not even sure what success is,” then let me help you: In my favorite seminar *True Success*, whenever I ask the audience,

“What is your definition of true success?”

I get many different answers, depending on their ethnicity, religion, age, gender, job, education, level of wealth, and personal situation. However, a majority of people think that success is being rich and famous, and having a dream career ...what we traditionally called the American Dream.

However, when I ask, regardless of age or gender – they will pause, and almost no one will answer right away. I was no exception. For a long time I was just like the people in the audience. I thought that success was to be rich and famous, or to have a successful career, to own a dream house, and drive a dream car. I believed in the American Dream.

The American Dream is the main reason why so many people immigrated to the United States of America from all over the world ...including me! So, I left my homeland of Korea in 1976, and when I arrived in America, I worked painfully hard, shedding blood, sweat, and tears to overcome humongous obstacles, including cultural shock,

financial difficulties, and a language barrier, in order to achieve the American Dream.

Finally, my long and hard work paid off. I was so happy and proud that I achieved the American Dream. I felt sure that from then on, I would have freedom from a painful life, and I would live a fulfilling life. However, that fantasy was short-lived, and a certain mental anguish and physical pain never went away. Although I had financial freedom, I had a miserable life. I was in pain and had more frustration because I didn't know what to do. The pressure was getting worse, and I actually fell down and went to the hospital emergency room for the 7th time when my body became rigid like a corpse from severe stress.

I was desperately in need of something to end this painful life, so I sought high and low, asking doctors, reading everything I could find, and experimenting on my body for many years. I didn't understand, and I asked over and over why I was the only one suffering and what I did wrong. I was shocked to discover that too many other people were also suffering – some even worse than me. So although I felt better temporarily because I wasn't alone, my pain never went away. I soon realized that too many people were suffering, including the rich, the famous, and even the well educated, because they didn't know what ingredients make for true success.

Finally and fortunately I found the right answer: Why I had a painful life, not a successful life, even though I achieved the American Dream.

To make a long story short, I discovered that true success requires harmony and balance; without harmony and balance nothing works well in our lives.

Take a serious look at what is going on in our society: Modern technology is growing like crazy. The best mobile phone from 10 years ago is totally obsolete today. The best jobs of today didn't even exist 20 years ago.

We live in an information and automation age: Within seconds, we can find anything, any time, any place with a smart phone, tablet, or computer. In addition, artificial intelligence will automate almost everything. Our society is rapidly changing; we live in an advanced

and competitive world, but thanks to modern technology, we are starting to live increasingly sedentary and passive lives, with catastrophic results.

Our high-tech, automated world is different from the industrial world; we need to change our lifestyle to catch up with modern technology.

To survive and thrive, we need to maintain a balance of technology and lifestyle. If we don't improve our lifestyle at the same rate as technology, we will be enslaved by modern technology. In the U.S. today, you can see that this is already happening. Over 70% of the population, including 21million children, is suffering from being overweight. These people are our family and friends! Modern stress is another significant issue, because it leads to death from heart disease, cancer, diabetes, accidents, and even suicide. Furthermore, over 80% of the population experiences chronic back pain, neck and shoulder pain, and many other ailments. These factors contribute to rising health care costs. This problem doesn't just affect individuals; these problems are destroying the health of America. They are no longer personal problems; we now have a national crisis. Plus many medical experts say one in three people will have cancer – that person can be one of your family members, or you, or me.

If we don't change our lifestyle, we will be crippled and face disaster. We have to change our lifestyle to match the development of modern technology, so we can enjoy it and live truly successful lives.

Please allow me to show you the true meaning of harmony and balance, and how harmony and balance create a truly successful life.

Harmony and Balance

Harmony is the necessity of working together

For example, you need both positive and negative energy to create electric light. You need both female and male to create human life.

Now, imagine you are thirsty, and you try to open and lift a bottle of water with one finger. You can't take off the cap or lift the bottle with only one finger, so you can't drink any water. If you use your five fingers and the other hand in harmony to open and lift the bottle, you can drink the water.

1) One finger has no harmony.



2) Five fingers working in harmony.



3) Two hands working in harmony.



4) I drink water.
Harmony works.



Everything in our world depends on harmony. Without it, our world would not be balanced.

Balance is Equilibrium

For instance, you need a balance of hot and cold to survive – if it is too hot or too cold, you will die. You need a balance of light and dark to see – if it is too bright or too dark, you can't see anything.

Imagine placing a pen on your open two fingers. If the pen stays on your fingers, it is balanced. If the pen falls down from your fingers, it is unbalanced. If your two fingers are not balanced, there is no harmony. Everything in our world depends on harmony and balance; without them, everything would be unfair, too dark, too painful, or too tough to survive in life. This is a rule of nature.

Balanced Pen



Unbalanced Pen



New innovations in technology have upset the equilibrium. In order to take advantage of these new developments, you must rebalance your lifestyle to work in harmony with high technology.

The modern world is different from our parents' world. We have to be different to have truly successful lives.

In the modern world, achieving only the old American Dream is just not enough. Technology has made it so we need to improve our lifestyles and create a new concept for a successful life.

A New Concept for a Successful Life

Harmony and Balance

There are three broad races that live on the earth: yellow, black, and white, but we all have red blood inside of us.

We all are born to be healthy, intelligent, confident, wealthy, and successful. Of course there are a few exceptions.

**Let's look at three different cultures in human history:
What has been the difference during the history of mankind?**

Yellow culture emphasized the importance of moral success in life, which led to character development. Black culture emphasized the importance of physical success, which led to athletic development. White culture emphasized the importance of mental success, which led to the Industrial Revolution. Of course there is difference individually.

The results of these three different cultures were:

Most Asian countries (yellow) were very poor for a long time compared to Western countries (white) because their culture emphasized moral success, which is character development over the four other pillars. However, when they learned and adopted Western culture, which was mental and financial success, most Asian countries built strong economic power. Now Eastern countries like Japan, Korea, and China are among the top 10 richest countries in the world.

In America, over 80% of football and basketball players are black because these sports require athletic ability. They dominate any sport that requires physical strength. However, many black people are still in poverty because they didn't have the opportunity to develop mental and financial success yet. On the other hand, some black people learned and adopted mental and financial success -- they became billionaires: Sport role models like Michael Jordan and media mogul Oprah Winfrey. Other prominent examples include Colin Powell and Condoleezza Rice, who became Secretaries of State. Probably the best example of this historical shift was the election of Barak Obama as the 44th President of the United States of America.

In the US, white society has dominated industrial development, so they built America into a super power that leads the world politically, financially, and militarily because they developed mental and financial power. At the same time look at this picture: Unfortunately, the US became the sickness super power in the world; too many people are suffering and have painful lives because of obesity, drug addiction, alcoholism, etc. Therefore, health care cost is skyrocketing (3.4 trillion dollars per year) because too many people did not develop physical success yet. However, fortunately, people who really care about themselves have learned and adopted physical, moral, and life success, and enjoy successful lives. They contribute to a stronger America.

These histories tell us clearly to be healthy, intelligent, confident, wealthy, and successful, but we are born with only one percent of these characteristics, and the remaining ninety-nine percent must be developed. Therefore, it doesn't matter who you are: white, yellow, or black; you can change your lifestyle to create a successful future personally, socially, and professionally with *The 5 Pillars of True Success*.

***The 5 Pillars of True Success* is a new concept for a successful life.** It will bring harmony and balance into your life to create a successful lifestyle. Harmony and balance go hand in hand: Balance requires harmony, and harmony requires balance. Without harmony and balance, nothing works well in our lives personally or professionally. This is a rule of nature.

To have a truly successful life, you need to build harmony and balance with *The 5 Pillars of True Success*, which is a combination of physical, mental, moral, financial, and life success. If you miss any one of the 5 pillars, you cannot create a truly successful life.

Next I will show you how the 5 pillars impact personal lives.

If your friend Bill is RICH and famous, but SICK all the time, can you say, he has a **SUCCESSFUL LIFE**? **Envision this:** Your friend Bill lives in a huge mansion and drives a luxury car because he is a rock star. He looks very successful. However, he is unhealthy, so he is sick and in pain all the time. Can he live a truly successful life? No matter how rich and famous he is, the answer is clear: He lives a miserable life because he is missing **physical success**, which is the most important thing in our lives. That's why we all need *The 5 Pillars of True Success*. If you are lacking any one ingredient, you can't have a truly successful life.

If your cousin Jeff is healthy and intelligent, but lives in a rundown shack, can you say he has a **SUCCESSFUL LIFE**? **Imagine this scenario:** Your cousin Jeff is physically fit; he is mentally fit; and morally fit, so he looks strong, smart, and confident. He looks perfect and like a truly successful person. However, he lives in a pigsty and has financial pain all of the time because he is missing **financial success**, which is the best tool to succeed in life. Can you say he has a successful life? No matter how healthy, smart, and confident he is, the answer is simple: He lives a painful life. True success has no exception; we all must build *The 5 Pillars of True Success*.

If your neighbor Mary is healthy and rich, but suffers the pangs of loneliness every day, can you say she has a **SUCCESSFUL LIFE**? **Think about this situation:** Your neighbor Mary has a successful career; she is physically healthy; and she has the money to do anything she wants. However, she has a painful and lonely life because her arrogance and lack of emotional control has broken too many relationships. Wherever she goes – at work, at social gatherings, and even at home -- she feels isolated because so many people (including her family, friends, and co-workers) hate and avoid her so she has no reliable relationships. She is missing **life success**, which is the tool to build positive relationships and achieve ultimate success in life. Can you say she lives a truly successful life? It doesn't matter if she has a successful career; the answer is obvious: She lives an excruciating life. That's why we all need to develop *The 5 Pillars of True Success*.

Unfortunately many people have a misconception of the difference between culture and principle, which causes pain in their lives and prevents them from achieving true success.

The principles of life are the rules of nature. I cannot, you cannot, and nobody can change nature. For a clear example, the sun rises in the East and will never rise in the West. More personally, whether you are white, yellow, or black, you must breathe for survival. Therefore, all 7.5 billion people on earth must follow nature to survive and succeed.

Culture is personal or group (organization, ethnicity, or country) lifestyle based on what they believe in. However, beliefs can change, and cultures can change any time. Therefore, if you want to change your life, you can change your beliefs and your lifestyle to improve yourself for a successful life.

No matter who you are (white, black, or yellow), without **harmony** and **balance -- which is a principle of life --** it is like you are disabled. With **harmony** and **balance**, you can be optimistic about the future!

Since I found what I was missing, I have worked tirelessly to build a balance between physical, mental, moral, financial, and life success -- *The 5 Pillars of True Success*— that changed my life. Since then, I felt free from mental anguish, and I started to feel healthier, wiser, more confident, wealthier, and happier. Now I can say that I am truly successful.

I realized that only achieving the old American Dream in the modern world cannot lead to a truly successful life.

The 5 Pillars of True Success empowered me and revolutionized my life. It helped thousands of my students, and I am sure it will help you: You can be whatever you want to be; you can have whatever you want to have; you can do whatever you want to do; and you can change your lifestyle. You can change your life, you can help change others, and if you can help change others, you can change the world to make it a better place to live.

The next 5 sections (explaining each of the 5 Pillars) will show you how to build *The 5 Pillars of True Success*: Physical, Mental, Moral, Financial, and Life Success.

You will have harmony and balance and an unforgettable experience that will transform your life and create a successful future.



Create Physical Success!

**When I abused my body,
it took revenge on me --
was sick and tired too often;
I suffered painfully.**

**When I cared for my body,
my body cared for me.
I'm strong and energetic
to be what I want to be.**

**I recommend you
eat good food,
and exercise today,
get lots of rest and think
good thoughts,
to live the healthy way.**

Pillar 1

Create PHYSICAL SUCCESS

What is the most important thing in your life: Money, Fame, Power, Love, Freedom, Health, or Family?

When you lose your money, fame, power, love, or freedom, it is agonizing, painful, miserable, or it hurts, but it is not the end of your life. You can build your money, fame, power, love, or freedom again.

When you lose your health, you die. It is the end of your life because you cannot replace your body like you can replace money, fame, power, love, or freedom. Therefore, the most important thing in your life is your health, which is part of physical fitness.

Many people feel that family is the most important thing in their lives. If you truly love, respect, and care about your family, your health will be the most important thing in your life. If you are weak or get sick all the time, you will hurt your family instead of supporting them. That's why health is the top priority in your life.

Physical fitness (health) is the most important thing in your life because no matter how much wealth, fame, love, or power you have, you cannot enjoy it without being physically fit.

Let me share my shameful and painful experience, and how I rebuilt my physical fitness. I hope it helps you to build a healthier lifestyle.

"Why am I going to the emergency room again?" I asked myself as the ambulance sped towards the hospital. I lay on a gurney as the paramedics watched over me, making sure I wasn't going to shift and bang on the insides of the ambulance. I had done this six times before for the same reason: every muscle in my body screamed in agony. Stress coiled around my body, choking the life out of it. "But why should I be worried?"

I thought to myself. "This is nothing new, and this can be fixed again. The doctor will X-ray me, tell me there's nothing wrong inside my

body but suggest I need a few days of rest; he'll give me some painkillers, and he'll send me home, just like that. I'll be in the hospital three to five hours tops. Nothing to worry about here."

Once we got to the hospital, I was rushed to the X-ray room. I could hear the squeak of the wheels on the hospital floor and smell the disinfectant rising from the floor tiles. The sounds and the smells made me very uncomfortable; I didn't like being here.

When we finally got to the X-ray room, the orderlies tried lifting my body off the gurney, but it was hopeless. With each tiny movement I howled, frightening everyone around me. I was in sheer agony when just an inch of my body was moved because my neck, upper body and lower back were stiff -- stiffer than a rock. More nurses and orderlies had to help lift my body off the gurney and onto the X-ray table because I couldn't stop screaming. Finally, I got my X-rays done and was taken to a quiet room afterwards by one of the nurses.

The doctor came in shortly after and informed me even though the X-rays showed nothing was wrong, my condition was still very serious. He said that he could offer muscle relaxants but at the same time told me the best way to recover from this was just to relax. The doctor also said that if I didn't recover properly, my condition eventually would become irreversibly crippling. He gave me the prescription, and I was released again.

When I got home, I took the muscle relaxants prescribed to me and was ready to get back to work. I tried moving. Nothing except excruciating pain coursed through my body. "Why isn't this working?" I angrily asked myself. "This worked the last six times. Why isn't it working now?" I was getting so frustrated. I had so much to do and couldn't do it because my body chained me to this bed.

I couldn't do anything for myself. My wife had to feed me, wash me, and change my bedpans. I no longer was Y. K. Kim, a Master Instructor of the Martial Arts. I was a baby. However, I refused to panic. I thought I would be O.K. after a few days, and while I rested I could do some paperwork, just like before. My only worry for the moment was that my wife had to take care of me while she worked a full-time job. I was so sorry that I was putting her through this ordeal.

After a week, my body still refused to move. I got worried, very worried. I wondered if I would ever be able to move again.

This thought made me take stock in the things I've done in my life. At first I was proud of my accomplishments, but then it dawned on me that I was doing way too much. I wondered if I was going anywhere at all.

I realized if I stayed bedridden for the rest of my life, all my achievements would become meaningless: None of my dreams would come true if I didn't make the effort to recover. I told myself I would do whatever it took to be healthy and move my body again.

At first, even the smallest movement of my body was excruciating. Pain weighed my body down, but I kept fighting through it to move in any way that I could. I started by turning my body from side to side in bed. It was incredibly painful at first, but I slowly, but surely saw and felt the improvements.

Once I was able to move my body, I started getting myself out of bed to move around the house. My upper body and lower back were still unable to support my entire weight so I had to crawl to get anywhere. One of my greatest accomplishments was the fact I could actually go to the bathroom in a bathroom and not in a bedpan: a sign of being one step closer to being independent again.

Eventually, I carefully forced myself to stand upright, using whatever I had to support me at first. Once I finally got used to standing again, I had to re-teach myself how to walk. Right off the bat, each step was excruciating because my body wanted to give up and get back into that bed so badly, but my mind wouldn't allow me to give in to the pain, and my spirit gave me the strength to keep going. I had to walk again.

As I relearned how to walk, I looked at how I lived to determine what needed to be done to stop my body from ever doing this to me again. After months and months of rehabilitation, I was finally able to walk normally again, and I felt very lucky to be able to do the things we all take for granted like standing, walking in the park, playing with my kids, even just going up and down stairs.

During this painful experience and after I recovered, I conducted extensive research because I didn't want to go through it again. I realized that my lifestyle was totally wrong: I lacked harmony and balance because of the ways I abused my body. I deserved the mental and physical suffering I inflicted upon myself because of my self-destructive lifestyle. I was my own worst enemy because I did what I thought was right and never followed any other advice. Ignoring the body is a recipe for disaster.

What was wrong with my lifestyle?

First, I abused my body terribly with the wrong diet. I had a voracious appetite, largely because of my aggressive martial arts regimen, but I didn't know how to satisfy it properly. I ate and drank anything and everything including fast food, candy, fried foods, and all junk foods, savoring every meal regardless of its nutritional value. All I saw was that it was food, and I had to have it. I thought since I practiced martial arts that my body could handle a few transgressions. I had learned nothing from the last six times I was hospitalized. Whenever I was in the hospital, I just worried about my students, the school, and my martial arts reputation being ruined if people learned of my repeated hospital visits, meanwhile constantly making the same mistakes over and over. Plus I was shamefully smoking cigarettes and drinking alcohol as a martial arts Instructor; I deserved suffering and pain.

I treated my own body like a trash can; finally, I changed my bad habits: **I quit eating junk food, smoking cigarettes, and drinking alcohol. Now I eat and drink wisely. I also feel energetic and save a lot of money.**

Second, I had poor sleep habits. With my schedule, I slept only two to three hours a night. I felt guilty if I slept more than that.

I wanted to work as much as possible, even if I had to catch a nap briefly on my office floor in the wee hours of the morning. However, I sometimes dozed off while teaching and even while driving; I was incredibly lucky that I didn't get into a car accident. Despite these warnings, I was proud that I was an iron man, working harder, faster, and longer than anyone else was. I completely ignored one of the body's most important natural healing mechanisms: Rest,

which includes a minimum of six to eight hours of sleep every night. I abused my own body.

I changed my self-destructive habit: Now I sleep 6-8 hours a day. I feel 10,000 times better and have productive days.

Third, I turned to medicine to relieve pain, instead of taking the time to discover the causes of these aches and pains and prevent them. One day, all my small aches and pains ganged up on my body, paralyzing it. The next thing I knew, I was being rushed to the emergency room in an ambulance. I was ignorant and stupid.

I changed my stupid habits: I try my best to prevent headaches, an upset stomach, and stiff muscles by practicing Power Exercises 24 hours a day. However, when I feel uncomfortable, I examine why and discover how to handle it, which helps me be healthier than ever in my life.

While all of these bad things were happening, the only good thing I did was to continue practicing the martial arts. If it weren't for the martial arts, my unhealthy lifestyle would have paralyzed me permanently. The martial arts gave my body the strength to fight against my bad habits. Fortunately, I realized that nothing works without harmony and balance. Maybe this shameful and painful story from my life can help you avoid a similar fate.

If anybody asks me, "What is the most important thing in your life?" My answer is, "Physical success." I had to pay an almost fatal price to find the right answer to this question. Without physical success nothing matters in my life.

Physical success means you have physical fitness for action. Action means you are alive. Being alive means you have physical freedom and energy, so you can move, work, and play.

Physical fitness actualizes your thoughts, desires, ideas, and goals. Actualizing your ideas requires action. Action requires energy, and energy requires a quality body. To have a quality body, you need physical fitness.

If you are sick, weak, or tired all the time, success is far away from you. In order to create a truly successful future, you need to build physical fitness. It will give you physical energy, which makes you healthier and stronger, and physical confidence, which makes you unstoppable.

Prevention is much better than cure. When you take care of your body, your body will take care of you. If you don't take care of your body, your body will take revenge on you. Take care of your body while you can. Successful people build physical fitness as the top priority in their lives. Physical fitness will create physical success.

How do you know you have physical fitness?

You must determine your physical fitness level by asking your physical age.

How old do you feel physically? __. What is your real age? __.

For some people, their real age is 30, but their knees are stiff and they suffer from chronic back pain, so they look and feel like they are 70 years old. Conversely, some people are 70 years old, but still enjoy dancing and can beat their kids in a tennis match, so they look and feel like they are just 30. The lesson to be learned is that while you can't control your real age, you can control how you look and how you feel by building physical fitness.

People with an unhealthy lifestyle abuse their bodies when they are healthy, so their bodies take revenge on them.

People with a healthy lifestyle take care of their bodies when they are healthy, so their bodies take care of them!

Please stick with me: I am happy to show you how to build a healthy lifestyle.

Health is the Foundation of Success



99 percent of our health crisis comes from an unhealthy lifestyle.

If we can change an unhealthy lifestyle into a healthy lifestyle, we will help more people live a positive life.

I thought only I suffered by living an unhealthy lifestyle. However, I found out others were needlessly suffering from their lifestyle choices too, even during my ordeal. I did not want to go through another agonizing experience, and I wanted to help other people avoid it as well. Because of that, I organized all of the research I did during my rehabilitation and combined that with my experience to write *Health is the Foundation of Success*, a book and DVD health package that focused on preventing health problems instead of trying to cure them.

A healthy body requires harmony and balance, which is found in the 4 wheels of physical fitness: A new concept of prevention that has helped me totally change my lifestyle to live a healthier and more positive life.

*First, let me introduce the **Break Free** to a **New You** movement. Second, I will show you how to build the four wheels of physical fitness.*

Enjoy a Healthier Life!

The United States is the super nation of the world. Living in America is something to be so proud of; however, I am terrified about two key areas that will affect the future of America, our children, and our grandchildren.

Over 200 million people, including 21 million children, suffer painfully because they are overweight. They could be members of our family, our friends, or even you or me. Being overweight brings too many illnesses: We lose tens of millions of work days in the corporate world, and health insurance is sky high. This problem continues to grow like an epidemic. We have to stand up and fight to turn this crisis into opportunity before we are faced with disaster.

I and our Martial Arts World family are 100% committed to make America healthier by losing 3 billion pounds.

Lose Weight and Get in Shape!

1. Create a Healthier Lifestyle

The #1 secret to lose weight is to change your lifestyle. How? Change your habits, and create a healthier lifestyle.

2. Set a Positive Goal

To lose weight and get in shape requires that you fight for yourself. How? Set a positive goal. A positive goal will give you hope, and hope gives you the strength to win.

A) Say, "I will get rid of 30 pounds within 3 months: My target date is 0-00-0000."

B) Make a commitment: Say, "I never give in until I win."

3. Plan for success

A proper plan motivates you. It will be easier and more fun to lose weight and get in shape: Develop an eating and exercise plan.

4. Announce your goal

Show your commitment and confidence. People will help you to lose weight and get in shape:

- A) Ask your family and friends to support you.
- B) Post your goal and commitment on social media, so many people will support you in achieving your goal.

5. Execute your plan

Focus on your plan 10,000 percent and never give up until you get in shape.

- A) Throw away all junk food at home and at work.
- B) Weigh yourself every day, so you can adjust your plan properly, and report your experience to your family and friends every day.
- C) After you achieve your goal: Share your successful methods with someone else who needs to lose weight.
- D) Keep practicing the four wheels of physical fitness. You will enjoy healthy living for the rest of your life.

Extra fat is your enemy, my enemy, and health's enemy. Martial Arts World will continue to fight for healthier living and research new ways to make it happen.

Fight Daily Until You Win and Enjoy a Healthier Life.

You are not alone! 200 million people will motivate one another. I strongly believe that, together, we can turn this obstacle into a stepping-stone. We will save a trillion dollars in health care costs, and we will be healthier, stronger, and happier.

Quit Smoking and Get in Shape!

It is shameful as a martial arts instructor, but I have to confess to you: I could have been a chain smoker because I enjoyed smoking. When I woke up in the morning, the first thing I was looking for was a cigarette; after every meal, I had to smoke; I was smoking before going to bed; and whenever I was stressed out, I acted like a chain smoker. On top of that, without smoking, I couldn't focus on whatever I did, because my body was asking for nicotine. Smoking was part of my life.

One day 30 years ago I had very important meeting. For some reason I couldn't think properly, and I couldn't have the right judgment, so I could not talk well. As a result, I made a big mistake and lost a very important deal. I got so disappointed and depressed that I started to dig out why I couldn't think, couldn't talk right, and lost this very important deal.

I realized I needed nicotine for the meeting, but I didn't have time to smoke, so I lost the deal.

I started to get angry with myself because the damn cigarettes controlled me; how weak and stupid I was! I was a slave to cigarettes! This is how cigarettes impacted me: I abused my body and made myself sick; my mouth was like an ashtray and smelled terrible; and I wasted money and time.

I felt that if I didn't quit smoking, I would be a failure in life. Therefore, I decided to quit smoking right away. I had commitment: I threw away all the cigarettes at my home and my office, and I told myself I am a nonsmoker forever.

On the first day, I was so strong. The second and third days were ok. Then, wow, starting on the 4th and 5th days my cravings were crazy. My body wanted nicotine so badly, I was looking for cigarette butts everywhere, but I couldn't find anything at my home, so I started drinking lots of water. I practiced martial arts nonstop to make myself busy. After two weeks, it was a little better. I fought hard for 21 days like I was really crazy. Finally, my body no longer craved cigarettes. After 6 months, I became a new and confident person, and my decision transformed my life.

I was so happy because I saw that the government made rules and regulations that a warning must be included on cigarette packs. However, I was shocked that still over 480, 000 people were dying every year and over 36 million people were vulnerable to cancer and heart attacks because of smoking.

I believe together we can create a smoke-free America. Therefore, Martial Arts World and I challenge 36 million people to quit smoking and get in shape, so America can become smoke-free and enjoy healthy living.

5 Steps to Quit Smoking and Get in Shape!

1. **Commitment:** Throw away all cigarettes from your home and office, and never buy any again.
2. **Do the U.S. National Exercise** every day.
3. **Fight for 21 days:** Fight for control of your body and your life, and never give in until you make things happen. You can control cigarettes.
4. **Keep going for 6 months:** You are a non-smoker. You will get in shape.
5. **Help other people quit smoking:** When you help others, you help yourself.

You are not alone! 36 million people will motivate one another. I strongly believe that, together, we can turn this obstacle into a stepping-stone.

Cigarettes are your enemy, my enemy, and health's enemy. Martial Arts World will continue to fight for healthier living and research new ways to make it happen.

Fight Daily Until You Win and Enjoy a Healthier Life.

What is a healthy lifestyle?

E.E.R.T.: The four wheels of physical fitness:

Eat and drink wisely: *Healthy food brings a healthy body.*

Exercise daily: *Release stress and get in shape.*

Rest properly: *Recharge your energy.*

Think positively: *A positive mind creates a positive body.*

In my experience, physical fitness depends on the kind of lifestyle you lead:

When you have an unhealthy lifestyle, you become weak, tired, overweight, and more vulnerable to illness.

When you lead a healthy lifestyle, it is easy to control your weight and get in shape, and live a stronger and more energetic life.

Put E.E.R.T. into action to build a healthier life.

Your body is the best medicine for your body, which means that if you have a strong body, you have a strong immune system. Build physical fitness with E.E.R.T.

The E.E.R.T. habits are like the four wheels of a car:

Without all four wheels working in harmony, the car will crash.

If you don't discipline yourself to develop all four habits simultaneously, you will crash as well. Therefore, balance is the key to achieving great physical fitness.

Only you have the power to put E.E.R.T. into action to change your life.

E.E.R.T. Leads to Harmony and Balance

1) **Eat and drink wisely:** The healthier your diet, the healthier you will be. Eating and drinking properly is critically important in building physical fitness.

2) **Exercise daily:** The best way to get in shape, build physical muscle, and burn physical fat while releasing toxins, stress, and tension is to work up a sweat. Exercise is a very important part of physical fitness.

3) **Rest properly:** Recharge your energy through proper sleep and rest. Properly recharging your body is critical to achieving and maintaining good physical fitness.

4) **Think positively:** The body and the mind are intimately connected. The body follows the mind, because the mind controls the body. They exist in harmony as a part of you. If this harmony is interrupted, you become unbalanced. As a result, positive thinking is the key to eating and drinking wisely, exercising daily, and recharging energy properly. It allows you to create good habits while eliminating bad ones.

Without positive thinking, you cannot maintain physical fitness because negative thinking blocks your ability to keep up a diet and exercise routine as well as interferes with your ability to get enough sleep. Negative thinking also breeds stress, which is the stem of sickness.

Without the power of positive thinking you cannot set or accomplish goals. As a result, to truly build physical fitness you need to think positively in order to get rid of mental fat and build mental muscles. **Positive thinking is the key to build physical fitness.**

Please stick with me and I will show you how to build physical fitness step by step with E.E.R.T.

(1.) Eat and Drink Wisely to be healthier, stronger, and happier

Garbage in, garbage out, or energy in, energy out; either way, you are what you eat. In order to build physical fitness, you must eat and drink wisely.

Do you want to have a healthy and energetic body?

Of course you do because you need to have a quality body.

Let me show you how I make my body healthy and energetic.

Fifty-five to sixty-five percent of our bodies are water, and ninety-five percent of our brains are water. We need at least thirty-two ounces of water a day to boost circulation, clean out toxins from the body, and prevent constipation. Our brains especially need water – I know without enough water, I can't think clearly.

To start, I drink 7-8 cups of water a day because water conserves energy, cleanses my body, and helps me lose fat. On top of that I also enjoy drinking 100% fruit juices and herbal tea. Fruit juice contains many necessary vitamins and minerals, provided that I get the all-natural, no-sugar-added varieties. Herbal tea is cleansing, harmless, and it relaxes me. It also contains antioxidants which eliminate free radicals, preventing disease. I don't drink soda, coffee, or alcohol because they offer no healthy benefits.

I make it a point to eat more vegetables, fruit, and fish since these foods curb fatigue and illness. I stay away from junk food (processed food, greasy, and white sugar-based items) and red meat. Although lean cuts of red meat are OK, I avoid eating red meat because it is heavier and harder to digest, and it makes me tired.

Do you want to build a healthy body? Replace fast food with super foods and replace soda with water, which means replace junk foods with nutritional foods and replace poisons with clean foods.

Do you want to gain muscle? Eat lots of protein and vegetables and drink 7-8 cups of water a day, for hydration, purification, and to build muscle.

Do you want to lose weight? Drink at least 7-8 cups of water a day. Eat limited amounts of protein and vegetables as well as whole grain carbohydrates, such as brown rice and whole wheat bread, and vegetables. Avoid sugar or fat. Do not mix fats and carbohydrates in one meal. Doing so causes the body to store the extra calories.

Do you need a lot of energy for strenuous physical work? Eat lots of good carbohydrates and drink water for energy.

Do you need concentration for a desk job? Eat fewer carbohydrates and increase your intake of water, herbal tea, and natural juice. Also eat protein and vegetables together for mental power.

Do you want to have good time management? Do not eat too much at one time, because it can make you sleepy. Avoid junk food because it can make you fatigued. Drink water, herbal tea, and juice to cleanse your internal body and gain energy.

Do you want to develop a positive attitude? Remember, you are what you eat and drink. As a result, you should always eat and drink wisely to be a better and wiser person. Change junk food to healthy food and change soda to water to build a positive attitude.

Do you want to have a productive life? Follow the five finger system: the thumb is bigger than any other finger, so eat a big breakfast for a productive day; the second finger is small, so have a snack between breakfast and lunch; the middle finger is longer, so have a good lunch for a productive afternoon; the fourth finger is smaller than the middle finger, so have a snack between lunch and dinner; the last finger is the smallest among the five fingers, so have a light dinner for easy digestion when you sleep. (*Exception: if you work in the afternoon or at night, adjust the timing of your 5 meals accordingly.*)

Intentionally transform eating junk food into eating healthy food. Your body will take care of you.

(2.) Exercise Daily to get in shape

Imagine that you wear dirty and stinky clothes, so you are uncomfortable and tire easily. No one will want to stand close to you because you smell like a dead fish. However, it's OK because you can always wash your clothes and wear them again. If you've been sweating in them for 6 months without washing them, they will be rotten. You won't be able to wash them this time, because they will shred into a million pieces. You may say, "Hey, Y. K. Kim, don't worry. I will throw these rags away and buy new clothes because I am rich." You are right. You can throw away your clothes and buy brand new ones.

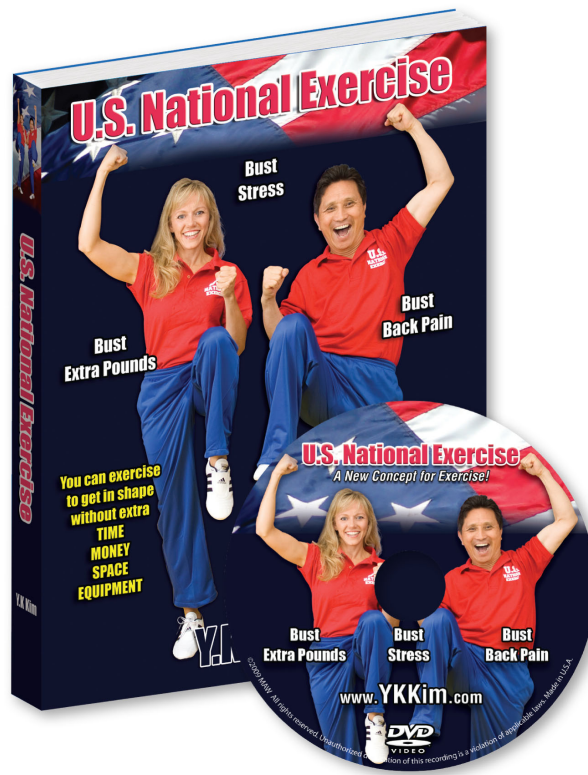
Likewise, if your body is dirty, you can clean it up. But if your body rots, you can't throw it away. No matter how rich or powerful you are, you can't replace it like you would an outfit. Once you throw away your body, it will never come back again. You need exercise to clean out your body, release your stress, expel toxins, and energize yourself. Remember, 85 percent of modern sickness -- like cancer, heart attack, and depression -- comes from modern stress, and it causes some people to commit suicide. Prevention is better than cure, and exercise is the best prevention to build physical fitness.

Some of you may say:

- ⊗ I have no time to exercise.
- ⊗ I hate to exercise.
- ⊗ I have no place to exercise.
- ⊗ I have no equipment to exercise.
- ⊗ I am too heavy to exercise.
- ⊗ I am too old to exercise.

If any of the above-mentioned statements apply to you, then please follow me. **I have great news for you!**

The U.S. National Exercise



Let me introduce you to the U.S. National Exercise.

You don't need any extra time or money; you don't need space or equipment; all you need is your body.

You can practice smiling exercise, Power Breathing, and meditation, which are mental exercises for your body, mind, and spirit, plus you can practice Driving Exercise while driving.

Special gift for you:

Enjoy the U.S. National Exercise video (<https://www.youtube.com/GrandmasterYKKim>) It is a small token of my appreciation for you reading this book.

Regardless of your age or gender, it is never too late or too early to begin exercising. It is easy to learn, fun to practice, and beneficial: You can release your stress and create a positive body.

Please allow me: I will show you how to exercise. I am certain you will love the U.S. National Exercise. Follow me; let's practice together.



Smile!

**My stone face made me lonely --
made people cold to me,
but when I started smiling,
they acted differently!**

**My smile spread like wild flames:
They smiled back at me!
I had a mini-vacation
restoring energy.**

**At least 5 times a day
laugh and spread some glee.
Release your stress and tension,
and get in shape for FREE!**

Smiling Exercise

What is the most exciting exercise in your life? Smiling!



Smile: Think with a smile, breathe with a smile, speak with a smile, eat with a smile, and act with a smile. You will feel happy and positive. It is the best medicine for your body, mind, and heart.

Smile Now! *I mean right now! Just smile while you read this book; you can tell the difference right away and feel relaxed and peaceful. Smiling is the best mini-vacation.*



Laugh: laugh out loud as many times as possible until your stomach muscles feel sore. You will feel energetic and positive. Laughing is a stress killer; it is the best medicine.

Laugh now! *I mean right now! Just laugh out loud while you read this book, and you will feel energetic and positive. Laughing is the best physical and mental exercise.*

To smile or laugh, you don't need any extra time, money, equipment, or space; all you need is your body. You can smile or laugh out loud anywhere and anytime: At home, at work, while driving, walking, or on an airline. It is easy, fun, and the best exercise, both physically and mentally.



You may ask me, “**How I can laugh in public or when I am on an airplane?** I might annoy other people.” This is an important question, but the answer is that you can laugh even harder. **How?** Close your mouth and laugh quietly; you are not going to bother anybody, and you can have the same amount of benefit as laughing out loud with your mouth open.

I will show you how and what I mean in the example on the next page.



Silent Laughing:

When you are inside an office with other coworkers, in an airplane with other passengers, or anywhere with a crowd, you should not interrupt or annoy other people with a lot of noise.

However, you can laugh without noise and have the same benefit as laughing out loud. Close your mouth and silently laugh as hard and long as possible for 5-10 times, from deep down in your lower abdomen. You will get the same benefits as laughing out loud. **Silent laughing will generate endorphins.**

Try it now! Silently laugh as strong and long as possible 3-5 times. Good! Now do it again 3-5 times. Excellent! Once more, do it 3-5 times. Now you can feel the difference right away. Your stomach should be sore and you feel winded. This is the best stress killer. It is the best internal organ and brain exercise; *it will bust your stress and freshen up your mind. If you continue to laugh, you will start to sweat and you will be healthier.*



“How can laughing exercise be good for me both physically and mentally?” Smiling and laughing exercises massage your internal organs; they will boost your blood circulation and refresh your mind.

Test yourself: place both of your hands on your lower abdomen and then laugh loudly while simultaneously pushing in on your abdomen. You can't push it in, can you? This is because your stomach will be like a rock, which shows that you are naturally exercising all of your internal organs. At the same time, you can feel a massage inside your chest, which will relax your muscles and simultaneously relax your mind and heart.

You can also talk with a smile, which will release all of your stress by melting your negative energy. You will feel energized.

Depending on your stress level, you can laugh out loud as many times as possible until you feel relaxed and vigorous.



Smile Campaigns:

Physical exercise: At the beginning of your exercise, laugh as loud and as long as possible 2 times and then smile throughout your entire exercise. You will get triple benefits: It will loosen up your body and mind right away, help you enjoy your exercises, and make you feel great.


Public speaking: Before your speech, smile all by yourself to release your tension and passion for speaking. At the beginning of the speech, tell the audience that a smile brings happiness and conduct a smile campaign. Have everybody laugh out loud and long as possible 5-10 times. It will help you release tension, feel ready to speak, and open up the audience's mind for you right away. *(Not just for public speaking, but before any meeting --personal or professional -- you can smile, and you will get better results.)*

Sports team competition: Start a smile campaign. Laugh as loud and as long as possible 3-10 times with the whole team. It will help the team release stress and energize them, and put them in high spirits.

Group meeting: Before your meeting, have everyone laugh out loud as long as possible 3 - 10 times together, which will release tension and energize the whole group.

While driving or flying: Laugh as hard and as long as possible 5-10 times for short trips. For long trips you can do it many more times. It will release your tension, bust stress, and freshen up your mind. *(Flying: Internally laugh.)*

From now on, always enjoy yourself by smiling and laughing internally or externally every day. Do this for at least 21 days and it will become your habit. Keep on doing it for six months and it will become permanent.



Healthier Breathing!

**I believe in Power Breathing,
the most important way to train:
for oxygen inside my blood,
for energy and muscle gain.**

**Shallow breathing makes me tired,
steals my health, and starves my brain.
Deeper breaths enrich my blood,
clean my mind, and ease my pain.**

**You have to breathe the whole day long,
it doesn't cost a single dime,
you can get in better shape,
without spending extra time.**

**My prescription for your health
and the health of all mankind:
Don't just breathe, Power Breathe
to supercharge your body and mind!**

The 3 Types of Power Breathing



What is the most important exercise in human life? Power Breathing!

Use Power Breathing to exercise 24 hours a day and 7 days a week. You will exercise even while you sleep! You don't need to devote a single extra second or any money to breathing because it comes naturally to you.

If you don't breathe, you will die, so you must breathe to survive. Of course you will have to breathe. However, don't just breathe, Power Breathe.



Why do you need Power Breathing exercise?

A healthy body requires positive blood circulation; positive blood circulation requires fresh oxygen. Maximizing fresh oxygen requires Power Breathing.

Power Breathing is your top priority.

Power Breathing is a natural resource of your health that will make you healthier. It will increase the oxygen supply to your body, increase your blood circulation, strengthen your internal organs, improve your digestive system, build up your immune system, balance your hormones, relax your nervous system, calm your mind, and increase your energy level. Power Breathing is the best resource for inner energy.



Build energy and a positive body with Power Breathing.

There are two different types of breathing:



Deep breathing (Lower abdominal breathing) is **natural breathing**. When you breathe deeply your diaphragm is pushed down, so when you breathe all the pockets of oxygen in the lungs are being used. This is the most beneficial breathing because you can receive enough fresh oxygen. Plus when your diaphragm is pushed down, it will strengthen your internal organs because of internal muscle exercise.



Shallow breathing (Chest breathing) is **bad habit breathing**.

When you are using your chest, you are only doing shallow breathing. You are not using all the pockets of oxygen in the lungs. This is a bad way of breathing because you will have much less oxygen than deep breathing.

What is natural breathing? When you were a baby, you breathed with your lower abdomen. **Look at a sleeping baby:** you can see its lower abdomen rise and fall when it breathes, so we call that natural breathing (baby or deep breathing).

What is bad habit breathing? If you ask an adult to intentionally inhale, most people breathe by their chest. We all breathed deeply when we were babies; unfortunately as we grew up, stress made us chest breathers. For example, when people are angry, they have short and shallow breathing. As we grew up and experienced stress, we slowly started breathing farther upwards and adopted this bad habit.

How do you know you have deep or shallow breathing?

If, when you breathe, your chest rises up when you breathe in, and it goes back down when you breathe out, then you are actually breathing totally wrong. That is shallow breathing. If, when you inhale, your abdomen is full and when you exhale your abdomen is empty, then that is the correct way to breathe. That is deep breathing.

What are the 3 types of Power Breathing?

- 1) **Manual breathing**
- 2) **Conscious breathing**
- 3) **Natural breathing**

1) Manual Breathing



You need to manually rebuild your natural breathing habit.

First, in a standing position, place both hands on your lower abdomen; or sit in a chair either all the way back or on the edge of the chair and place both hands on your lower abdomen.



Second with your head up, simultaneously use your hands to push in your stomach while bending your body forward and exhaling through your mouth while counting: 1, 2, 3...



Third with your head up, simultaneously and intentionally push out your lower abdomen while straightening your body and inhaling through your nose while counting: 1, 2, 3...



At first, count 1, 2, 3, when you practice manual breathing. Then, slowly build up to a 10 count (*1 count is 1 second.*) You need to continue to practice from 3-10 times a day until you do not need your hands to help you breathe.

While doing manual breathing exercises you may feel dizzy. If you do, stop and breathe normally. If you have more oxygen than normal, you can feel dizzy, so you need to practice and build up to natural breathing slowly.

2) Conscious Breathing

Conscious Breathing means paying attention to each breath.

You can do this exercise without your hands.



First, stand straight up, sit in a chair, or lie down comfortably while resting your hands naturally. Inhale through your nose, while intentionally pushing your lower abdomen outwards. While this is happening, you should count to ten.



Second, exhale through your mouth and intentionally pull in on your lower abdomen while bending your body forward. You should count to ten.



Third, inhale deeply, while you intentionally push your lower abdomen outwards. Then, when you exhale through your mouth, intentionally pull in on your lower abdomen. You need to slowly build up this habit.



While doing conscious breathing exercises you may feel dizzy. If you do, stop and breathe normally.

If you have more oxygen than normal, you can feel dizzy, so you need to practice and build up to conscious breathing slowly.

You need to continue to practice until you do not need to open your mouth and bend your body.

3) Natural Breathing



Natural breathing is unconscious breathing. It is Power Breathing.

First, stand straight up, sit in a chair, or lie down comfortably while resting your hands naturally.



It



Second, inhale and exhale naturally through your nose while smiling. Don't intentionally push out your lower abdomen or bend your body. Naturally breathe with your lower abdomen. Count to ten on the inhale and again on the exhale. Repeat at least 10 times.



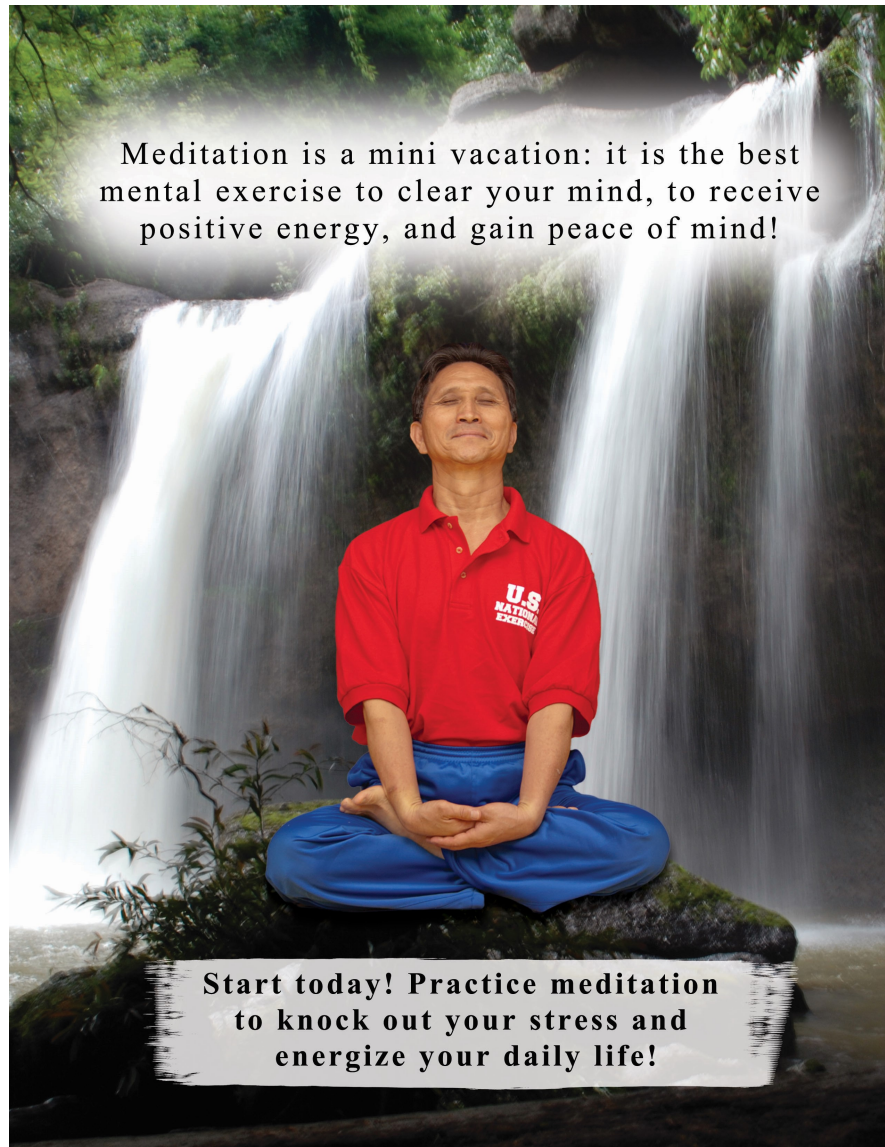
Third, eventually you should be able to inhale and exhale through your nose and deep breathe in your lower abdomen while smiling. When you exhale you should not need to use your hands and naturally your lower abdomen will go inwards.



When you can do this well -- you can do it without hands, no bending, and without opening your mouth – and you continue to practice for 21 days, then you will breathe naturally.

Power Breathing will generate enough oxygen for your body, which will help aid your blood circulation and will help you have a fresh mind and strong muscles.

**Start today! Do not just breathe,
Power Breathe and boost your daily life!**



Meditation is a mini vacation: it is the best mental exercise to clear your mind, to receive positive energy, and gain peace of mind!

Start today! Practice meditation to knock out your stress and energize your daily life!

Meditation



What is the most powerful exercise in your life? Meditation!

Meditation is mental exercise. It will give you positive energy and peace of mind.

Meditation will knock out stress.

Meditation will force you to empty your mind, which will eliminate your mental fat (*negative thoughts*) while releasing stress and tension. It then creates positive mental muscle (*positive thoughts*), which increase your energy flow.

Meditation is a mini-vacation. You can go anywhere and anytime, such as a beautiful beach, a mountain, a flower garden, or any of your favorite places. You can also meet any of your favorite people to help you release stress and get motivation. It will recharge your energy. It is the best mini-vacation without spending a single penny.

Meditation is philosophy. It is a way of life. Your mind can enable you to better concentrate and focus on whatever you are doing or whatever you plan to do so that you can get the maximum benefit both personally and professionally.

The most important thing is that you can communicate within yourself: It is a potent tool, giving you the mental power to find the answers to “why?” and “how?” These questions lead you to the solutions for many of your problems, as well as give you a vision for your future.

How do you meditate?

- 1) **Energy Meditation**
- 2) **Natural Meditation**
- 3) **Life Meditation**

Energy Meditation



What is energy meditation?

Meditation to generate fresh, peaceful, and positive energy.

Empty your body, mind, and heart by expelling used toxins, evil and negative energy from your body.

Generate energy by receiving fresh, peaceful, positive energy from nature.

Why do you need energy meditation?

Practice Meditation daily – you will sleep better.

Practice Meditation daily – you will be stress free.

Practice Meditation daily – you will be more positive and energetic.

What is the Resource of Energy? Nature!

Nature has three main energy sources: *Ji-Ki* (ground energy), *Dae-Ki* (air energy) and *Chun-Ki* (sky energy).

All natural energy is *Woo-Ki* (universal energy, which is *Ji-Ki*, *Dae-Ki* and *Chun-Ki* together).

Ji-Ki (ground energy): The earth has remarkable energy; it has so many resources (minerals, water, fire, dirt, plants) and so much power. None of us can survive without ground energy. We are a part of nature: We all need ground energy for survival.

Dae-Ki (air energy): You can't see air energy (between the ground and the sky) most of the time because it is invisible. However, the true meaning of empty is full of energy. Let me prove to you what I mean: The air has incredible energy, like wind, rainbows, water, and the most important thing in our lives: oxygen. Without oxygen no one can survive. Therefore, we all need air energy.

Chun-Ki (sky energy): The sky has infinite energy. Typically you can see the sun and the moon energy. Without sky energy, no one can survive. That's why we all need sky energy.

Woo-Ki (universal energy): We are all mini-universes: Meditation represents the principles of life, which are based on nature. The key principle of nature is harmony and balance; without either one, nothing works in our lives. True success requires harmony and balance, which is a way of life. We are part of nature, and we all need universal energy for survival.

Next I will show you the energy centers of your body, proper posture, and how to receive energy from nature.

Three Main Energy Centers

*Ha Dan-Jun * Joong Dan-Jun * Sang Dan-Jun*



Ha Dan - Jun

Ha Dan - Jun is the lower energy center. It is your center of balance and is located about one hand's width below your belly button and the same distance beneath your skin.

Ha Dan - Jun represents the center of your body: It is the foundation of your body, mind, and spirit.



Joong Dan - Jun

Joong Dan - Jun is the middle energy center. It is your second brain, which controls all the automatic functions of your body like your heartbeat and breathing. It is located on the underside of your diaphragm.

Joong Dan - Jun represents your second brain: It is the guide for the formation of a positive attitude.



Sang Dan - Jun

Sang Dan - Jun is your high energy center. It is your third eye, ear, and mouth that allow you to see, listen, and speak important and valuable things in your life. It is located between your eyebrows.

Sang Dan - Jun has over a hundred billion cells: It will lead you to success in your life.

Ha Dan

Joong Dan J

There are three main proper hand positions to use in meditation. They are:



Jung-Ja (leg and foot position)

Wan sung-kwan (Hand position)

Sit comfortably in a chair in

wan sung-kwan (Hand position)

Wan sung -kwan means ready to exercise with harmony and balance to build energy.



Jung-Ja (Leg and foot position)

Ki cho-kwan (Hand position)

Sit comfortably in a chair

in *Ki cho-kwan* (Hand position)

Ki cho-kwan represents harmony and balance, which is the principle of life.



Jung-Ja (Leg and foot position)

Hap jang -kwan (Hand position)

Sit comfortably in a chair in

Hap Jang-kwan (Hand position)

Hap Jang-kwan means my body, mind, and heart are united together. It shows unity and loyalty with respect for myself and others.



How do you receive energy by Energy Meditation?

Receive fresh, peaceful, and positive energy from nature. Push out used toxic, evil, and negative energy from your body. Your body and mind will be full of energy, so you can maximize your potential. Energy meditation will bust your stress and make you feel energetic, peaceful, and positive.

How to do energy meditation:



1. Sit comfortably on the floor, sit naturally in a chair, or lie down and relax.



2. Use both hands with palms facing toward the ground and move them in a circular motion so you can feel ground energy (*Ji-Ki.*)



3. Bring your palms facing up, extending outward and draw them inward toward your chest from shoulder height so that you can feel air energy (*Dae -Ki.*)



4. Extend your palms up toward the sky and draw them back toward your head so that you can feel sky energy (*Chun – Ki.*)



5. Starting from the sky, move your hands in an arcing motion downward on either side of you so that they land in your lap with your palms facing up, and then down, so you can feel universal energy (*Woo -Ki.*)



6. Close your eyes and smile. Open your hands with palms facing the sky and your thumb and forefinger connected in a circle. Place them on your lap and extend your arms in *Jung-Ja* position, or in the chair, sit comfortably and put your hands on your lap. If you are lying down, rest your hands naturally.

This meditation is an exercise of harmony and balance (which is based on nature.) The human body takes in fresh oxygen and sends out carbon dioxide. Plants take in carbon dioxide and send out oxygen, which shows the harmony and balance of nature.

Everyone has stress in his or her life – even you. If you keep your stress, you will be weak and get sick. If you release stress, you will be energetic. Therefore, you need to clean out your stress every day and create positive energy with energy meditation.

Energy Meditation 1

Inhale deeply and exhale peacefully with a smile. While inhaling, intentionally visualize you are receiving fresh, peaceful, and positive energy from nature. While exhaling, intentionally visualize you are expelling used toxins, evil, and negative energy from your body, and internally say:



Ha Dan -Jun
(Lower energy center)

1. *“My lower energy center is the center of balance. It is the foundation of my body, mind, and spirit.”*



Joong Dan -Jun
(Middle energy center)

2. *“My middle energy center is my second brain. It is a guide for the formation of my positive attitude.”*



Sang Dan -Jun
(High energy center)

3. *“My high energy center has over 100 billion cells. It will lead me to succeed in my life!”*

While inhaling and exhaling, internally say with a smile: *“I feel relaxed and peaceful.”*

Energy meditation will strengthen your inner power.

It will release your stress and develop a winning spirit.

Energy Meditation 2



Ha Dan -Jun
Lower energy center

1. Take a few breaths and internally say with a smile: *“Inhale deeply and exhale peacefully.”*

2. While inhaling, intentionally visualize and internally say: *“I am receiving fresh energy from nature into my lower energy center.”*

While exhaling, intentionally visualize and internally say: *“I am expelling toxins out of my body into the ground, air, and sky simultaneously.”*



Joong Dan -Jun
Middle energy center

3. While inhaling, intentionally visualize and internally say: *“I am receiving peaceful energy from nature into my middle energy center.”*

While exhaling, intentionally visualize and internally say: *“I am expelling evil energy out of my body into the ground, air, and sky simultaneously.”*



Sang Dan -Jun
High energy center

4. While inhaling, intentionally visualize and internally say: *“I am receiving positive energy from nature into my high energy center.”*

While exhaling, intentionally visualize and internally say: *“I am expelling negative energy out of my body into the ground, air, and sky simultaneously.”*

5. While inhaling and exhaling, internally say with a smile: *“I feel positive and vigorous.”*

Energy Meditation will empty your mind and fill your energy centers full of fresh, peaceful, and positive energy. **It will release your stress and develop internal strength.**

Natural Meditation



Natural meditation is a mini-vacation: your mind can go wherever you want to go.

Depending on circumstances and your personal preference, you can go anywhere you want to go: A beautiful beach, or a mountain, a popular city (such as Rome or New York) or a rural

countryside. You can also meet whomever you want; you will release stress and tension, and gain plenty of peaceful energy in the process. You will feel relaxed, energetic, and peaceful.

Natural meditation creates inner power.

Practice Meditation daily – you will feel fresh and vigorous.

Practice Meditation daily – you will feel relaxed and peaceful.

Practice Meditation daily – you will build indomitable spirit.

How to do Natural Meditation



1. Sit on the floor (in *Jung -Ja* position.), sit in a chair comfortably, or lie down and relax.



2. Extend your left arm out to your side, palm up and then do the same thing with your right arm. This represents “*Eum*” (left) and *Yang* (right). *Eum* is negative energy, and *yang* is positive energy. Say internally “*Eum,*” and “*Yang.*”



3. Bring both hands together in front of your chest and chain your fingers together (this represents harmony), then release your finger chain and turn your hands facing palms up in front of you (this represents balance.) Say internally, “Harmony and balance.”



4. Extend both arms straight down into your lap with your palms facing upward. Your right hand should be covering your left. This position represents the principles of life, which are based on nature. Say internally, “*Principles of life.*”

Relax and close your eyes while smiling. Inhale deeply and exhale peacefully. While breathing deeply, intentionally visualize (imagine) yourself in your favorite place and say to yourself (internally):

“I will enjoy my mini-vacation. I will release stress and energize myself. I will have an unforgettable experience.”



Close your eyes, intentionally visualize, and internally say to yourself:

“I am sitting on the ground. It is raining and cleaning up my body, mind, and spirit. Now, I feel great and fantastic!”

Enjoy the fruits of discipline in a mini-vacation; you will feel calm and energetic.

Continue...



“I am sitting on fire: it is burning out all my negative fat! I feel so positive and energetic!”

Appreciate the fruits of discipline in a mini-vacation. You will feel fresh and energetic.

Continue...



“I am sitting on ice, and it’s snowing. I discipline myself to build indomitable spirit!”

Love the fruits of discipline in a mini- vacation. You start to feel strong and confident.

Continue...



“I enjoy walking and jogging in the sand, swimming, riding the waves and playing in the ocean, and watching the beautiful, huge ocean. I feel that huge and beautiful ocean in my heart!”

Enjoy the fruits of discipline in a mini-vacation. You will feel rich and peaceful.

Continue...



“I enjoy walking in wild nature and watching the beautiful scenery. I feel so relaxed and peaceful.”

Enjoy the fruits of discipline in a mini-vacation. You will feel relaxed and energetic.

Continue...



“I enjoy being massaged by a mountain waterfall. I feel so fresh and vigorous.”

Appreciate the fruits of discipline in a mini-vacation. You will feel like you have so much energy.

Continue...



“I climb up to the top of the highest mountain on earth! While standing on top of the mountain, I yell loudly, ‘YA-HOO!’ I am a mini-universe; I feel I can do anything I set my mind to do. I am a life champion!”

Enjoy the fruits of discipline in a mini-vacation. You will feel the whole world is yours! Now, you feel stress-free, calm, energetic, and you feel you can do anything you set your mind to do.

You can go anywhere all by yourself or with somebody: You can meet anybody whom you want to meet, and have a conversation with him or her. You can do anything when you clean your mind and energize yourself. **It is the best mini-vacation.**

Life Meditation



Life meditation is a way of life:

Self-actualization through communication, motivation, and solutions for your life.

Life meditation helps you to build a positive attitude, sharper focus, and self-leadership, which will help you to become a strong leader.

Life meditation is self-discipline. Intentionally visualize your thought in action. You can turn frustration into energy, turn crisis into opportunity, and turn negative into positive, which means you can control your own destiny.

Practice Meditation daily – you will love what you are doing.

Practice Meditation daily – you will improve focus and memory.

Practice Meditation daily – you will create a positive future.

There are three different kinds of life meditation:

- 1. Attitude**
- 2. Focus**
- 3. Leadership**

How to do Life Meditation:

Prepare for life meditation: Begin all three kinds the same way:



- 1) (Mirror image) Sit comfortably and relax on the floor, in a chair, or lie down. If you are sitting on the floor or in a chair, extend both arms straight down into your lap with your palms facing upward. Your right hand should be covering your left. Close your eyes and smile. Clean your mind by inhaling deeply and exhaling peacefully, while Power Breathing.



- 2) (Mirror image)
Extend your left arm to your left side, (palm up) and say, "*Physical success.*"



- 3) Next, extend your right arm out to your right side, (palm up) and say, "*Mental success.*"



- 4) (Mirror image)
Bring your left hand in front of your heart (hand straight and perpendicular to your chest) and say, "*Moral success.*"



- 5) Then bring your right hand in front of your heart (hand straight and perpendicular to your chest), join it with your left hand and say, "*Financial success.*"



- 6) Now that you are in *Hap Jang-Kwan* position, say, "*Life success.*"

(1) Attitude



Maintain this position and internally say to yourself:

“The 5 Pillars of True Success will bring harmony and balance to create a successful future; therefore, I will be healthier, wiser, more confident, wealthier, and happier!”

“I will enjoy today with a smile (smile and laugh out loud a few times if you can, but if not, do so silently.)

“I will have a quality day by doing my best and showing an attitude of gratitude.

“Attitude is everything. I will do at least one good thing for my family, for my profession, for my community, and to make the world a better place to live. I feel great and fantastic! What a day! I will have a great day (with a smile)!” Now, extend your arms and then hug yourself (crossing your arms over your chest, showing a gesture of love.) Say to yourself:

“I love myself! I love my family! I love my profession, and I love people!” Pump both fists over your head and say with passion: “Attitude is everything; I feel great and fantastic! I am a people person; I am going to have the best day ever!”

You will feel energetic physically, mentally, and morally, which will generate a positive attitude.

(2) **Focus**



Focus on your goals, plans, and whatever you are doing now, or whatever you will do, which will force you to create better results. How?

Clean your mind by inhaling profoundly and exhaling gracefully.

While inhaling, intentionally visualize that you are receiving positive energy, and while exhaling, push out all negative energy.

After you clean your mind, continue to use Power Breathing peacefully with a smile.

Focus on whatever you are doing or you will do.

For example, to practice a speech, imagine that you are in front of an audience and mentally rehearse what you will say with passion from beginning to finish. You will be inspired to believe in yourself deeply, and feel confident and passionate about your next speech.

Therefore, you will have a fun, meaningful, and successful speech. Use the same technique in whatever you do: Setting goals, making plans, practicing martial arts, or anything else. You will enjoy it more and have better results.

(3) Leadership



In life, we are all faced with making important decisions like choosing right or wrong, or deciding to quit or keep going. How do you decide? You must communicate within to find the answer.

How? Clean your mind by inhaling deeply and exhaling peacefully while Power Breathing.

Ask yourself if what you are doing is right or wrong, or ask yourself what you want. You may not get the answer right away, but until you get the right answer, keep asking. Eventually, you will have the

right answer. It will help you choose or decide the right thing to do.

Alternately, if you are faced with a crisis personally or professionally, you must find the solutions to your problems or overcome the obstacles. How?

First, clean your mind by inhaling deeply and exhaling peacefully while Power Breathing, and ask, “Why?” Dig out the answer to why and then proceed.

Second, “How?” Find how to handle the obstacle and come up with a solution. Third, execute the solution you found. You will turn crisis into opportunity.

With this leadership mindset you can handle any challenge, personal or professional. You will be proud of yourself as a self leader.

Start today!

Practice meditation daily – you will build successful mindset.

Practice meditation daily – you will be healthier and stronger.

Practice meditation daily – you will build healthier relationships.

Practice meditation daily – you will motivate and energize yourself.

Practice meditation daily – you will transform your life.

Practice meditation daily – you will maximize your potential.

Practice meditation daily – you will create an amazing future.

Special gift for you:

My Meditation video

(<https://www.youtube.com/GrandmasterYKKim>).

It is a small token of my appreciation
for you reading this book.

Driving Exercise

Enjoy driving exercise while in your car



Driving exercise changed my life. I enjoy driving exercise every day. I taught tens of thousands of my students, and many of those students have shown me appreciation for the benefits of driving exercise.

I will continue to promote driving exercise until a majority of drivers practice driving exercise. More people will release stress and have a productive day.

It's amazing! You can exercise while driving.

Practice Driving Exercise and Get in Shape!

Driving exercise is the most efficient exercise. You don't need an extra second or any money to exercise in the car. Most Americans drive an average of 1 to 3 hours a day, and there are 150 million cars on the road every day in the U.S.A.

While driving, you can't go anywhere other than your car, so you might as well maximize the time you have to spend in the car. With driving exercise you can get the exercise you need.

Start using driving exercise today to enjoy your daily life!

Driving exercise will help you release stress, and it will refresh your body and mind. It will energize your daily life.

The drive to work: Most people say that they have no time to exercise and then arrive at work tired and hesitant to get started, which is bad for them and for their co-workers. If you do 10 -30 minutes of driving exercise on the way to work in the car, you will feel fresh and invigorated. When you arrive at work, you can start work with energy and you can energize others, which will help you build better relationships with your co-workers and have a more productive day.

The drive home: Most people who spend all day at work are stressed out, and once they come home they dump all that nasty stress onto their family by complaining or not talking, which makes their family uncomfortable. If you do driving exercise for 10 -30 minutes on the way home in your car, you will release all your stress and feel so fresh that you will be nice to your family as soon as you walk in the door. You will build better relationships, family happiness, and will enjoy your life.

Professional drivers like taxi, UBERs, bus, and truck drivers, police patrols, airline pilots, etc., stay in the car or airline for long hours at a time. They become stressed, tired, and at the end of the work day, many people complain of lower back pain. Driving exercise will help them release stress and get in shape, and they will have fun while driving and energize themselves every day.

You can do similar exercises while watching TV, so you can have fun, watch your favorite program, and become healthier and happier.

You can do similar exercises while on an airplane, so you will release stress and enjoy your trip.

You can do similar exercises in the office; you can enjoy work and perform better.

When a majority of U.S. drivers practice driving exercise, the U.S. can save hundreds of billions in health care costs, and more people will be healthier.

The 2 Kinds of Driving Exercises

1. DRIVING EXERCISE

While driving on local roads or the highway;

2. RED LIGHT EXERCISE

While sitting at a red light.



Special note 1: Remember, safety must always come first. Therefore, when performing tasks such as changing lanes, turning or entering a busy intersection, all of your attention must be devoted exclusively to the road.

During driving exercises, keep your eyes to the front, your hands on the steering wheel, and your foot on the pedals. You can exercise on the way to work, on the way home, grocery shopping, and during long trips.

Special note 2: If you feel you need more exercise, you can repeat the series again or you can choose to repeat your favorite exercise until you feel fresh in your body and mind. I know you will feel great. For professional or long distance driving, you can exercise as much as you need.

Special note 3: You don't have to follow this order; you can change the order depending on what your body needs. Also, you can do more or less exercise; whatever the body needs.

1. DRIVING EXERCISE

While driving on back roads or the highway



1. Smiling exercise:

Laugh loud and as long as you can from 3-10 times until you feel refreshed.

You will feel energetic right away. While exercising, keep your eyes front and your hands on the wheel.



2.

Breathing exercise: When you inhale, push out your lower abdomen, and when you exhale, pull in your lower abdomen with full contraction. Repeat from 10-100 times with a smile until you feel refreshed. You will feel calm and energized. While exercising, keep your eyes front and your hands on the wheel.



3. Shoulder exercise:

Move your shoulders up and down from 10-100 times

with a smile and Power Breathing until you feel any shoulder, neck, and upper back stiffness released. You will feel your stress and tension melt away, and your mind will be fresh. While exercising, keep your eyes front and your hands on the wheel.



4. Face

exercise: Open your mouth as wide as possible and close it a couple of times with a smile. You

will feel fresh. While exercising, keep your eyes front and your hands on the wheel.



5. Torso

exercise: Move your torso to the left and the right with a smile and Power Breathing from 10-100

times until your middle back loosens up. You will feel so energetic. While exercising, keep your eyes front and your hands on the wheel.



6. Toe clenching:
Clench and unclench your toes from 10-100

times with a smile and Power Breathing until you feel energy flow through your legs. While exercising, keep your eyes front and your hands on the wheel.



7. Hip exercise: Move your hips up and down by contracting your buttocks with a smile and Power Breathing from 10-100 times until you feel energy flow through your hips and legs. While exercising, keep your eyes front and your hands on the wheel.



8. Finger exercise:
With your hands on the steering wheel, individually clasp and unclasp

the wheel from 5 -10 times with each hand while holding the wheel firmly with the other hand, smiling and Power Breathing.

When you finish these exercises, you will feel stress free, relaxed, positive, and energetic.

Warning: During driving exercise, if you feel dizzy or your stomach hurts, or you feel too strained, stop exercising and keep driving.

2. RED LIGHT EXERCISE:

While sitting at a red light



Knock out your stress and refresh yourself!



1.

Spinal

adjustment: While facing front, grasp your seat with both hands and turn your torso right and inhale; turn back to the front and exhale; turn left and inhale; turn back to the front and exhale with a smile. You can feel the stretch through your upper body. During this exercise keep your eyes front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and resume driving exercise.



2. Finger chain stretch: Join your hands together so that your fingers interlock in a finger chain; stretch your arms to the front and up, with a smile and Power Breathing. You will feel good. During this exercise keep your eyes front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and resume driving exercise.



3. Internal organ exercise: Put both your hands on your lower abdomen, push in, and shake up and down 10 – 30 times, with a smile and Power Breathing. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light

changes to green, stop exercising and continue driving, and resume driving exercise. **(Don't do this exercise immediately after a meal.)**



4. Massage: Your legs, arms, and neck with both hands with a smile. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and resume driving exercise.



5. Hand shake: Raise your hands up and shake them as much as possible with a smile and Power Breathing. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light changes to green, stop

exercising and continue driving, and resume driving exercise.



6. Clench and unclench: Raise your hands up and clench and unclench them as many times as possible with a

smile. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and resume driving exercise.



7. Neck exercise: Inhale; exhale and bend your neck to the right; inhale and return to upright; exhale and bend your neck to the left; inhale and return to upright with a smile. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and resume driving exercise.



8. Smiling or breathing exercise:

Smile or breathe the same as driving exercise. During this exercise keep your eyes to the front and your foot on the brake or your transmission in park. When the light changes to green, stop exercising and continue driving, and

resume driving exercise.

Special gift for you:

My Driving Exercise video:

(<https://www.youtube.com/GrandmasterYKKim>).

It is a small token of my appreciation for you reading this book.

(3.) **Rest Properly** to recharge your energy

I used to sleep only two to three hours a night (and during the day I took 5-20 minute cat naps) for fifteen years, thinking I could work harder and longer than anyone else. I was proud of that schedule. I believed that if I worked more, then my dreams would be achieved faster. However, eventually, my bad sleeping habits caught up with me to the point where I became so exhausted that one time I slept for 54 hours, waking up only to eat and go to the bathroom. I didn't realize that my body, performance, and productivity would suffer the next day without sufficient rest.

I fell behind instead of staying ahead of my workload. My sleep habits were wrong. Through research and experience, I've determined that the majority of people's bodies are designed for eight hours of work; eight hours of recreational activities, which can include eating, exercising, hanging out with friends, and having fun; and eight hours of peaceful sleep to recharge the body's energy for work and recreation. This allotment of time varies from person to person or job to job. Some people may work ten or even twelve hours a day; some only need six hours of sleep; while others spend more than eight hours doing fun, recreational activities.

Another way to recharge your energy is setting time aside for yourself during the weekend so you can be refreshed for the workweek ahead. You may spend time with your family, exercise together, go fishing, clean the house, etc.

You also need a personal break every day during work to recharge your energy. The length of the break depends on the profession you are in; some professions require more rest than others. A personal break allows the body and mind to rest as you recharge.

Regardless of the time everyone has to recharge their energy, some people can't rest or sleep well for various reasons. In fact, there are extreme cases out there of people who have to resort to using pills just to get the sleep they need. I also suffered much like these people, because I forgot that recharging my energy is like recharging the

battery in my car. If you don't have enough energy in your car battery, your car won't get anywhere. If you don't have enough energy, you won't get anywhere either.

Can you recharge your energy?

1) **Control your time:** Prioritize your time. You will have enough time to recharge your energy.

2) **Develop good sleeping habits** by sleeping peacefully for 6 to 8 hours a night. Sleeping in the right posture, with the right size pillow, in a comfortable bed, at the right temperature are all critically important.

3) **To find out how much sleep you need**, sleep 5, 6, 7, or 8 hours. If you are still sleepy after you awake, you did not get enough sleep. If you feel good after you awake, then you know how many hours you need to sleep. After a few experiments, you can tell how many hours of sleep you need a day.

4) **Exercise daily:** Exercise releases stress, tension, and toxins from your body, so you can sleep well.

5) **Personal time:** Spend 20-30 minutes a day of personal time: Release stress and tension by doing something you enjoy like reading, listening to music, or painting.

6) **Listen to your body:** Find out what it wants and needs, and give your body what it desires.

If it needs sleep, give it sleep.

If it needs exercise, give it exercise.

If it needs relaxation, then relax.

If it needs to talk because of stress, find someone to talk to.

7) **Mini-vacation every day:** Do what you love to do and find the right person to build relationships.

(4.) **Think Positively** **to develop a healthy lifestyle**

Your body follows your mind; your mind tells your body what to do. Therefore, without positive thinking you can't build physical fitness. For example, eating and drinking wisely, exercising daily, and recharging energy are very important towards creating and maintaining a healthy lifestyle, but they are not completely effective without positive thinking.

By thinking negatively instead of positively, you will hurt yourself mentally and physically, making it too difficult to start or even make a habit out of practicing the other three wheels in the four wheels of physical fitness; positive thinking is the foundation and the best tool of physical fitness.

Positive thinking leads to positive action; positive action creates positive habits. Positive habits bring about a positive lifestyle. Having a positive lifestyle is integral to healthy living, which means you will have the four wheels of physical fitness.

Can you think positively?

- 1) **Keep your dreams alive:** Set positive goals and focus on them; it will motivate you to think positively.
- 2) **Exercise daily;** it will clean your mind and encourage you to think positively.
- 3) **Associate with positive people.** “Monkey see, monkey do” — you will also think positively.
- 4) **Intentionally think positively** until it becomes a habit.

Practice the four wheels of fitness until they become habits.

They will help you develop a successful mindset to build physical fitness and create physical success.



Create a Positive Life!

I used to think so poorly
and set my sights too low,
I closed myself to opportunity,
and couldn't seem to grow.

**I changed the way I saw myself
and believed that I am smart,
began to feel more positive
deep down in my heart.**

I opened the door to opportunity,
and things became so clear.
I felt I could do anything;
I really had no fear.

**You can change your lot in life
and change it instantly:
Believe you are a genius
and live life positively!**

Pillar 2

Create MENTAL SUCCESS

In my seminar *One Second to Change Your Life*, I begin by telling the audience “Belief is much stronger than fact or truth.” I continue by saying, “You are not what you think you are, yet you are what you think you are.” The audience responds by getting so quiet that you can hear a pin drop. In the silence I continue.

“In this room there are two different types of people. Some people feel they have lots of energy in the morning. We call them early birds or morning people. They follow the motto of “early to bed and early to rise,” getting more than half of their work done in the morning. For some reason, some other people feel they have lots of energy in the evening. We call them night owls or party people. Even after working all day they still have the energy to go out until midnight or stay awake until 3 a.m., but good luck trying to wake them up in the morning. When the sun comes up, that’s when night owls like to sleep.”

I ask the audience, **“Are you a morning person or an evening person?** If you think you are a morning person please raise your right hand. If you think you are an evening person raise your left hand.”

In response to my query, half the audience members raise their right hands, while the other half raises their left hands. I tell them, “Put your hands down. **If you think you are a morning or evening person, you are useless for half of the day.** That means you limit yourself, and you cannot maximize your life.” When I smile and say, “I got you,” the audience laughs together.

As the above example shows, you are what you think you are, but you are not what you think you are. What you think is a fact about yourself may not be a fact at all; you are not what you think. You may think it is a fact that you are just a morning person, or you may think it is a fact that you are just an evening person, but the truth is that you are a 24-hour person. When I say, “You are not what you think you are,” I mean that you may be falsely limiting yourself by your beliefs. On the other hand, if you tell yourself you are a 24-hour person and break through your former limitations, “You are what you think you are.” Change your mind within a second and you will change your life. You may NOT be what you think you are, but you are what you think you are.

Whenever you label yourself negatively, you limit yourself. However, negative thinkers are NOT what they think they are. Never think of yourself as a failure unless you want to be a failure. Never think you can’t succeed because you are poor, incapable, weak, uneducated, a minority, fat, or unlucky unless that is what you want to be. Remember, you control what you are by what you think. You can think you are a success or you can think you are a failure. Either way, you will be right. If you tell yourself you are a certain way that is the way you will be.

Unfortunately, many people program themselves to believe negative things and therefore limit themselves. If you want to be successful, you should think highly of yourself. Always think you are positive and intelligent to make yourself positive and intelligent. This simple change in thinking is the key to unlocking your limitless potential for success.

Belief is much stronger than Fact or Truth:

What do you think can change fact? No one can change facts, because facts are independent from humans. For example, no one can go back and change what has already happened yesterday.

You may think somebody can change the truth, but they cannot, because truth comes from nature. If you plant a corn seed, a corn stalk will grow, not a banana tree. That’s because nature never lies; what you see is what you get. However, belief is much stronger than fact or truth. If you believe you are an evening person or a morning person,

you will be an evening person or a morning person and limit yourself. You haven't changed the truth: that you are a 24-hour person, but your belief has overpowered the truth. Once you accept this truth and change your thinking, you can maximize your potential.

If you have cancer, you may see it as a death sentence, because you think cancer cannot be cured. However, this belief is neither fact nor truth. The truth of the matter is that many people overcome cancer and go on to live productive lives. If you choose to believe that you are going to die, you will cause your body to succumb to the disease. On the other hand, if you choose to fight it, you have a better chance to survive. I learned from my own experience: My mother had stage 3 colon cancer when she was 87 years old. The doctor said she was too old to have surgery. She had a choice: Risk her life now in surgery and remove the cancer, or die slowly and painfully. She believed she could survive, so she chose surgery, and she is living a healthy life now.

Unfortunately, wrong beliefs often trump truth and fact, with dangerous consequences. For instance, a terrorist, believing that loyalty to country or religion demands human sacrifice, may choose to become a suicide bomber, killing himself and many innocent people.

This individual may believe he or she is doing the right thing, and will be rewarded in Heaven. However, this is just a belief, not truth or fact. I personally believe it is a wrong belief, nevertheless, belief triumphed over truth, and people died as a result. Once you realize the difference between beliefs, facts, and truths, you can change your mind to change your beliefs and change your life.

Let me ask you one very simple question: **What is the most powerful thing in your life – Education, Love, Money, or Mind?**

Whenever I ask this question, some people say education, love, or money; however most people answer, "Mind," because without a mind, no one can have an education; there is no meaning for love or no value for money.

Let's find out **what a mind does for us**. We have a mind for thinking. Thinking means that we can think a million different things for our lives, choose what we need, judge good or bad, learn for improvement, set goals, create ideas for success, etc. However, the

most important thing is that our mind controls our body, so that we can actualize our thinking.

My answer is the same as many people (Mind), however, I am a little more specific: **The most powerful thing in life is mental fitness** because a mind can be weak or powerful, or stupid or smart, depending on mental fitness.

For some people, their real age is 45, but they think and act like immature teenagers, because they lack harmony and balance. Conversely, some people are 17 years old, but they act like they are 45, they think and act maturely because they have mental fitness.

Let's find out why a 45 year-old might act like teenager:

The mind without mental fitness is unbalanced. Without mental fitness, the mind will be weak, stupid, or dangerous because it lacks harmony and balance -- that's why some intelligent people think improperly and do stupid things.

The mind with mental fitness is balanced. With mental fitness it will be powerful and useful. That's why we all need to build mental fitness to create mental success.

Mental fitness will develop a successful mindset that will give you mental wisdom, which will make you smarter and wiser; mental toughness, so you have nothing to fear; mental power, to optimize your mind, to maximize your potential, and to make your life much easier and better. Mental fitness empowers you to maximize your potential and create mental success.

Once you create mental fitness, which is a successful mindset, you will be inspired to change your mind. You can change the way you think and embrace all the remarkable, positive qualities within you. Believe me, you will find that you are amazing.

Remember, nobody can change the past, but everyone can change the present and the future. No one can change you; only you have the power to change yourself by changing your mind. Change to a new way of thinking by saying to yourself: *"I am a 24 hour person,"* instead of a morning or an evening person.

You can create a successful mindset to maximize your potential and create a successful future.

What is Mental Fitness?

Mental fitness is the combination of **intelligence** and a **positive attitude**; which will create a successful mindset.

What is intelligence?

Intelligence is instinct, knowledge and / or information.

What is a positive attitude?

A positive attitude is a combination of a positive personality (externally) and a positive character (internally):

Intelligence:

Instinct, Knowledge and / or Information

Instinct is inborn, which is natural ability. Keep in mind that instinct plays a role in intelligence, because without instinct we could not survive. For example, if you do not instinctually feel hunger, you will not eat. Without food to fuel your body, you cannot live.

Most instincts are animalistic. They have no role in intelligence unless they are combined with knowledge and information.

For example, if you just depend on instinct without knowledge or information, when you are hungry, you may eat the wrong foods and face a whole different set of problems because you don't know the difference between poison and nutritious food. Therefore, turning instinct into intelligence requires knowledge or the right information. Our modern society is very advanced and complicated, requiring much more than instinct. We need a lot of knowledge and information to survive, decide, and execute.

Knowledge is learned from history and experience. You gain knowledge from history by studying the experience of others. You also learn from your own experience through trial and error.

Information is the state of a situation. For example, the fact that a stove is hot is information. Without knowledge, you don't know what will happen if you touch the stove. Knowledge tells you (through experience or history) that when you touch the stove, you will get burned.

Knowledge is power, but it is only potential power until you use it properly. To be intelligent requires knowledge and information.

Positive attitude:

Positive attitude is made up of a positive personality (externally) and a positive character (internally).

Personality can be seen or heard in facial expressions and tone of voice, so we call it your external attitude. Personality is based on emotions.

A positive personality is habitually thinking, looking, listening, speaking, and acting positively.

You think about possibilities and have an open mind, thinking, “Yes I can,” instead of, “No, I can’t.”

Positive looking is looking at the big picture.

Positive listening is opening your mind and listening sincerely.

Positive speaking is speaking about possibilities.

Positive action is taking action wisely and passionately.

Character can’t be seen or heard, but you can feel it in honesty, integrity, or responsibility, so we call it your internal attitude. Character is based on conscience.

A positive character is habitually thinking, speaking, and acting with honesty, integrity, and responsibility.

People with high quality character are consistent, persistent, appreciative, generous, and confident. They believe in themselves instead of having self-doubt; they are punctual, not tardy; courageous, not cowardly; confident, not insecure; strong, not weak; and powerful.

A positive attitude without intelligence, or intelligence without being positive, will be weak and limit you, or be very dangerous.

Intelligence without a positive attitude:

Intelligence is power. However, it is only potential power until you use it properly.

Even if you have exceptionally high intelligence, without a positive attitude, your intelligence is totally useless. It can cripple you or become very dangerous.

For example, knowledge is part of intelligence. If you have a high education but you have a negative, “No, I can’t” attitude, you will limit yourself. On top of that, without a positive attitude, knowledge can be very dangerous because you use your knowledge the wrong way (to hurt others and hurt yourself). Your instincts and information are the same: If you have a negative attitude, they will limit you and can be dangerous.

Instincts without positive attitude: Instincts, which are part of intelligence, without a positive attitude, which means without discipline to control your instincts, will be very dangerous. For example, greed is an instinct. If you do not discipline your greed, you can become a criminal like a bank robber, a thief, or a con artist to become rich. As a result, you can go to jail and lose your personal freedom.

Some intelligent people do stupid things or talk very negatively because they don’t have a positive attitude. That’s why you must develop intelligence and a positive attitude, which is mental fitness, so you can develop a successful mindset and you can create mental success.

Positive attitude without intelligence:

A positive attitude is much stronger than a negative attitude, but a positive attitude without intelligence will limit you or even be dangerous to whatever you do. If you are the commander-in-chief and you are fighting a war, and you are so positive that you are not afraid to do anything, you might attack without any information about your enemy. If your enemy has superior forces and firepower, you cannot defeat them. Your enemy will defeat you, which means you will kill tens of thousands of your own soldiers.

If you have an extraordinarily positive attitude but no intelligence (instinct, knowledge and /or information) your positive attitude is meaningless. It can cripple you or be dangerous to everything you do.

For example, if you take an examination without knowledge, you can take it 100 times, and 100 times you will fail.

In politics you can debate 100 times and lose 100 times without the right information about opponents or without knowledge of how to win a debate.

Some positive people talk very well and very positively, but their words are meaningless or sound stupid because they talk without the right information or knowledge, which are part of intelligence.

Without mental fitness, you can't maximize your potential because you need both intelligence and a positive attitude -- without one you will hurt yourself and others.

Intelligence and a positive attitude create mental fitness, which is the most powerful thing in human life.

Why are some people positive and intelligent?

People who have mental and moral muscles become positive and intelligent. Mental muscles are positive habits: positive goals, positive thinking, continual self-education, and passion. Moral muscles are honesty, integrity, and responsibility. They lead you to be positive and intelligent.

Why are some people negative and ignorant?

People who have mental or moral fat become negative or ignorant. Mental fat is a poor mindset: Negative habits; self-doubt, negative goals, negativity, ignorance, and laziness. Moral fat is dishonesty, lack of integrity, and irresponsibility; these clog your mind, make you weak and sick, and minimize your potential.

How do you build mental and moral muscles?

Keep your positive dreams alive: Your positive dreams will help you develop a successful mindset, eliminate mental and moral fat, and build mental and moral muscle. You will have mental fitness to create mental success.

Think Big and Dream Big to develop a successful mindset!

If we don't eat for 40 days, we will die of starvation; if we don't drink for 4 days, we will die of dehydration; if we don't breathe for 4 minutes, we will die of suffocation; if we don't have hope for 4 seconds, we will die of despair.

What do I mean by saying that if you don't eat, drink, breathe, or have hope you will die? You can easily understand eating, drinking, and breathing because they are so obvious, but what about hope? Hope is invisible or untouchable mental food. Let me give you a clear example: In life, a race, debate, or any competition, and even in war, when individuals or groups feel no hope to win, they give up because they have no energy.

Conversely, if they have hope, they do their best until the last minute because the real winner is the last winner. For example, in NBA games, you can often see the winner decided in the last one or two seconds.

Personal life is no different: If someone has no hope, he has no energy, is depressed, and in the worst case, commits suicide.

Hope is critically important in life because hope gives us energy.

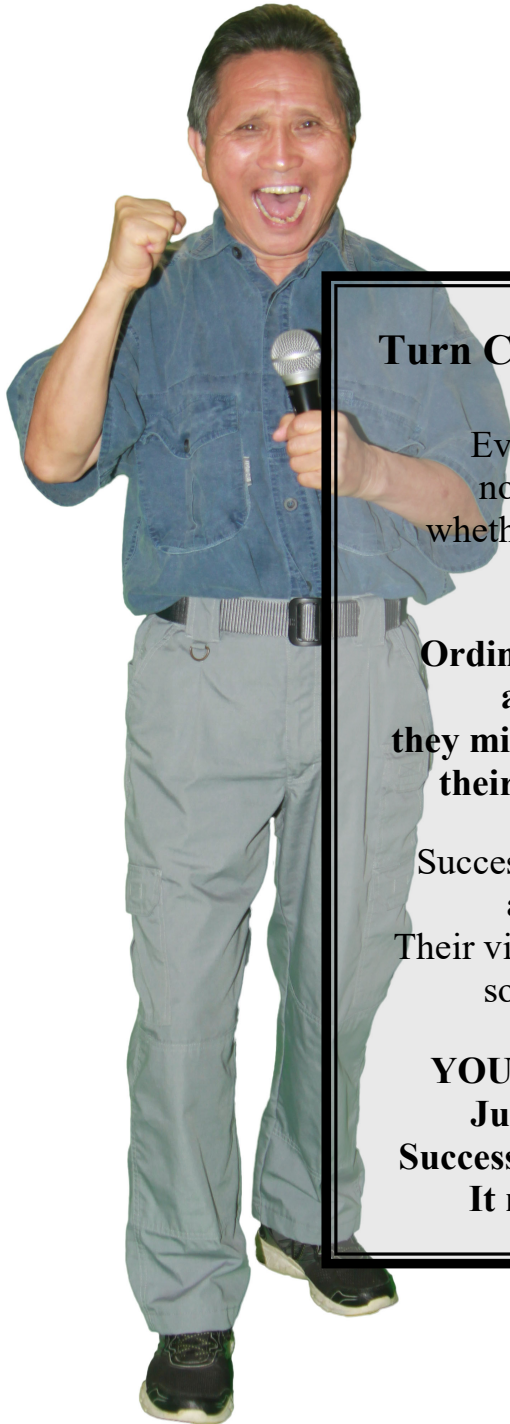
Without energy, we can't do anything because action requires energy.

With energy, you can do anything you set your mind to do.

Thinking big and keeping your dreams alive naturally gives you hope. You can easily develop a successful mindset.

Dreams and a successful mindset go hand-in-hand: To achieve your personal dreams requires a successful mindset. Without a successful mindset, it is too hard to continue your pursuit, so you will become a quitter. By the same token, to develop a successful mindset, you need to think big and stick with your dreams to keep hope alive in your life.

Please come with me, and I will show you how to think big and keep your dreams alive.



Turn Crisis into Opportunity!

Every life has obstacles,
no matter what you do;
whether you let them stop you
is really up to you.

**Ordinary people see obstacles
as a true dead end;
they miss so many opportunities,
their path is hard to mend.**

Successful people see obstacles
as a stepping stone;
Their vision makes them different,
so they advance alone.

**YOU can be successful, too!
Just listen to my voice:
Success or failure is up to you --
It really is your choice!**

Keep Your Dreams Alive with D.D.D.P.E.

No matter how many times I fail or succeed, I always think big and keep my personal dreams alive. My dreams pushed me to set positive goals. Positive goals motivate me to achieve my personal dreams.

My powerful dreams and goals bring me hope, energy, and the right direction in my life. Powerful dreams empowered me to be crazy and intelligent. Crazy and intelligence pushed me to achieve the American dream.

Create your own GPS: D.D.D.P.E. to develop a successful mindset, so you can create mental success.

D.D.D.P.E.

Desire fires up your energy.

Success begins with desire.

Discover who you really are.

You will have passion, and passion is the key to succeed.

Decide what you need to do.

Determination gives you power to set positive goals.

Prepare for success.

Plan for success.

Execute to win.

Execution is making your goal into reality.

D.D.D.P.E. will empower you to build mental fitness, so you can develop a successful mindset. You will create mental success.

DESIRE fires up your energy

Desire ignites the fire for success. Creating a successful future begins with desire. No one can help you to improve yourself or be successful, unless you want to. You can't even help yourself unless you want to, because success begins with **personal desire**. However, desire is not enough. To set new goals, you must have **burning desire**. Even **burning desire** is not enough to make things happen. You must have **strong burning desire** to achieve your goals. Like a hungry lion, your singular focus will give you a clear and positive vision for your successful future.

How can you have desire?

First, **you have to find out what you want to have, or what you want to be, more than anything.** Money? Love? Power? Fame? Relationships? Material things like a dream car, dream house, dream business, or your own airplane? Powerful positions like being the CEO of a Fortune 500 company, the president of the U.S.A., a movie star, a medical doctor, or a martial arts master? Imagine whatever you want, and make a clear picture in your mind. Now double it by making it twice as big or twice as valuable. Now double it again. That is your desire. That will be your dream.

Second, jealousy brings desire: You must have positive jealousy, not negative jealousy because positive jealousy creates positive greed. Positive greed ignites positive desire.

Positive greed brings out strong, burning desire. It creates vision, which is a mental picture of the future. It makes you hungry... hungry for new knowledge and ideas to achieve your goals, so that you never stop improving yourself to be competitive. It motivates you to maximize your potential.

Without greed, there is no desire to have dreams, and without desire, you become lazy. Therefore, you must have **positive greed to create a strong burning desire** to create a winning future.

DISCOVER who you really are.

There are two different types of people: People with a poor mindset set goals based on feelings, so they start well, but they quit easily when things get too difficult. People with a successful mindset set goals based on their talents or skills, so they love what they do and make things happen. Therefore, even if you have strong burning desire, without talents or skills, it will be too difficult to make things happen. For that reason you need to discover who you really are, so you can create your own successful GPS for your life. If you do what you like based on your talent, you will enjoy what you do. You will have passion, and passion is the best tool to succeed.

How do you know what you like?

If you have talent or skills, you probably enjoy what you are doing because it will be easy to do. If you don't have talent or skills, you won't like it because it will be too difficult for you.

What is the difference between talents and skills?

Talents are inborn, but skills need to be developed. Talent is like an unripe apple: an unripe apple is too hard to eat and tastes bad. Skill is like a ripe apple: easy to eat and tastes good. For example, in singing, having talent means you have an exceptional voice. But in order to sing a song well, you also need to learn the skills of reading music, controlling your breath, and changing your pitch.

How do you know what talents you have?

You don't know until you examine yourself. For example, if you want to be a TV news reporter, and you are a good talker and have a good voice, then you have the talent to be a TV news reporter. If you are an ordinary talker and have an ordinary voice, you don't have the talent to be a TV news reporter. If you don't have these talents, but you want to be a TV news reporter, then you need to work 10 to 100 times harder to develop the skills to become a TV news reporter. Even if you have the talent (an excellent voice and the gift of gab), you must develop the necessary TV news reporter skills: How to choose the

right word, how to control your tone of voice, and how to use body language, so you will do well and enjoy your job.

In order to achieve any goal, you need skills, so even if you don't have a specific talent, you need to develop the specific skill to achieve your goal. For example, if you don't have physical talent, but you need to be an athlete, then you need to exercise, and you must develop some physical skills to become an athlete.

How do you discover who you really are?

First, invest your time and listen to your own voice; find a quiet place and stay all by yourself. Ask yourself, "Who am I?" "What do I want?" "What do I need?" Then listen . . . you can clearly hear your own voice.

Second, discover the 4 versions of yourself. First I will show you who I am. These are the 4 versions of me, Y.K. Kim:

1) How I think other people see me:

Crazy, because when I believed in something, I didn't care what other people thought or said. What other people were too afraid, too shy, or hated to do, I did anyway.

2) How other people really see me:

Crazy, I've heard thousands of times from others, "You are crazy." Why do they say that? I do things that most people think are impossible, or they are too fearful or lazy to do.

3) What I think of myself:

I am honored to be crazy because that means I maximize my potential to break my own limitations.

4) Who I really am:

I am a genius, positive, confident, powerful, and great; I am also weak, evil, negative, idiotic, and lazy. Just like everyone else, I have the potential to be either. Being strong or weak, intelligent or idiotic, positive or negative, good or evil, or creating a winning or losing future is entirely up to me.

What are the 4 versions of you?

1. How do you think other people see you? _____
2. How do other people really see you? _____
3. What do you think of yourself? _____
4. Who is the real you? _____

Third, look deep inside of yourself to find your talents; you will find how powerful you are and what you really would like to do in your life. I guarantee you will see a giant within; you will discover how talented, intelligent, positive, and powerful you are, which means you have every tool in order to succeed in your life.

You will know who you really are. You can do what you like to do in your life. Therefore, you will gain a stronger belief in yourself, be proud of yourself, and be anxious to maximize your potential for success. Nevertheless, you will not become arrogant, and will instead retain a humble nature and a desire always to strive for self-improvement.

Examine your feelings to discover: How great you can be; how weak you can be; how evil you can be; how powerful you can be.

Take an inventory of yourself and write it down. You can follow my example below.

What makes me excited and happy?

First, thinking and speaking about dreams and goals, and pursuing them. They bring hope and energy, and energy makes things happen. They make me excited and happy, so I always have positive dreams, goals, and put my goals into action. Second, when I speak with a person with a successful mindset: He or she brings motivation and vitality, so I always keep my successful mindset alive.

You: _____

What makes me frustrated, angry, or depressed?

When I feel someone or something is taking advantage of me unfairly. For this reason, I continue to improve myself to be strong

enough to deal with unfair situations and try my best to be fair to others.

You: _____

What are my strong and weak points?

My strong point is leadership ability: Taking charge of my own life, and I can lead my organization well. My weak point is handling negativity, so I never stop improving myself to build wisdom and my ability to handle negativity.

You: _____

What kind of talents and skills do I have?

Intuition, vision, and people skills. These qualities inspire me to push my limitations.

You: _____

Who are my heroes or role models?

Personally, my mother and father inspired me to maximize my potential in whatever I do.

In martial arts, **my master** motivated me to do my best and dedicate my life to the martial arts, and sincerely care about all my students like my master cared about me.

Professionally, Thomas Edison inspired me to be a creator, innovator, and to lead my business professionally.

You: _____

What would I most like to be?

I want to be a leading public speaker, so I can promote *The 5 Pillars of True Success*, a new concept of true success, to give people hope of the future and to change the world.

You: _____

What would I most like to have?

A martial arts university, which is the reason I am not afraid to work harder and never stop improving. Building a martial arts university is my way of paying forward what I feel I owe the world, before I die. Our modern world desperately needs the martial arts to be healthier,

wiser, more confident, wealthier, and happier. We need many quality leaders in the martial arts industry.

You: _____

**What are the most important
and valuable things in my life?**

Myself, my family, and Martial Arts World. I must be healthy, so I can support my family and promote Martial Arts World. Without my family, I wouldn't be here. Without the martial arts, I wouldn't be the person I am today.

You: _____

**What would I like to do if I
had only 6 months left to live?**

Spend time with my family and promote the martial arts world. I love my family unconditionally, and the martial arts world is bigger than my life. Both my family and the martial arts world make me happy and give my life meaning.

You: _____

Self-discovery helped me set clear goals for my future.

Now you know what kind of real talents you have, your strong and weak points, your positive and negative qualities, your good and evil characteristics, and also what areas you need to improve. You have educated yourself on the two most important things in your life. You will be proud of yourself and who you are, but you must remain humble.

Once you take an inventory of yourself and who you really are, you will uncover what you really want to do. Then, when you figure out some concrete goals based on a thorough self-examination and write them down, you will have the key to success. When you describe how powerful and great you are, it ignites a strong, burning desire to maximize your potential to be successful.

DECIDE what you need to do

Even if you discovered your incredible talents and skills, without making a decision you can't do anything because success is the result of your decision.

Action and making things happen begins with your **decision**—without decision, nothing works in life. Even if you have strong burning desire, without your decision, desire will be useless because true success requires the harmony and balance of both desire and decision. Without determination, nothing moves. With determination, everything moves. Determination gives you power to set positive goals.

How do you set positive goals?

Set positive goals based on your written evaluation of yourself.

P.S.R.R.D.

1. **Be Purposeful**: Write a clear purpose for your goal.
A clear purpose will give you a positive direction; a positive direction will give you hope; and hope will create energy. Energy is the best tool to achieve your goals.
2. **Be Specific**: Write a specific goal. *A specific goal will tell you what you need to do to prepare for success.*
3. **Be Realistic**: Write why this goal is realistic.
You believe you can make things happen within your power. A realistic goal will give you self-confidence to achieve it.
4. **Identify a Reward**: Write a personal reward you will gain from achieving this goal. *A personal reward will motivate you to achieve it.*
5. **Set a Deadline**: Write a deadline for your goal. *A deadline will give you a sense of urgency to achieve your goal.*

You will love what you do because you set goals based on your talents and skills, which will help you maximize your potential.

PREPARE for Success

Remember, even when you set powerful goals, if you don't prepare well, it is too easy to quit or too difficult to achieve your goals because you will be confused. However, if you prepare well, it is easy and fun to achieve your goals.

Preparation is like sharpening a saw before cutting trees.

People with a successful mindset never stop improving themselves to be competitive in whatever they do, because success requires preparation. **Preparation** makes success easier. It will drive you to execute your goals.

How do you prepare well?

1. **ORGANIZE** what you need to achieve your goal:

- a) Write down a plan: If you can break down big and complex plans into simple tasks, they will be easier to complete.
- b) Utilize your strengths and find support for your weaknesses.
- c) Anticipate how you will overcome the most likely obstacles and assemble a winning team to support you.

2. **PRIORITIZE** your tasks:

Reorganize your plan, putting the most urgent and important things first, so you can execute them easily and properly. You will save time and money.

3. **PRACTICE**, if necessary, like sports, speech, acting, singing, etc. Practice like real and perform like practice.

People with a poor mindset don't WRITE anything down. They waste their time and find their objectives too hard to pursue, so they give up.

People with a successful mindset always WRITE down their plan, so they have the right tool to achieve their goals.

EXECUTE to Win

Execution is the key to success. Even if you prepare well, without **execution** your ideas and goals are not going to move one inch. If you put preparation on a shelf, it will only gather dust; you will see no results. You must execute your plan. Execution means putting your ideas into action and never giving up until you achieve your goals.

Do your best 24 hours a day, 7 days a week; you must eat, sleep, breathe, and live with your goals. Never give in until you make things happen, no matter what obstacles are in front of you or how tough the competition is. No matter how many times you fall down, you get back up right away and fight back until you reach your goal.

A goal is a mental picture. **Execution is taking your mental picture out of your brain and making it into reality.** Remember, sometimes imagination and reality are different, so you must anticipate that you may have to rewrite your plan when you face unexpected obstacles.

1. **Put your goal (plan) into action:** Be extremely focused on your goal to achieve it.
2. **When you encounter unforeseen obstacles:** Find out **why** they occurred and form a solution for **how** to overcome them. Put your solution into action and do your best to push your limitations.
3. Most people do only what they like to do because it is easier. In order to achieve your goal, whether you like it or not, you may have to do some things you don't like to do, so you can make things happen. **Never give up until you win**, no matter how hard it gets.
4. **Maximize your Dreams:** The most important thing is always to write down your dreams and goals, and execute to achieve them. After you achieve your goals and reach your dreams, don't stop there. You need to find new dreams and constantly set new goals.

Stick with your dreams and achieve your goals:

Writing down daily goals every day and prioritizing your tasks will make a productive day. You will have energy to achieve short-term goals, then it will support you to achieve your mid-term goals, then it will push you to achieve your long-term goals, and when you achieve your long-term goals, it will empower you to achieve your dreams. This way you will gain a successful mindset. A successful mindset is intelligence and positivity. To achieve your dreams you must develop intelligence and a positive attitude.

Let me show you how to break your limitations physically and mentally to achieve your goals, so you can achieve your dreams.

Break Your Limitations!

People with a successful mindset maximize their potential to break their own limitations. If you want to maximize your potential, you will be crazy about your dreams.

Think about possibilities, speak about possibilities, and take action! Remember, nothing is impossible; **only with great pain comes a greater reward**. As long as you are alive, you should maximize your body, your mind, your heart, your finances, and your life, pushing your limitations. You can make your dreams become reality.

Right now, while you are reading this book, hold your hands up and clench and unclench your fists 100 times. Test yourself to see how far you can go. Everyone has the strength to do it 100 times. Go ahead, clench and unclench 100 times right now. The book won't go anywhere . . . I promise. Go!

Done? Great. Now do it again. Please don't doubt me on this. It's not much to ask and I promise there will be a valuable lesson. Go ahead, do the second 100. Go!

Done? Great. Now, please do it again. I know your hands are tired, but it is important to do it now, before your muscles recover. Go ahead, do the third 100. Go!

Done? Great! One last favor -- just do 12 or more.

Done? Great job! Thank you for your effort.

Now for the results: If you just kept reading and didn't even try it, you have a poor mindset. I bet you thought that you were smart enough to learn the lesson without the physical experience. Believe me, until you feel it, you don't really understand. You now understand what a poor mindset is.

Don't allow yourself to have a poor mindset. Remember, people with a successful mindset learn from their mistakes. The choice is yours. I'll give you a second chance. Go back and try the exercise (*Exception: If you are physically challenged, please skip it, and just do it mentally*).

If you tried the first 100 but gave up when you started feeling uncomfortable, then you used less than 5% of your potential, and you are lazy. Don't allow the habits of a poor mindset to rule your life. If you give only that much effort to everything you do, you will be a failure in life.

If you made it through the first 200 and then decided you had done enough because you were in pain, you are mediocre. You did what was required, like a robot, but once you got out of your comfort zone and felt a little physical stress, you gave up. You only used about 20% of your potential. If you do the minimum and think that is enough, you will live an ordinary life.

If you kept going at least 300 times or a little more through the discomfort in your hands, and then felt the discomfort in your forearms, you showed that you have a successful mindset. If you persevered through the discomfort to the point where it actually hurt, you showed you are willing to sacrifice to achieve your goals. If you give that much effort to whatever you want to do in life, you will be successful. By not giving up, you showed that you can use at least 35% of your potential, and that you can lead a successful life.

Even if you finished 300 times, but, if necessary you are willing to do 12 or more, you are a winner. You know how to maximize your potential and break your own limitations. You are a life champion: **No roadblock is too high to overcome.**

If you thought, “I’d have to be crazy to do this silly exercise,” you are absolutely right. Only crazy people would do it, and all the lazy people think they are smart enough not to.

Now, if you were lazy enough not to try it, just like in life, you can change right now and decide to be crazy. If you really want to be crazy and begin to be successful in life, go back and do the exercise to test yourself and truly understand what it feels like to get out of your comfort zone. Go ahead, you have a second chance. Try it!

Striving for success is the same as doing this simple exercise. If you give up, you will never achieve anything in life. **Only with great agony comes a greater return.** Keep in mind that it is OK to fall down in life, but you have to get back up. If you stay down, you will go nowhere. If you get back up and keep going, you will achieve your goals.

Remember that history’s most successful leaders fell spectacularly many times before they succeeded, but whenever they fell, they got back up and kept reaching for their dreams, striving for true success.

Look at Thomas Edison, who failed more than 17,000 times before he finally got the light bulb right.

Abraham Lincoln ran for senate twice, losing both races. He lost his mother and sister at the same time, but every time he fell down, he got back up and kept going until he became one of the greatest presidents in the history of the United States.

Don’t keep yourself down. Always get back up and keep going, no matter the pain; it will be worth it in the long run.

Congratulations, *you finished the first exercise on how to maximize your potential, which was physical. Now let’s embark on the second exercise. Working hard is important, but working smarter is much more important to achieve your personal dreams. Therefore, next you will learn how to maximize your potential mentally. You can develop a successful mindset.*

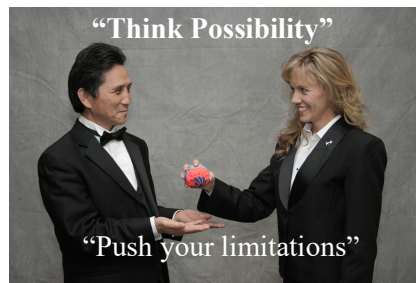
How do You Maximize Your Potential?

In my *Create a Successful Future* seminar, I select one person from the audience to come on stage. I then ask that person, “Are you sure you have a successful mindset, which is intelligence and positivity?” Of course he or she says, “Yes.” I then tell the individual, “If you have a successful mindset, you never give up until you win in whatever you do, no matter how tough the situation is.” The participant then confirms his or her winning spirit. I then start the Top 10 Test, with the following explanation: “If you pass you are a life champion, but if you fail, you are a loser.”

With both my hands up at waist level, I place a small ball on my right palm. I then tell the participant to move the ball back and forth from my right palm to my left 10 times. He or she can use any body part to accomplish this feat. However, the catch is that once a technique has been used, it cannot be repeated.

Here is what most people do:

- 1) Use five fingers
- 2) Use teeth
- 3) Use both elbows
- 4) Use neck and shoulder
- 5) Use armpit
- 6) Use inner thighs
- 7) Use feet
- 8) Use chin
- 9) Use both knees
- 10) Use forearms



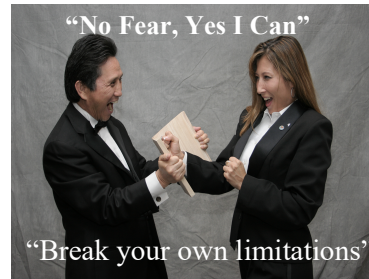
When the participant is finished, I congratulate him or her for passing the first part. I then say, “Do me one more favor: Just do the Top10 Test one more time.” “You did your best, but now I want to see how crazy you really are. The next test involves breaking your own limitations.”

I then ask the participant to break a solid 8” x 11” one-inch thick board, using a hammer fist or bare foot. Some people are scared, but I help them change their belief. I can see they have no fear, a “yes I can” positive attitude, and they will do their best. It’s hard, but when they finally break the board, I can see how excited and happy they are. The entire audience joins together to congratulate them and celebrate their winning spirit.

Can You Maximize Your Potential?

Now it's your turn! Test yourself to find out how great you are. Intentionally visualize that I am in front of you, both palms up, with the ball on my right palm. Remember, you must move the ball back and forth 10 times without repeating techniques and just to make it even more fun, you can't use any of the techniques previously listed. In this exercise your body and mind are tools for its completion. **If you think you can do it, you will open the door to opportunities; if you think you cannot do it, you will close the door to opportunities.** You can use this list to write down how you will use your body and mind to achieve your goal. If you are a life champion, you will step outside your comfort zone and exercise your imagination. Maximize your potential!

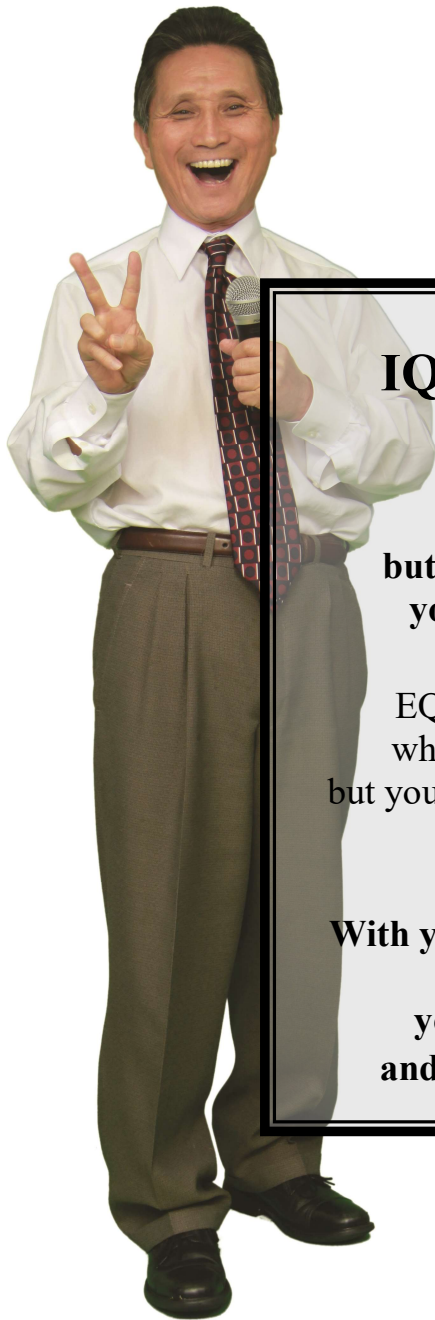
1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



If you didn't even try, or if you tried but gave up right away, that means you have a poor mindset. If you tried but gave up when you faced difficulty, **you are a quitter**. If you finished the Top 10 Test, be proud of yourself! You made it. You are a winner. If you tried more after you finished, you have a successful mindset.

After you finish the Top 10 Test, internally visualize your best friend Y.K. Kim holding a board. Picture yourself breaking the board using your hammer fist. However, breaking the board is your choice. I know you will do it anyway because you have a successful mindset; which is being a genius and positive.

Congratulations, thank you, you did it! Your successful mindset maximized your potential. You can create mental fitness to create mental success. You are a life champion. Success will be on your side.



IQ + EQ = Wisdom!

**IQ means intelligence
as measured by a test,
but if it makes you arrogant,
you'll never be your best.**

EQ measures your emotions,
which can be quite revealing,
but you will make mistakes when you
only act on feeling.

**With your mind and heart together
in all you say and do,
you will act with wisdom
and success will come to you.**

Pillar 3

Create MORAL SUCCESS

In one of my favorite seminars, *Success*, I begin by saying to the audience, “I like beautiful ladies more than homely ladies. Just looking at a beautiful lady makes me feel good and my heart race.”

The audience looks shocked (especially the ladies), and they look at each other asking themselves, “Is he kidding? What does a beautiful lady have to do with success?” Then they feel I am joking, so they laugh.

I continue by saying to the audience, “However, I like a lady with a beautiful voice more than one who has a beautiful face, because a bad voice irritates me. Let me prove to you what I mean: Some singers are average-looking (or worse), but if they have an excellent voice, they are very popular.”

I can feel it—the audience begins to agree with me and they nod their heads.

I continue, “Nevertheless, I like a lady who has confidence and wisdom much more than one who has a beautiful face or voice. Why? A woman who doesn’t have confidence and wisdom follows emotions. Therefore, she irritates me, annoys me, and frustrates me. I feel uncomfortable and stressed. However, a confident and wise lady follows principles, so she recognizes my values, motivates me, understands me, and makes me comfortable and proud of who I am. The most important thing is that I can learn valuable lessons for my life. That’s why **to me, the most beautiful lady is one who has wisdom and confidence, regardless of her face, voice, education, or wealth.**”

The entire audience starts sincerely paying attention, regardless of their faces or their voices.

I continue by saying to the audience, “**Confidence and Wisdom** are much more powerful than a beautiful face, a beautiful voice,

intelligence, or wealth in the real world. Therefore, if you have confidence and wisdom, you can open the door to opportunities.”

Now, whoever you are and whatever you do, you can tell the importance of confidence and wisdom in your life. It is never too late or too early to develop confidence and wisdom, and transform your life.

What is Confidence?

Confidence is belief in yourself, pride in yourself, and unconditional love for yourself. Confidence means you can control yourself and you are not afraid or shy to do anything.

In life, confidence brings honesty, integrity, responsibility, and courage, which will build excellent character. Without confidence, it is too easy to be dishonest, lack integrity, be irresponsible, and be a coward; which will destroy many relationships and close the door to opportunity.

How to develop confidence:

Love yourself unconditionally with self-discipline. Focus on your goals and develop *The 5 Pillars of True Success*. You will be full of self-confidence.

What is Wisdom?

Wisdom means applying your intelligence (instincts, knowledge, and information) properly and effectively: You give everybody equal opportunity, but do not treat them equally, only fairly. You can turn crisis into opportunity by thinking, speaking, and acting wisely. You can make even enemies like you.

Wisdom makes it easy to build a powerful network for success. Without wisdom it is too difficult to build relationships, and too easy to destroy relationships. Wisdom is more valuable than your intelligence because it brings results.

How to develop wisdom:

Develop **moral fitness**, discipline yourself, and practice *The 5 Pillars of True Success*. They will bring you wisdom.

What is Moral Fitness?

Moral fitness is the balance of a **warm heart** and a **cold mind**.

A **warm heart** means **flexibility**. A **cold mind** means **strictness**.

Flexibility and a cold mind bring fairness and balance in life. Fairness and balance will develop self-confidence and the wisdom to do the right thing in your life. It is the foundation of a successful life.

A warm heart and a cold mind go hand-in-hand for moral fitness. A **warm heart** (flexibility) **without a cold mind** (strictness) will be useless or dangerous: For example, if you are a judge and let a rapist go free because he had a bad childhood, ignoring strictness, you will endanger other innocent people. You are not practicing moral fitness, which means you do not stand for justice.

By the same token, a cold mind (strictness) **without a warm heart** (flexibility), is useless or dangerous:

If you are an employer, and immediately fire any employee who makes one mistake without forgiveness or a second chance, ignoring flexibility, you will end up firing everyone and be left alone. Your business will close down because you didn't follow the tenet of moral fitness, which means you do not stand for justice.

Without moral fitness, even intelligent people do wrong, stupid, or dangerous things in the real world. Therefore, any success you achieve, without moral fitness, will be only temporary; like a tall structure that eventually sinks into the dirt that cannot support it, so too will your success disappear.

With moral fitness, you can do positive, right, and effective things in your life, so you can create a successful future personally, socially, and professionally.

How to develop moral fitness: Develop a warm heart and cold mind for flexibility and strictness.

Develop a Warm Heart and a Cold Mind

A warm heart means having a heart as hot as fire, which will burn away your anger, hatred, and frustration, and as big as the ocean, which will help you to feel love and compassion for all.

A warm heart is flexibility: Understanding other people's situations and circumstances while empathizing with their needs and wants. It means realizing that every rule has an exception, because no rule is perfect and no one is perfect.

Why do you need a warm heart? In the example where your employee made one or two mistakes, you need to think flexibly, and ask yourself, "Who is perfect? Who does not make mistakes? No one." Therefore, even in a company that has strict rules, any of your employees can make one or two mistakes. Forgive the person who made the mistake and give him a second chance. This flexibility is good for you, good for your employees, and good for your company. It is very necessary in the real world. You can utilize this example in many other situations.

A warm heart, which is flexibility, is necessary in our lives. Without it, it is too difficult to live in the real world because no one is perfect.

A cold mind is strict: Thinking strictly means following the rules and policies. It is a black and white interpretation; if you do well, you get a reward; and if you do poorly, you get punished. It means following the policies and rules to the letter, based on honesty and responsibility.

A cold mind means having a brain that is cool and clear, with sharp judgments and determination based on policy and rule of law. **It is the best tool:** Think strictly, so you can effect positive changes in the real world. A cold mind (strictness) is necessary in our lives. Without it, our society will be apathetic, animalistic, and chaotic. Therefore, you need to develop a cold mind.

A warm heart and cold mind are necessary to survive, thrive, and protect our lives. However, a warm heart without cold mind, and a cold mind without a warm heart are too dangerous.

How do you know you have moral fitness?

You must determine your moral fitness level by asking your moral or emotional age.

For some people, their real age is 45, but they act immature, like teen-agers, because they can't control their emotions, and they don't follow principles. They never changed their childhood habits because they didn't build moral fitness, which is to say they stopped disciplining themselves for improvement. Conversely, while some people are 15 years old, they act like they are 45 because they built moral fitness, so they can control their emotions and follow principles and values. The lesson to be learned is that while you can't control your real age, you can control the way you act through **moral fitness, which means you have self-confidence and keen wisdom (a quality heart).**

Why do you have a heart? You have a heart for feeling, so that you can experience positive and negative emotions. You also have a heart for believing, so you can tell right from wrong with your conscience. Plus, your heart develops self-confidence, which is inner power. Most importantly, your heart is the foundation of your life.

What does your heart do for you? Your heart leads your mind; your mind leads your body. Your body follows your mind; your mind follows your heart. Your heart is vital in your life.

The body, mind, and heart are intimately connected. They must work together in harmony. Otherwise, you will not have balance in your personal, social, and professional life. Therefore, you must develop moral fitness, which is the foundation of a successful life and will give you: **Moral confidence**, which creates inner power to develop strong character and **moral power**, which brings peace and happiness to your heart.

How to develop moral fitness:

Follow principles and develop high-class character.

Let's go to the next page where I will show you how to follow principles and how to develop your high-class character.

Follow Principles

The principles of life are the rules of nature. The rules of nature represent the three most important things in our lives:

Harmony and Balance

Truth

Survival of the fittest

Since we are part of nature, we have to follow these principles in order to survive and succeed. Following the principles of nature is morally right, while fighting against them is immoral.

Harmony and Balance:

They are the foundation of our universe, expressed in “EUM” and “YANG,” negative and positive, female and male, night and day, cold and hot, water and fire, dark and light, etc.

Without a negative and positive charge, electrical light could not exist.

Without a male and a female, no human can be on earth.

Harmony and Balance are morally right. Disharmony is immoral.

Harmony and balance demand that to survive and succeed, we need to cooperate with each other: Showing mutual appreciation, recognition, admiration, motivation, and respect in the process... no one is an island. People need people for a truly successful life. Harmony is the best tool to build moral fitness.

Truth:

Nature never lies. You plant corn and corn stalks grow. It's impossible to plant an orange seed and have it grow into a banana tree.

In order to build moral fitness you must follow the truth, which means being honest, acting with integrity and responsibility, and doing the right thing. Truth is the key to build moral fitness.

Survival of the fittest:

In the jungle, the lion chases after the wildebeest and kills it, and eats it for survival. The human world is no different. If you are strong: Confident and wise, you will survive, but if you are weak: lack confidence and are stupid, you will lose everything. Remember, even if you are right, if you are weak, you cannot win. Therefore, you must be strong to create harmony and balance, and follow the truth. To obtain success you should always test and reinforce your strength.

Every rule has an exception: In the real world you need to stand up for justice and to support and help others to succeed because we are all human beings, not animals. If you hurt others without the right reason, that is immoral. This is universal morality.

Principles, which are the rule of nature, educate and motivate us to build a warm heart and a cold mind, and develop moral fitness.

Nature is nature, not culture:

If you misunderstand the difference between principles (nature) and culture, it can be dangerous. You cannot change principle, because you cannot change nature, only learn from it. You can change culture and learn from it.

Principles are true and real universal values because if you follow nature you will survive, and if you go against nature, you will die.

People have different beliefs because they have different cultures: Different ethnicities, different religions, different organizations, different families, different ages, different education, different personal status, different genders, etc.

For example: In most countries people eat beef as a food, but if you eat beef in India, you will get in trouble because cows are sacred in their religion. In some countries or religions a man can marry as many as 20 women, but in most countries or religions, marriage is one woman and one man.

In some countries gay marriage is legal and morally acceptable.
In other countries gay marriage is illegal and immoral.

In some religions, women must wear hoods (to cover their faces), but in other religions women freely show their faces.

The USA has two different cultures: Prolife and Prochoice.

For a while in China, legally, a couple couldn't have more than one child. Now they are allowed two.

Some countries have legal prostitution, while others do not.

Some countries allow marriage between relatives, while others do not.

In many countries a thumb up means something good, but in Iran it means something bad.

In the USA the number 13 is bad luck, but in Korea the number 4 is bad luck, and in China the number 5 is bad luck.

Some countries have a democratic system, some are socialist, some are communist, and some are dictatorships.

With so many conflicting cultures, how do you decide what is right and wrong? Should you follow policy or conscience?

For example, a U.S. soldier is posted in a war zone with terrorists. One day the soldier sees a mother with a little baby approaching and fears that she may be a suicide bomber. The soldier warns her to stop, but she continues to move closer. The soldier can't shoot her in good conscience. As a result she is, in fact, a suicide bomber, and she blows up a hotel and kills thousands of innocent people.

Was it moral or immoral not to kill the baby and mother? The purpose of the military is winning, to protect our country and citizens. Soldiers must kill suicide bombers before they kill innocent people. Although it is normally wrong to kill a mother and child, in this case, the soldier must have a strong mind. He must defend himself and others according to survival of the fittest.

For another example, a police officer stops a drunk driver. The lady says to the officer that she lost her husband and son, and is on her way home from the funeral parlor, and that's why she is drunk. **What action is right and moral: Should he let her go or arrest her?** The duty of the police is to protect and serve. Therefore, the policeman should not let her continue to drive because she might kill herself or someone else. Instead of arresting her, he might leave the car right there and take her to her home. Prevention is better than cure, so the policeman's duty is to prevent accidents, and protect her and other

innocent people. However, according to the facts, he should arrest her. He is following truth (a principle of nature) when he decides to serve in addition to protect.

We can argue about controversial cases all day long. I used to be stupid, biased, and had wrong beliefs about morality for a long time because I believed in only my own culture. When I started to open my mind and learn about other cultures, I was confused about what is moral and immoral. For a long time I had questions but no answers.

After many years of research and experience, I finally found the right answer: **Universal morality is the rule of nature, which is the principle of life.**

Social culture is different for each country or each religion. Cultures are important, however, we have to follow principles. Following the rule of nature is moral; going against nature is immoral because no matter which ethnicity or religion is yours, nature is the same for everybody. In our world there is only one sun, one moon, and one earth.

Without nature nobody can survive. Of course you need to follow the principles of nature to build a cold mind and a warm heart, and achieve moral fitness. However, in your relationships, you don't have to follow other cultures, but don't ignore them either. Respect other cultures and you can build good relationships. You can also build practical wisdom and extra confidence.



Create Strong Character!

Low-class people fill you
with danger and distrust.
They only hurt, not help you,
so stay away you must!

**The class that's in the middle
follow all the rules,
but do not innovate --
they might as well be mules!**

The highest class of people
will surely help you learn.
Associate with all you can,
and see how much you earn.

**Your class does not depend
on cash or birth, it's true:
Being high, middle, or low class
is completely up to you!**

Develop High-Class Character

There are 3 different types of people in our society: **LOW-class** character, **MIDDLE-class** character or **HIGH-class** character.

These classes of character have nothing to do with wealth, education, or ethnicity; they have to do with character. Character is derived from internal qualities we all possess. Character is internal attitude. Wherever you are, whatever you do, and wherever you go, your character is always with you. It is a part of who you are; you cannot separate yourself from your character.

Character means self-confidence and wisdom; do the right things to yourself and others, which is the foundation of a successful life.

Most people run away from **LOW-class people** because they feel danger, distrust, or worry about being hurt by them.

Very few people stay with **MIDDLE-class people** because they are selfish and provide no benefits.

Most people like to follow or associate with **HIGH-class people** because they feel comfortable, feel secure, and learn a lot from them for self-improvement.

Are people born as low, middle, or high-class?

I was confused for a long time and couldn't figure out why some people were low, middle, or high-class.

Some high-class people looked like they were born that way because they came from rich or powerful families. However, some people were not from rich or powerful families, but they were high-class. On the other hand, some low-class people were from rich or powerful families. For example, many people from rich and famous families destroy their lives with drugs or alcohol.

My final conclusion is that nobody is born into any class. I am 100% sure that anyone can become whatever class they choose. Success or failure is my choice. This realization inspired me and marked a turning point in my life.

In life, being successful, like being high-class, or being a failure, like in low or middle-class, is the result of my choice.

This book is designed to give you the tools you need to maximize your potential to become a high-class person and create a successful future. There is one requirement: don't try to create a successful future with only half of the tools. Please read this entire book so you can have all the right tools to create a truly successful future.

Only you have the power to discipline your instincts to stay alive, prosper, and build high-class character. Never stop disciplining your instincts to maximize your potential and create a brighter future!

Special note: *Please don't judge people based on one or two mistakes, or situations that they have no control over.*

Understanding and flexibility are important in gauging personal and professional management as a character trait. Everyone makes mistakes. No one is perfect. We are human beings. Please don't label anybody (including yourself) as any class because of one or two mistakes, but habits count.

Why do some people remain **low-class**?

They use less than **5% of their incredible potential**, or use their potential in the wrong way because they didn't discipline themselves, so they become lazy or they have no clear goals.

Why do some people remain **middle-class**?

They are using less than **20% of their potential** because they have no ambition, so they stop disciplining themselves to improve.

Why do some people remain **high-class**?

They **maximize their potential** because they have dreams and positive goals, focus on those goals, and never give up until they achieve those goals no matter what obstacles are in front of them. On top of that, they never stop disciplining themselves to improve, to push their limitations, and to set higher goals.

Why do you need to climb up to high-class?

People look for high-class people everywhere because everybody is looking for positive relationships and every organization -- including Fortune 500 Companies -- need people with a positive mindset to build a competitive and successful organization in the real world.

Without high-class people, society would have no energy. High-class people bring super energy to our society. Plus the world needs **high-class people to create a successful future.**

Historically, they have helped change people's lives, transformed our society, and revolutionized the world to make it a better place to live.

Without high-class people, society will be dark. **High-class people are beacons of hope in our society.**

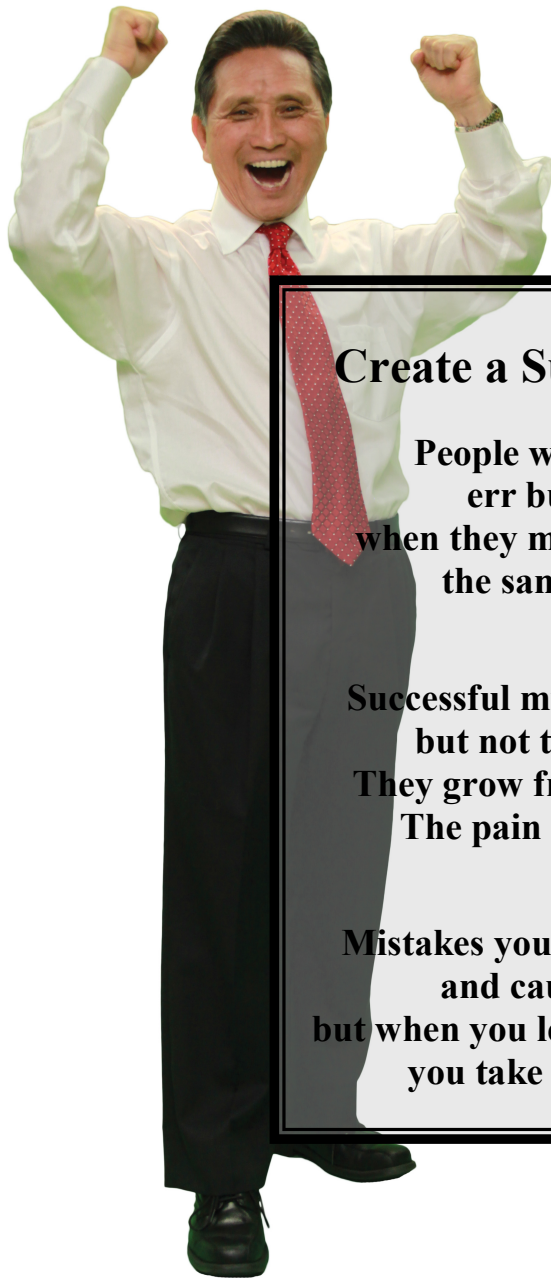
How do you assess people's character? Examine people's habits (unconscious thoughts and actions).

It is never too early or too late to develop high-class character!

Develop the 8 major character beliefs:

- 1. I am High-Class Physically**
- 2. I am High-Class Mentally**
- 3. I am High-Class Morally**
- 4. I am High-Class Financially**
- 5. I am High-Class in Life**
- 6. I am High-Class Personally**
- 7. I am High-Class Socially**
- 8. I am High-Class Professionally**

The 8 major high-class character traits will bring a warm heart and cold mind to build moral fitness and to create moral success.



Create a Successful Mindset!

**People with a poor mindset
err but do not learn;
when they make the same mistake,
the same results return.**

**Successful mindsets make mistakes,
but not the same one twice.**

**They grow from their experience:
The pain is worth the price!**

**Mistakes you make can set you back
and cause a lot of strife;
but when you learn from your mistakes,
you take charge of your life.**

1. I am High-Class Physically

You only have one body, so it is important that disciplining yourself is a top priority. 99% of a healthy or unhealthy life comes from your lifestyle. Your lifestyle shows your personal character: If you know how to take care of yourself, you can be what you want to be, and you can do what you want to do.

Examine yourself to determine what kind of lifestyle you have. If you already have a high-class lifestyle, be proud of yourself. If you do not quite have a high-class lifestyle yet, change your habits to develop a high-class lifestyle and transform your life. Here is how lifestyle is divided in the classification of character:

Low-Class: They hate to exercise, but love to eat junk food; they will get sick too often and are tired all the time. On top of that, they may abuse themselves by taking in poison like drugs, cigarettes, or too much alcohol. They will have a painful life and hurt others. *They will live in the low-class zone until they transform their unhealthy lifestyle into a healthy lifestyle.*

Middle-Class: They take care of their lives very well during normal times, but when they face tough times, they cannot handle stress, and they may start to abuse themselves. *They will stay in the middle class zone until they change their habits.*

High-Class: They believe taking care of their body is their top priority, and they eat and drink wisely, exercise daily, rest properly, and think positively. They will be healthier, stronger, and happier. They will have a fun, exciting, and wonderful time. *They will live a healthy and high-class lifestyle.*

Can you be high-class physically?

First, throw away all junk food and toxins at home and work (like cigarettes, alcohol, and drugs) and never buy them again.

Second, practice the four wheels of physical fitness, until they become second nature. You will enjoy a new high-class lifestyle.

2. I am High-Class Mentally

1) Character begins with **THOUGHT**

Good or bad, positive or negative character traits begin with thinking. Do you think other people know what you are thinking? No one can see your thoughts. Therefore, how do other people assess you as low, middle, or high-class based on your thinking?

At first they can't unless you say what's on your mind, as only you know what you are thinking. However, your actions will reflect your thoughts and other people will see what's on your mind. A habitually good way of thinking leads to good character, while a habitually bad way of thinking leads to bad character.

If you are already a high-class thinker, be proud of yourself. If you are not quite a high-class thinker yet, become a high-class thinker and revolutionize your life.

Low-class: They have a poor mindset: They think negatively, unfairly, narrowly, and carelessly; they will become biased, negative, evil, or they will limit themselves. As a result, they will hurt themselves and others. *They will stay in the low-class zone until they change their minds.*

Middle-class: They think selfishly. Most people will ignore them unless they transform their minds.

High-class: They have a successful mindset: They think big and about possibilities; they think positively, wisely, sincerely, and fairly. They will open the door to opportunities and create an amazing future. *They will have a meaningful life with a high-class lifestyle.*

Can you be a high-class thinker?

First, develop a successful mindset and intentionally think big and about possibilities; think positively and wisely until it becomes your habit. Second, intentionally focus on your goals and exercise daily. *You will be energized and you will be a high-class thinker.*

2) **SPEAKING** shows your character

Speaking shows good or bad, positive or negative, strong or weak character: Speaking is the key to relationships. Even if you are rich, famous, and powerful, if you have low-class speaking habits, nobody will like you. It will be difficult for you to build new relationships and easy to destroy those you already have. However, conversational miscues shouldn't be mistaken for lack of character because perfection in communication is not possible for anyone, but establishing good communication habits is.

Conversation can be motivating, or demoralizing and degrading. All of us have the ability to choose our words carefully and to powerfully affect others. Therefore, you should seek to develop high-class conversational skills to open the door for a successful future.

Low-class: They like to criticize and discourage others without the right reasons, and on top of that they complain and badmouth others unfairly. Most people will run away from them. *They will stay in the low-class zone until they change their behavior.*

Middle-class: They speak selfishly (only about themselves) and even if they are not speaking good or bad about others, most people will not be interested in them because the listeners don't get any benefits. *Like it or not, they will stay in the middle-class zone until they change their habits.*

High-class: They motivate, admire, and recognize others with respect and care, and on top of that they speak big and about possibilities, and they speak positively, wisely, sincerely and fairly, so they earn respect and trust. *They will have reliable relationships and enjoy their high-class lifestyle forever.*

How can you be a high-class speaker?

First, intentionally choose the right word, control your voice, use proper body language, and listen sincerely. Second, think both rationally and emotionally in any situation until you make the right decision, then speak.

3. I am High-Class Morally

1) TIME reveals your character

Time is money. Time is your life. On top of that, time management shows professional character: Time is our most valuable commodity, and how we handle time shows how we value and appreciate it, not to mention our level of character.

People can trust and depend on those who have good time management skills, because punctuality shows responsibility. In fact, our mortality demands that we sincerely care about time and use it wisely.

Time cannot be captured or reused, so proper time management is essential to success in life.

Low-class: They are habitually 5, 10, or even 30 minutes late for work or appointments, and they offer no explanation or apology for their tardiness, and they also constantly look for opportunities to leave work early. People will avoid them because they are unreliable. *They will be in the low-class zone until they change their habits.*

Middle-class: They arrive and leave right on time for work and appointments like clockwork, but even if there are necessary things to do, they leave on time anyway. Most people can't rely on them. *They will stay in the middle-class zone until they change their lifestyle.*

High-class: They habitually arrive 5 to 30 minutes early to work or for appointments, plus they also opt to stay late at work when there are necessary or important things to do. They will open the door to many opportunities and they will be successful in whatever they do. *They are truly high class.*

Can you manage time in a high-class way?

First, intentionally try to arrive 5-30 minutes early for work or appointments until it becomes a habit. Second, write down your daily goals and prioritize your time, until it becomes second nature.

2) **APPRECIATION** shows good character

What goes around comes around. Therefore, when you show appreciation to other people, they respond to you with generosity. Appreciation is a reflection of your character, which shows your confidence. Showing appreciation will help you create quality relationships.

Examine yourself to determine how you show appreciation. If you do not quite have a high-class character yet, change your habits to develop appreciation and transform your life.

Low-class: They never show appreciation sincerely because they lack self-confidence -- for example, if they borrow \$20 from a friend, they don't pay back the loan, even when they have the money. They will have a difficult time building reliable relationships and easily destroy even familial relationships. *They will be in the low-class zone until they change their morality.*

Middle-class: They borrow \$20 from a friend, and they pay back \$20 and show appreciation. *They will stay in the middle-class zone until they improve themselves.*

High-class: They believe that showing appreciation is the right thing to do in life – for example, if they borrow money or time, they not only pay what they owe, but they try to pay back double, showing their deep appreciation. They will build reliable relationships and build a successful network. *They can proudly say to themselves and others that they are high class morally.*

Can you show appreciation in a high class way?

First, intentionally show appreciation to yourself and others until it becomes your second nature. Second, love yourself unconditionally to build self-confidence. When you have confidence, you are not too shy or too afraid to express yourself properly, so you can show appreciation easily to others.



Maximize Your Potential!

You can stop a clock,
but you can't stop time.
If you don't improve,
you'll soon be past your prime.

**The world is changing fast:
If you don't keep up,
it will pass you by,
like a helpless pup.**

Changing isn't easy –
in fact, it's quite a feat;
but if you do not change,
you'll soon be obsolete.

**I once had trouble changing,
I really must confess:
But change is necessary,
if you want to have success.**

4. I am High-Class Financially

FINANCIAL management shows character

Finance has nothing to do with character, but financial management shows character: Character is the foundation of success. If you build a skyscraper on sand, you don't even know when it will fall down. When you build a building, you need a strong foundation. Building your life is the same as building a building. Here is how financial management is divided in the classification of character:

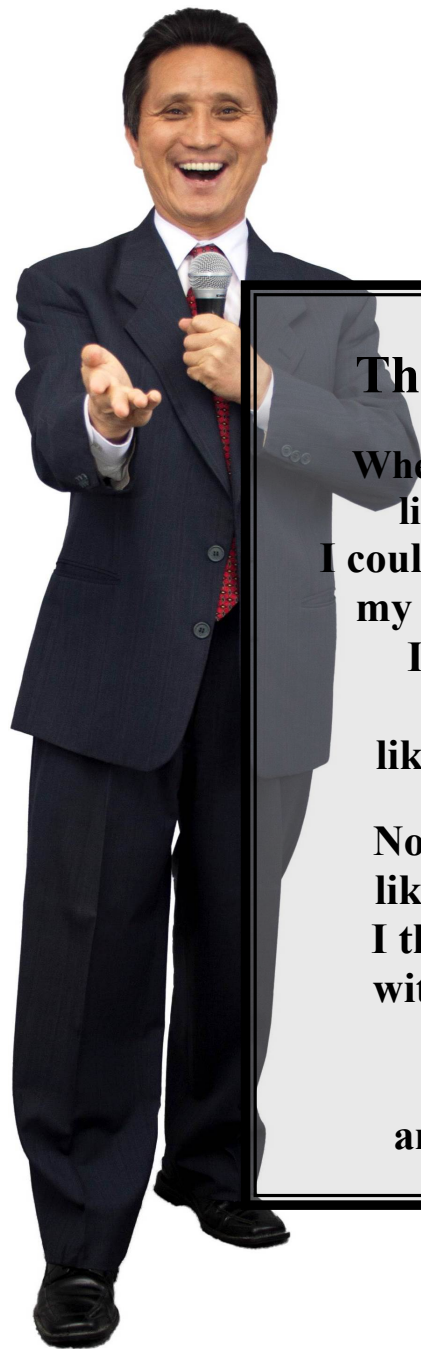
Low-Class: They follow money. They will have financial pressure because money is much faster than them. They hate to do any work, and even if they start something, they quit easily because they are lazy bums. As a result, they can't hold a regular job and will never achieve anything. *They will remain in the low-class zone until they let money follow them.*

Middle-Class: They start and finish their jobs well, exactly as they are asked to do, but they do no more because they are not interested in improving themselves. They will always be comfortable staying inside the box. As a result, they will make the same mistakes again and again, and they will miss many golden opportunities. *They will stay in the middle class zone until they improve themselves.*

High-Class: They let money follow them and no matter what obstacles are in front of them, they will overcome them and make things happen. They will never stop learning to improve themselves and maximize their potential, so they will open the door to every opportunity. They will achieve their goals, then set higher goals, and create a financial kingdom. *They will become really high-class.*

Can you manage your finances in a high-class way?

First, let money follow you. Second, make more and spend less. Third, invest for success. You will be rich and happy.



The Joy of Discipline!

**When I indulged my instincts
like low-class people do,
I couldn't control my thoughts,
my speech and actions, too.**

**I was always in strife,
and wasted my life,
like an animal in the zoo.**

**Now I live with discipline
like high-class people do:
I think and speak and act
with wisdom like the few.**

**I enjoy success,
without excess,
and, really, so can you!**

5. I am High-Class in Life

Discipline your instincts to earn personal freedom, to develop personal ability, and to have high-class character.

Instincts are the Most Powerful Gifts

Instincts are the most important tool for survival. Without instincts you could not survive, improve, protect yourself, and succeed. By the same token, if you don't discipline your instincts, you can't control them. If you can't control your instincts, they will destroy you, and our society will be chaotic and animalistic.

If you can control and maximize your instincts through the joy of discipline, success will be yours. Therefore, you must discipline your instincts to build high-class character.

Discipline your instincts to control yourself. In order to discipline yourself properly, you must gain knowledge of what is right or wrong, or good or bad, and get the right information to make the right decision for yourself.

What is the joy of discipline?

Discipline is the process of self-improvement: Making yourself more positive, stronger, and wiser. Discipline is accomplished by developing good habits through repetition and breaking bad habits by turning them into good ones.

How? By never giving up until your new habits become second nature. How? Compete within, between discipline and indulgence, and never give up until discipline wins.

What is competing within?

Competing within means waging an internal battle between discipline and indulgence to control your instincts. You have to fight for yourself until your disciplined side wins, enabling you to control your instincts. *(In the Pillar 5 section of this chapter I will show you in detail how to compete within to win.)*

Please join me in the joy of discipline. You will maximize your 5 major instincts to build high-class character.

Discipline The 5 Major Instincts to Build High-Class Character

1. APPETITE and Character

No one can survive without an appetite.

2. RECOGNITION and Character

Recognition will establish a sense of self-worth.

3. GREED and Character

Greed creates progress.

4. SEXUAL DESIRE and Character

Sexual desire creates the future.

5. WINNING and Character

Winning creates power.

Disciplining the 5 major instincts
will help you build a high-class character
in life.

1) **APPETITE** and Character

Appetite brings energy. No one can survive without an appetite because no one can survive without eating.

In fact, **an APPETITE for food is a critical instinct for life.**

Hunger drives us to eat, an activity that can be both energizing and enjoyable. However, if you don't discipline yourself and you eat anything, including junk or poisoned food, you will pay a high price for your indulgence: Suffering from obesity, sickness, or death.

Here is how appetite is divided in the classification of character:

Low-class: They abuse their body by letting food control them. Instead of disciplining their appetite, they will get sick, or suffer from being overweight. *They will remain low-class until they can control their appetite.*

Middle-class: They control food well during normal times, but when they are stressed out or angry, they can't control food and let food control them. They will become overweight and get sick often. *They will stay middle-class until they fight to win.*

High-class: They believe discipline is self-improvement. They discipline their instincts by competing within, and they control their appetite to eat and drink wisely. They still enjoy their meals and build a positive body. *They can proudly say that they are high-class and have a healthier life.*

Can you DISCIPLINE YOUR APPETITE like high-class people?

Compete within until you win to control your appetite, so you can control food instead of food controlling you.

(In the Pillar 5 section of this chapter I will show you in detail how to discipline yourself by competing within to win.)

2) **RECOGNITION** and Character

Recognition gives honor. Human beings need honorable recognition and even recognition in general to establish a sense of self and self-worth.

HONORABLE RECOGNITION is an essential instinct for life.

We strive to attain honorable recognition because of our instinctual need to be recognized by others. For example, why do you have your own name? A name is recognition of your personal identity. However, if you do not control your instinctual desire for recognition, you will do anything to be noticed regardless of how harmful or shameful it may be.

Here is how discipline is divided in the classification of character:

Low-class: They don't discipline their instincts and they want honorable recognition, but they can't get it because they have an indulgent attitude. They hurt others and themselves. *They become low-class because they don't realize that instinct without discipline is indulgence.*

Middle-class: They discipline their instincts, so they earn honorable recognition during normal times, but they get in trouble because they stop disciplining themselves when they receive recognition. *They will stay in the middle-class zone because they don't realize that instinct needs discipline forever.*

High-class: They believe they have to earn recognition, and therefore, they enjoy disciplining their instincts and maximizing their potential to earn honorable recognition. *They will become high-class because they earned respect and trust from other people.*

Can you discipline your desire for RECOGNITION like high-class people? First, intentionally compete within until you win, so you can control your instinctual desire for recognition. Second, enjoy the joy of discipline forever.

3) **GREED** and Character

Greed creates progress. Contrary to popular belief, greed is good and greed works if it is in the form of **POSITIVE GREED**. **It is a totally necessary instinct in life.** The need for things, like material possessions, serves multiple purposes, such as providing for shelter and security. Housing shelters us from the elements and helps keep us safe. Likewise, clothing shelters our bodies and protects us, as well as makes us feel secure. Also, need, in the form of greed, drives us to be successful, because we want to make life more comfortable and enjoyable. As a result, greed creates desire, and it will motivate us to study and work harder like successful people.

Are you GREEDY? If your instinct for greed isn't disciplined, you become indulgent like people with a poor mindset, which is negative greed. If you don't discipline greed to control it, you become a criminal. To prevent yourself from becoming indulgent, you must control your instinctual greed through discipline.

Here is how discipline is divided in the classification of character:

Low-class: They have a poor mindset, which makes them cheats, frauds, or swindlers because they don't discipline their negative greed. *They will stay in the low-class zone and endanger themselves and others.*

Middle-class: They discipline their instincts, so they can control negative greed well during normal times, but when they are stressed they stop disciplining themselves. They will get in big trouble. *They will remain middle-class because they don't realize instinct needs discipline endlessly.*

High-class: They like to discipline their negative greed to have control, and empower their positive greed to create a positive future. *They are absolutely high class.*

Can you discipline yourself to maximize your GREEDY nature like high-class people?

First, intentionally compete within until you win to control your negative greed. Second, never stop disciplining your negative greed to create a fruitful life.

4) **SEXUAL DESIRE** and Character

Sexual desire creates the future. The desire for sex drives the human race to procreate and bond with others in our species; it is actually productive energy. **SEXUAL DESIRE is a necessary instinct for life.** Without sexual desire humanity would not exist. However, if you don't discipline yourself and take responsibility for your sexual desire, you can become indulgent and immoral.

Here is how discipline is divided in the classification of character:

Low-class: They are indulgent because they don't discipline their sexual desire, and they might experience guilt, shame, broken relationships, sexually transmitted diseases, imprisonment, or even death. *They will be in the low-class zone until they discipline themselves and fight to win.*

Middle-class: They can control sexual desire well during normal times, but occasionally lose control during extreme temptation. They might hurt themselves and others because they don't realize instinct needs discipline forever. *They will stay in the middle-class zone until they climb up to high-class.*

High-class: They discipline their sexual desire to take control of their sexuality, and they can redirect their sexual energy to a more productive use so that later, at the right time and with the right partner, they can enjoy sex and build a healthy sexual relationship. *They are truly high-class.*

Can you DISCIPLINE SEXUAL DESIRE like high-class people?

Whenever sexual desire occurs at the wrong time and place, you must **compete within** and never give up until you can control it.

How?

First, change your mind to think about your goals or any new projects. You can redirect your thoughts. Doing so will help you control your sexual desire. Second, intentionally think about the consequences of acting on your desire. It will scare you into controlling your instinct. Third, fight for yourself and never give in until you win.

5) WINNING and Character

Winning creates power. People from all walks of life, including you and me, want to win because the **DESIRE to WIN is a vital instinct, based on survival of the fittest**, ensuring progress on an individual and societal level.

The instinctual desire to win is the catalyst of progress. Without it our society would be plagued by stagnation. However, if this **winning desire weren't disciplined, society would devolve into** savagery, creating a constant state of warfare. When uncontrolled, our competitive instinct becomes dangerous, making us indulgent and immoral, and turning us into losers. Hence, the wise handling of this instinct is paramount to success. It's imperative to remember that you can be your own worst enemy through indulgence. Victory must be earned; no one will hand it to you.

Here is how discipline is divided in the classification of character:

Low class: They are liars, cheaters, or they do illegal things to win because they have not disciplined their desire to win. They will end up hurting themselves and others. *There is no reason to stay in the low class zone. They should fight to move up to high-class.*

Middle-class: They control their winning desire well during normal times, but they get in trouble when they stop disciplining their instincts. *They will be middle class because they don't realize they always need to discipline their instincts.*

High-class: They never stop disciplining their desire to win, and they maximize their potential to improve themselves and create a winning future. *They can say proudly that they are exceptionally high class.*

Can you discipline your desire to win, to maximize your life like high-class people?

Discipline your winning instinct by competing within until it becomes a habit. Discipline your desire to win to create a brighter future.



**Being High-Class
Leads to Success!**

**Keep a high-class mindset
personally, socially, and
professionally, and live
a high-class life!**

Personally: *You will earn
respect from yourself.*

Socially: *You will earn
respect from other people.*

Professionally: *You will
earn respect and trust from
your professional network.*

6. I am High-Class Personally

No one can choose his or her parents including you and me; however, you can choose to be low, middle, or high-class, which means your life is your responsibility.

If you develop a low-class lifestyle, you will have a miserable life. If you build a middle-class lifestyle, you will have an ordinary life. If you create a high-class lifestyle, you will have a successful life.

Low-Class: They have a low mindset personally: They hate and doubt themselves, so they abuse themselves physically, mentally, morally, financially, and in life. Because of that abuse, they get sick, have mental anguish, suffer pain in their hearts, have financial pressure, or suffer in their lives. Therefore, they close the door to many opportunities and become failures.

Middle-Class: They have a middle mindset personally: They take care of themselves very well physically, mentally, morally, financially, and in life. However, when they face obstacles, they can't overcome them and surrender because they did not improve themselves to become strong. They go down into low-class and have painful lives.

High-Class: They have a high-class mindset personally: They love themselves unconditionally. Taking care of themselves is their top priority: Physically, mentally, morally, financially, and in life. They become strong and competitive. They create a positive future and enjoy successful lives personally.

Can you say, "I am high-class personally"? You can say, "Yes, I am high-class personally because I have a high-class mindset."

Never stop disciplining yourself to remain in or climb up to high-class personally.

7. I am High-Class Socially

Successful relationships require successful networks; successful networks require high-class character socially. Once again, social class doesn't mean where you were born, but how you act.

Low-Class: They have a low-class mindset socially: They hate and doubt other people. They intentionally hurt and disrespect others; they are negative, nasty, and jealous. On top of that, they like to criticize and discourage others without the right reasons, and bad mouth others all the time. However, they can't handle any criticism, discouragement, or any verbal attacks, so they can't develop relationships. Even if they build relationships, they destroy them right away. Their relationships with friends, co-workers, classmates, neighbors, and even family are all broken. They are lonely and have painful lives.

Middle-Class: They have a middle-class mindset socially: They have many good relationships in normal circumstances. However, they don't know how to defend themselves from normal verbal attacks, so they can't handle criticism. Therefore, they lose many good relationships and become lonely.

High-Class: They have a high-class mindset socially: They love and respect other people unconditionally no matter what position, age, gender, education, wealth, ethnicity, or religion. They try to understand, motivate, inspire, encourage, energize, help, support, and care for others. They practice how to defend themselves from unacceptable verbal attacks, so they can handle any criticism and maintain good relationships. Therefore, they build successful and lasting relationships and achieve many things because they have many strong supporters and successful networks.

Can you say, "I am high-class socially"? You can say, "Yes, I have a high-class mindset socially. I love other people unconditionally and practice the 5 powers of self-defense." You will remain in or climb up to high-class socially.

8. I am High-Class Professionally

Professional success requires high-class character. There are three different professional classes: Low, middle, and high-class character.

Low-class: They have a low-class mindset professionally: They hate to work, but they love to have lots of free money. They make excuses, complain, cheat, steal, lie, are con artists or total scumbags. On top of that, they are lazy, negative, ignorant, and cowardly. Therefore, it is too difficult to find a steady job, and even if they find a job, they love to complain without the right reasons. Because they don't believe in teamwork with co-workers, they quit or get fired quickly. They are pollution and poison in professional society.

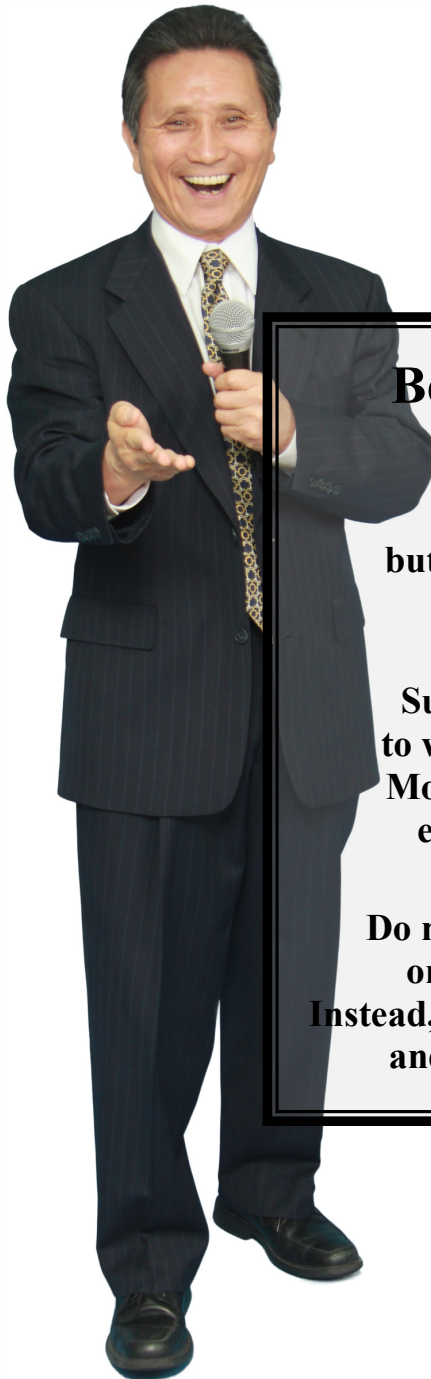
Therefore, they can't achieve anything. They are blind to opportunities and have financial difficulty throughout their lives.

Middle-class: They have a middle-class mindset professionally: They do well during normal times, however, they don't like to improve themselves professionally: First, they forgot or don't know that improving themselves is better for their future because they are comfortable in whatever they are doing now. Second, they forgot that we live in a competitive world because they don't have vision. Therefore, when the going gets tough, they will lose their job or their own business because they are not competitive.

High-class: They have a high-class mindset professionally: They never stop improving themselves to be competitive professionally because they are visionary.

They love what they are doing, so they maximize their potential to break their limitations. They prevent many disasters, and when they face a crisis, they can turn crisis into opportunity because they are competitive. They transform themselves, revolutionize our society, and change the world.

Can you say, "I am high-class professionally"? You can say, "Yes, I have a high-class mindset professionally." Never stop improving yourself. You will remain in or climb up to high-class professionally.



Be Rich and Happy!

**Ordinary people live
by chasing after money,
but they find that money runs
so fast it isn't funny.**

**Successful people do not try
to waste their time by chasing.
Money catches them just fine,
even when they're racing.**

**Do not waste your precious time
on something so unhealthy.
Instead, pursue your dreams and goals,
and you will become wealthy.**

Pillar 4

Create FINANCIAL SUCCESS

In one of my favorite seminars, *How to be Rich and Happy*, the first thing I ask the audience is, “How many of you want to be poor?” No one raises his hand. I continue by asking, “How many of you want to be rich?” Almost all of them raise their hands. I continue by asking, “Do you know how to be rich?” They pause for a quiet moment, and say, “I am here to learn how to be rich.” I tell them, “I will show you how to be rich,” and I show them a one hundred dollar bill, and say, “If any of you can run fast enough to catch this money, this year you will have luck worth millions of dollars and be instantly cash rich.” Many people stand up and run on to the stage, however, when they get on the stage to catch my hand, the money is already gone.

I start to say sincerely, “If you want to be rich, don’t follow money -- money is 10,000 times faster than you, and you will never catch money. If you want to be rich, let money follow you, because money is faster than you. Even if you try to run away, money will catch you. I will show you how to let money follow you, so you can be rich and happy.”

Please allow me to share my journey of success and failure, and the lessons I learned, with you. The main reason I share my story is to make you laugh and think, and to motivate you on your own voyage.

From my humble beginnings in Seoul, Korea, I rose from being a small, weak boy from a hopeless, poverty-stricken family.

I went from rags to riches, working like crazy 24/7 to make my American dream into a reality. With nothing more than a middle school education, I studied relentlessly to teach myself everything I needed to know about being successful.

Today, I am proud to say to you that I am the most successful martial arts business leader in the U.S., perhaps the world, and I achieved my American dream. I am fortunate enough to live a truly successful life. *Please hop in, I will give you a ride: While driving, I*

will show you my ups and downs, and my tireless, fearless, and crazy experience.

I worked 25 hours day and 8 days a week!

I left my home country of Korea in 1976, once I'd completed my military duty. I arrived on U.S. soil briefly before continuing on to South America (both Paraguay and Argentina) because I didn't have the proper papers. I finally received my U.S. visa and was able to re-enter the United States in 1977. When I arrived, I told people about my American dream of building the most successful martial arts school ever known. They responded by taunting and discouraging me. **"Are you crazy?"** they asked. **"There is NO WAY you can do that.**

"First of all, you don't have a green card yet, which means that you cannot even legally work, much less own a school.

"Second, you are homeless, which means that you don't have money for an apartment, much less a school.

"Third, even if you open a school, you can't teach American students because you can't speak English." I was shocked. I thought at least my friends would support me, not stomp on my hopes. Fortunately their discouraging words could not stop me from doing what I believed in.

To make a long story short, **I didn't just open a school; I opened one for 24 hours a day, 7 days a week.**

I worked extremely hard—almost like working 25 hours a day and 8 days a week during those early years, struggling to break even and make my martial arts school thrive.

With no funds and no advertising, I had no new students. However, when the time came, the utility bill, phone bill, and rent had to be paid. I had no money for food, and sometimes I would not eat for a week, just surviving on water. I taught class and slept on the school floor, and having no shower, I waited until dark to clean the sweat off my body with a hose in the parking lot behind the school. It was a very painful time and I suffered a lot, but **it challenged and pushed me to**

break my limitations. This is where I learned the true meaning of “survival of the fittest.”

During the day I opened my school and taught my few students. Starting at 9:30 p.m. I used the only form of advertising I had, which was my body. I didn't have a car, so I would walk tens of miles all around town to meet people and invite them to my martial arts school. Unfortunately it was too hard to find people on the street at night, so I visited late night restaurants, 24-hour stores, and lounges that were open until 2:00 or 3:00 a.m.

When I visited a lounge, it was difficult to see because it was so dark inside. I stayed in the restroom and when people came in, I invited them to my martial arts school. Of course, I was limited because I could get in only the men's room, not the women's room. Most of the time I would come back at sunrise to get a few hours of sleep before I opened my school for the new day. It was very tough to continue to promote because getting only 2 to 3 hours of sleep a day and skipping many meals made me physically exhausted. I had to keep going . . . I had no choice. However, the mental anguish made it worse, because no matter how hard I worked, the response was too slow. I knew that the due date for the rent, phone, electric, and utility bills were getting closer every day, but I couldn't call the phone company and say, “Hey, I am a Master of the Martial Arts. Don't charge me.” I knew that wouldn't work. If I didn't pay the bill, the phone company would cut off my phone. If I didn't pay the rent, the landlord would kick me out. If I didn't pay the electric bill, they would cut off my electricity, and it would be too dark to teach class.

Every day I felt the pain of financial pressure, but I could see no way out of this crisis. It seemed like the only option I had was to shut down my school, but closing my school was not really an option. There was no way I could close my school because I love the martial arts, I love my students, and I love teaching the martial arts. I also strongly believe that people need the martial arts, regardless of age or gender, to improve themselves and become healthier and stronger. However, no matter how much I love the martial arts, or how much I believe that people need the martial arts, if I don't pay the bills, the school will close down anyway.

In the deepest part of the crisis, my heart told me it was impossible to close down. To me, closing down would be suicide; it would be

much more painful than staying open. So, I couldn't even think about closing down, and I told myself, no matter what it takes, I will never close down as long as I can breathe. I promised myself that no matter what obstacles blocked me, I would stay open and build the most successful school on earth. That conviction motivated me and encouraged me to go the extra mile, and then another extra mile. I reenergized myself and worked harder, harder, and even harder, and promoted better, better, and even better. It finally worked, and lots of people started coming in to join my martial arts school.

Finally, my hard work, sweat, tears, and pain paid off with the birth of the most successful martial arts school in the U.S., perhaps in the world. I am proud to say that today I have a successful organization: Including the leading martial arts organization in the U.S., a leading software company; the leading marketing, management, and consulting company, and the leading martial arts supply company.

Needless to say, *I proved the doubters wrong and myself right. The most important lesson I learned from this experience was that if I had given up on my goal because of the discouraging words of others, I would never have achieved my American dream. Therefore, the most precious knowledge I gained was that I cannot limit myself because of what other people say about me.*

What other people think of me is important, but what I think of myself is much more important. My belief in myself creates my prosperous future.

To me 24 hours a day and 7 days a week was not enough, so I felt I needed to work 25 hours a day and 8 days a week.

Optimism is Much Stronger than Pessimism!

While growing my martial arts school, when I saw empty land near my school, I was happy. I had been looking for a bigger space because I had so many students that we were running out of room, but I couldn't find anything for rent nearby. I immediately decided that I wanted to build my own school building on this land. However, when I told others about my seemingly brilliant plan, their derisive response was less than heartening.

“Are you crazy?” they asked. “You can't build your own building, because you need either a lot of cash or good credit. You don't have either. Forget it, because it's not going to happen.”

While I felt dejected, I would not let myself be dissuaded. I went to one bank for a loan, but the answer was a loud and clear, “NO!” So I went to another bank for a loan, and got the same answer, “NO!” I went to every bank in the Central Florida area, but the answer was always exactly the same: “NO!”

Even I understood clearly and obviously why every bank said, “NO,” because I didn't have any credit. Despite every bank rejecting my requests, I had hope. However, when the last bank said, “NO,” I was disappointed and frustrated, and felt hopeless. Even so, I could not give up because I desperately needed a new, bigger building, so I changed my strategy.

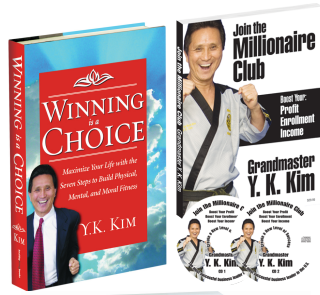
I decided to invite the senior vice-president of Sun Bank to my martial arts school, to exhibit the enthusiasm and excitement of the students in my classes. I told him my mortgage payment was guaranteed. I would never fall down unless the U.S. fell down because people need the martial arts.

Wow! The next day I received astounding news. Not only was he going to approve my loan, he was going to enroll his entire family for classes!

Finally, I could build my own martial arts school building on U.S. soil.

I did not allow others to limit me. *My optimism was stronger than their pessimism. As a result, I learned to be positive in whatever I do in life and never give up until I make things happen. The most valuable lesson I have learned from this experience is that whatever I am doing, always look for possibilities, and be persistent until I make things happen.*

Success: 1 % is the Idea, and 99% is Action!



I realized that as my classes grew bigger, and I had a couple of assistants, oral instruction and physical demonstrations were not adequate because every assistant taught a little bit differently. My students and assistants really needed a martial arts textbook to make

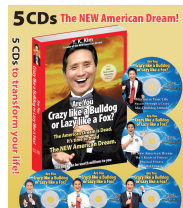


it easier for the students to learn and for the assistants to teach. I decided I would write such a textbook in English. Since I had already proven myself successful, this time I expected people to admire and support me. I was wrong.

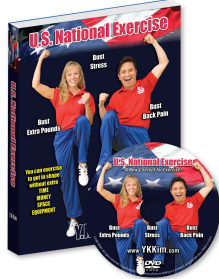


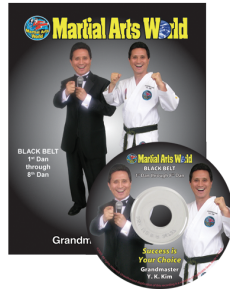
Once again, all I heard was laughter and sarcasm. “You can’t even speak English,” they said, “much less write in it.” Writing a book can be difficult for someone who grew up in America, so it would be impossible for me, they said.

This time, it sounded like the naysayers were right. Nevertheless, in my heart I knew I had to make it happen. I could not be deterred.

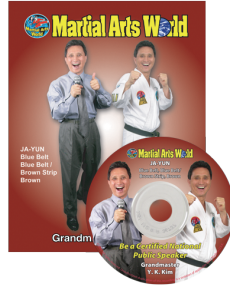


The first thing I did was pick up a Korean-English dictionary and devour each word; that’s how strong my determination was to conquer my adopted language. As a result of my tenacity, I ended up not just writing one book, but several. I thought I was the only one who had a tough time building a martial arts school, but I found that most martial arts schools were facing the same difficulties.





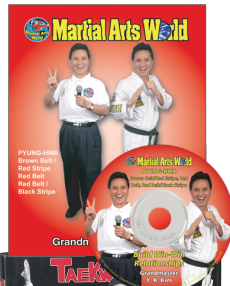
I decided to write a business guidebook for the martial arts industry.



I became the first person in martial arts history to write a business guidebook, *Success in Martial Arts Business*, along with accompanying CDs and DVDs.

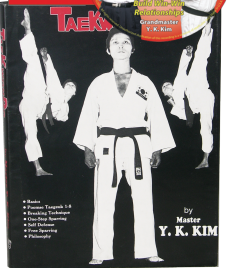
This package helped the entire martial arts industry become more professional and at least triple the martial arts population in the U.S.

Since then I've written over 13 books on martial arts, health, business, motivation, exercise, and leadership. Currently I am working on one more writing project: This book, which is about a new concept for true success.

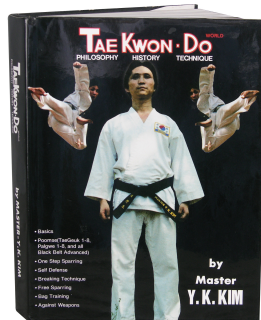


I am sure this book, along with the intensive research and life lessons that went into it, will help to change the world, one person at

a time. In my life, these lessons have helped me to achieve my new American dream, as well as touch the hearts of thousands of others, inspiring them to change their lives for the better.



The most priceless lesson I learned is that to make things happen an idea is only 1% of the process; the other 99% is action. As a result, I will continue to take action for my ideas and write books to help other people for the rest of my life.



Success is My Choice!



The *Miami Connection* director, writer, producer, and star, Y.K. Kim, at a press conference at Fantastic Fest on the red carpet in 2012!

What a victory and a miracle: 2012 **Blockbuster Midnight Movie of the Year in the U.S., the *Miami Connection*.** The whole country's midnight moviegoers were crazy about the *Miami Connection*.

I had an unforgettable experience at the Hollywood premier. After greeting the audience I left the stage and went to the meeting room. The audience brought me back to the stage again! When I returned to the stage, I heard the entire audience loudly chanting, "Y.K. Kim, Y.K. Kim, Y.K. Kim!" full of high energy! I felt like their chanting would bring the house down, and I was totally speechless. Then, when I watched the movie with the audience, I was astonished when I saw that they were so excited.

They cheered, applauded, laughed, and even cried during a tragic moment in the film. I thought I was dreaming, so I pinched my arm . . . but it was not a dream, it was real! **I felt like I was watching a dead body walking. It was like a miracle.**

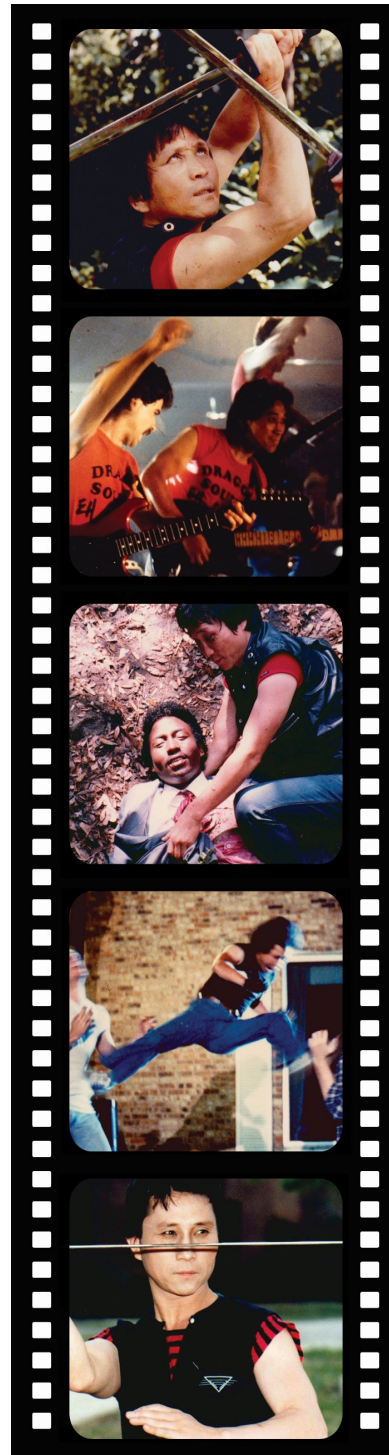
Let me share how I was involved in, produced, promoted, and killed the movie the *Miami Connection*. I hope my life changing experience helps you on your own journey to success.

In 1985, I visited my homeland of Korea and I was on the most popular TV talk show in Korea. I put on a martial art demonstration and talked about the true meaning of martial arts philosophy. A very famous action movie director named Richard Park watched my performance in his home. He immediately planned a trip to Orlando where I had my martial arts school to meet me and ask, “Would you like to produce an action film based on martial arts philosophy?” My answer was, “Yes!” right away because I always wanted to promote the martial arts on the big screen.

To make a long story short, Director Park and I made a joint venture to produce the action film *Miami Connection*.

I was so excited--like a teenager--to produce a movie and become a famous action movie star.

I imagined I was on the red carpet and the cameras were flashing, I was being interviewed, and I was the first martial arts action movie star to receive an academy award, so I prepared a historical speech. I felt my dream



was becoming a reality, so I was proud to announce publicly to the Central Florida community that I will produce an action movie. The public response was totally the opposite of what I expected. My close friends, some community leaders and friends in the media who care about me said, “Don’t do it.” “Why?” I asked. “You are a martial arts master, not a movie maker. In Orlando many people have tried making movies, but not one person has finished a movie yet. That means you are asking for bankruptcy, which means you will lose everything.” However, all my students were excited and fully supported me in producing the movie.

My determination was too strong. Nobody could stop me. We started production of the movie right away with only a story line-- without scripts, professional crews, or any other preparation-- because I didn’t have any knowledge or experience.

The only professionals we had were the director and the Director of Photography. The director’s responsibility was just to direct the movie. My responsibility was to produce the movie.

I was so positive and exceptionally confident that I thought I could do anything, which meant I was stupid. I didn’t get the right information, and without any preparation, I started because I believed the director. The hell I was about to go through was totally my own fault.

From the beginning of the movie I was physically, mentally, and emotionally exhausted. Plus, I had huge financial pressure because the money had dried out quickly. I didn’t imagine it would be so tough, so difficult, and so hard to produce a movie. There were too many demands, too many requirements, too many obstacles, too many roadblocks, and too many odds against me. At the beginning of the movie, I was only one person as a movie crew because I didn’t know the requirements, so I had to do more than 10 different jobs: casting, scouting locations, securing permits, catering, wardrobe, make up, equipment, transportation, set up, clean up, finding extras, hiring the crew, motivating the actors, writing dialog, rehearsing, and acting in a lead role.

One time I couldn’t sleep for 5 straight nights because I was too busy. I caught 10 - 20 minute catnaps and ended up driving into a

ditch because I fell asleep at the wheel. I was lucky to survive. I was living a nightmare. My body and mind asked me to quit a million times because it was too painful, too tough, and too hard, and like living in hell. But my heart said, “No way!” There was no way to quit because I promised all my students that we would have an action film about Tae Kwon Do. Almost all the characters, even the extras and the crew members, were all my students.

I had thousands of students because my school was open 24 hours a day, 7 days a week. However, even though I had promised my students, I couldn't continue because I was financially drained. I spent all my savings and got a loan. I spent all the money I borrowed, and mortgaged my school building. With nothing left to mortgage, I borrowed money from friends.



Finally, I had no more credit to get a new loan. With no money, there was no movie. The only thing left for me was bankruptcy. Since I started producing the movie, I pushed myself to the edge. It was like swimming in hot water -- everywhere I looked: front, side, back, up and down, I saw no way out. I was slowly sinking. This time my friends who said, “Don't make a movie. You will face bankruptcy,” were right: It seemed like my only choice was to declare bankruptcy. I was miserable, disappointed, and uncertain about my next course of action; I couldn't blame anybody but myself. This was my idea and my decision. At this point it looked like I made a stupid decision, but blaming myself didn't help solve this crisis.

I went to a quiet place and sat down all by myself, cleared my mind, and looked for a solution, but all I could see was to declare bankruptcy, and I was ashamed.

I continued to ask myself what to do. First, I saw the excitement on all my students' faces when I told them they could be a star and participate in producing a movie, and we could watch the movie together in a theater. Then, I saw all my close friends, community leaders, and media friends advising me not to try to make a movie. Most importantly, I felt so guilty for leaving my wife all alone because we had just gotten married. A million different emotions were washing over me: embarrassment, disappointment, anger, frustration, sadness, and confusion.

I started to empty my mind and do some soul-searching; I started to think about my life and my death. Someday, whether I like it or not, I have to die. At that moment I remembered what my mother told me: **"When you die, your body will be rotten, and you can't do anything. As long as you live, you should maximize your potential."** It turned me around. I decided I must do my best to make things happen, no matter what it takes. That started to energize my mind. Finally, I wasn't afraid of anything anymore, not even bankruptcy. I felt I could do anything and everything, as long as I didn't give in. Success or failure was entirely up to me.

I started to listen to my heart. Certainly, my heart was telling me loud and clear, "Y.K. Kim, you don't have bankruptcy in your dictionary. Stand up and finish it!" I became full of energy. So I stood up, reorganized, re-planned, put a new plan into action, and -- against incredible odds and humongous obstacles -- I survived a living nightmare and reaped my reward. I fought and overcame every obstacle, and finished my movie, the *Miami Connection*.

The director and I had divided responsibilities when we finished the movie. He had the rights and responsibility to sell the movie in



Moderator Zack Carson interviews screenwriter Joseph Diamand and producer Y.K. Kim about the *Miami Connection*

Korea. I had the responsibility to sell it in the USA and the rest of the world. After we finished the movie, he took his film to Korea and had it dubbed in Korean. I went to Hollywood to sell the movie to any distribution company. **I showed it to all the major distributors: 21st Century, Universal, Warner Brothers, Paramount, MGM, and over 100 smaller companies. The result was that every distribution company rejected it after screening and said to me, “Don’t waste your time. Just throw it away; it is trash.”**

I still had one last hope: the Cannes Film Festival in France. I took the *Miami Connection* to Cannes, rented a theater, and showed it to worldwide movie buyers. Everybody rejected it and again advised me, “Don’t waste your time. Just throw it away; it is garbage.” However, one distributor (Manson International) gave me advice, “If you rewrite and re-film, we will take the foreign rights and you might have an opportunity in the domestic market, too.” “Why?” I asked. He explained, “The good guy dies and the bad guy, the white ninja boss, lives. That’s why many buyers rejected it.” I came back to the U.S., but I could not bring back the director because he was busy with Korean distribution. After all my hard work, financial problems, and disappointments, I faced my biggest challenge: **I didn’t know how to direct a movie. But, I didn’t come this far just to give up. I had to go on, so I bought a book on how to produce and direct a movie.** I studied each page over and over again, and I asked one of my

students, Joseph Diamand, to rewrite with me. I also got help from the original DP, Maximo Munzi, to re-film, re-edit, re-mix, and a new movie was reborn. I ended up directing a full one-fifth of the movie. Finally, Manson International took the foreign rights, and now MGM has the foreign rights.

Even after we re-filmed, none of the distribution companies were interested in looking at it again because they had seen it before. It looked like that was the end of *Miami Connection* in the U.S. However, I had made a commitment to my students and I could not stop until I showed the *Miami Connection* in a movie theater. One of my black belt students, Brian Peoples, helped me to open the movie in eight theaters in Central Florida: The Orlando, Daytona Beach, and Melbourne areas in 1988. This was my last hope of showing my movie to the public.

We didn't have heavy advertising money, so we used our own bodies and brains to promote the movie: We went out on media interviews almost every day to all the major TV stations, newspapers, radio stations, and magazines, even local college and community newsletters. We arranged joint promotions with every major night club in Central Florida within a 100 mile radius; some were open 9:00 p.m. to 2:00 a.m., and others in the African American community were open 12 Midnight to 4:00 a.m. I appeared in every lounge to sign autographs and take photos with the patrons, promoting the movie every night for at least three months.

We also did joint promotions with everyone we could find, including huge chain retail stores like Walmart, restaurants like Hooters, Subway, and many others, and whatever community groups would listen to us.

I would leave home at 5:00 a.m. and promote the movie all day and all night, coming home anywhere from 12:00 midnight to 3:00 a.m. 7 days a week.

We also arranged joint promotions with over 50 local theaters to show the movie trailer and offer contests to win martial arts lessons.

I had a fun, exciting, and meaningful time meeting tens of thousands of people, doing hundreds of interviews, and signing thousands of autographs. I was lucky enough to get over three million dollars of free promotion for the *Miami Connection*. I was so excited and I had no doubt that we would pack every theater and it would become a blockbuster. I couldn't sleep waiting for opening day.



However, right before opening day, the most popular movie critic from the *Orlando Sentinel* wrote a huge

article about *Miami Connection*, sarcastically praised the film for being in color, and at the end of the year named it the worst movie of 1988. He had a lot of followers in Central Florida. Despite what he said, I was not discouraged because I believed in the *Miami Connection* and I had promoted so heavily for three months.

Finally, the movie opened in eight theaters in Central Florida, after a summer of major blockbuster movies.

The media and the audience totally rejected the *Miami Connection* in 1988. It died quickly-- within three weeks. We tried a couple of other cities, but it was the end of our long journey. **The *Miami Connection* finally became trash. I lost almost everything and had piled up a lot of debt.**

I personally never regretted producing the *Miami Connection*, because I had an unforgettable experience. The one thing that hurts me the most is that I disappointed all my loyal and dedicated students, especially those who believed in me and supported me as a crew, cast, and even extras. I feel indebted to all my students for the rest of my life. I was also sorry to let down the Central Florida community by not making the blockbuster I had hoped for. Without the support of

my students and community, I could not have finished this movie at all. There were no professionals except the director and the DP-- but **we finished a full-length feature film and showed it in theaters as I promised. I closed that chapter of my life . . . or so I thought.**

Over 24 years later I received an inquiry from The Alamo DraftHouse chain of movie theaters. I didn't respond. I was not interested because I felt they were not serious, and I didn't want to waste my time again. However, they continued to contact us. I felt they were serious, if they were that persistent, so we responded cautiously. They really wanted to re-distribute the film in the U.S. I asked my attorney Bill Whitacre and Master Kirk Pelt, the president of our organization, to investigate the DraftHouse. They discovered that they were really interested, so we let them re-distribute the *Miami Connection*. **Even though I signed to let them distribute it,** I was very skeptical because to distribute a movie requires someone to invest a lot of money. I was wondering why they wanted to distribute this movie that the public had rejected and Hollywood treated like trash twenty-five years ago.

They invited me to the New York Asian Film Festival for the premiere of the *Miami Connection*. So I went to New York. I met Evan, the director of marketing for the Alamo DraftHouse.

The first thing I asked him was, "Why would you want to buy trash?" His response was a look of shock. He explained that the *Miami Connection* is not a daytime movie that families would watch together, but it is the best movie for a nighttime audience of young adults. They had test-marketed it six times, and every time the result was that people went crazy! So they persuaded me to re-distribute it. Even as he explained it to me, I was still skeptical. If I didn't see it, I wouldn't believe it. He invited me to the premier on Saturday night at 11:00 p.m. Tickets were \$13.00 per person. I was still skeptical at 10:30 p.m. when there were only around 20 people in a 300-seat theater. Even at 10:55 p.m. there were only 60 people. I was very disappointed because it reminded me of the nightmare of 25 years ago. Suddenly, at 11:00 p.m. the theater



was packed! Right away I was fired up. I performed a very exciting, short martial arts exhibition, then welcomed everybody and told them, “If you love to watch drama or romance, you are in the wrong place! However, if you love 80’s music, real action (not computer generated), and true friendship, you will not just love the *Miami Connection*, you will be crazy about the *Miami Connection*.”

I watched the movie with the audience for the first time after 25 years. From beginning to end, the audience cheered and laughed. Even I was shocked when I saw the audience going crazy with a never-ending torrent of applause, laughter, and screams throughout the entire movie.

I couldn’t believe it! Even after the movie finished and the lights came on, nobody wanted to leave. They seemed to want to make the good feeling last. After the movie, almost everyone came up to me and asked for an autograph, and wanted to know when I was going to make a sequel. Many people said to me that this was the best movie they had seen in a year. Most people mentioned that they loved the music and the real-life action because it was not computer generated.

They loved that the movie reflected the culture of the 1980s and message of true friendship.

I was overwhelmed, but I still had my doubts. Maybe New York audiences were different. How would an audience react in Hollywood, the movie capital of the world?

The action movie epic the *Miami Connection* sold out on the first opening day (Nov 9, 2012) in NY, LA, and through the U.S., as a midnight movie, even though it was competing with 007’s *Skyfall*, a

major Hollywood movie. In LA at the Land Mark Theater, fans waited in a long line for 2 hours to watch the *Miami Connection* on opening day.

In 1987 the media said it was the worst movie of the year. 25 years later, in 2012, the media said it was the best midnight movie of the year. It was a miracle. After 3 years, in 2015, finally my dream became reality: The *Miami Connection* had a special nationwide screening in main theaters in the U.S. (not at midnight) on Oct 1st, 2015. Even exceptionally big cities, like New York, sold out! What a victory!

Life-Changing Lessons

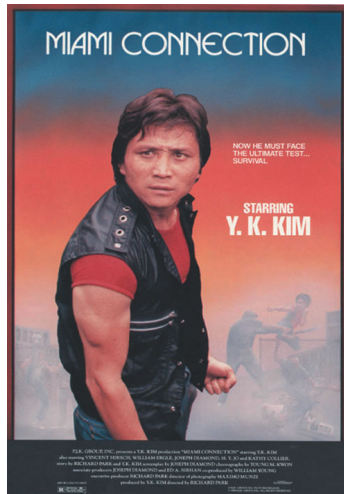
No great pain, no great reward. Financially, I lost everything and amassed a huge debt, which gave me financial pressure.

I have to tell you, I didn't like the financial burden. However, I don't regret it, not one bit, because I had an unbelievable experience. I finished the movie and showed it in Central Florida and to the world.

I felt I could recover from my financial burden easily because of this amazing experience. Now I am free from financial pressure. I will live only once, not twice. As long as I live, I will do my best to maximize my potential in whatever I do.

This unforgettable experience inspired me to set a new goal:

For Martial Arts World to produce one top academy award quality action drama every five years to show the true meaning of the martial arts spirit and philosophy. Our main purpose is to produce a movie to promote the martial arts to the public that family and friends can enjoy together, so more people will practice the martial arts to be healthier, wiser, more confident, wealthier, and happier, and to make the world a better place to live.



1987 original poster!

Life-Changing Lessons!



2012 Resurrection poster!

No Great Pain, No Great Reward!



2015 Nationwide poster!

What a Victory!

Break My Limitations!

I am certain that *The 5 Pillars of True Success* will help everyone on earth live healthier, wiser, more confident, wealthier, and happier.

I was looking for the best way to brand and promote it to the public, so that more people could benefit from it, when I remembered the time that a most respected and historical evangelist, Billy Graham, visited my homeland of Korea. Millions of Korean people gathered together to hear him speak, and were so inspired by his words that many of them converted to Christianity from Buddhism, changing the majority religion. I was so impressed by this accomplishment that I came up with a new exciting goal: to become the greatest public speaker in the U.S. to share *The 5 Pillars of True Success*.

Upon announcing my intention, the response I received was once again disappointing. My top business advisor and even my own family cautioned against it, saying: “Until today you were lucky. You work harder than anyone we know, and so you have been successful in whatever you have done, but this time things will be different. Americans cannot understand your English because of your thick Korean accent, wrong pronunciation, and lack of grammar. **You’re crazy if you think this can ever happen.**”



Even I noticed that often in my conversations, after I said something, the listener would ask, “What did you say? I beg your pardon -- I couldn’t understand you. Please say that again.” My English conversations made me and others frustrated. English is my second language, which I didn’t start learning until I was close to 30 years old. Therefore, my tongue coordination was completely Korean. For example, R and L sounded the same to me. So did B and V, or P and Ph. Since they sounded the same, I pronounced them the same. Furthermore, Korean grammar is totally different from English grammar. Nevertheless, I felt that public speaking would be the best, and maybe the only way to promote *The 5 Pillars of True Success*, so I practiced speaking day and night, repeating letters and words thousands of times, until I could distinguish B and V, R and L, Ph and

P, and many more letter sounds. To this day I still practice, because I never want to stop improving myself.

To make a long story short, one day, when speaking to an audience, I received a standing ovation. The audience members overwhelmed me with their nonstop applause, screaming and chanting my name, “Y.K. Kim! Y.K. Kim!” At that moment I was so overcome with emotion that I barely made it to the restroom before I started sobbing, breaking down on the toilet like a baby. I recalled my early days in America, when my English was so poor that I could not read the label on a can of dog food, so I bought dog food and ate it. How far I had come from that beginning, I thought. Now, not only am I reading and writing books in English, I am also teaching Americans how to become better public speakers.

Nowadays I speak to many different audiences and organizations, and have been selected as a keynote speaker in the Financial Power Summit national tour of the US. I really enjoy public speaking on motivation and education, so I am especially proud of this accomplishment. **My personal dream of sharing my knowledge and experience to help others has become a reality.** This achievement is made especially profound when people tell me that because of my speech they have changed their lives for the better by quitting addictions to smoking, drugs, or alcohol, losing weight, improving their relationships, getting promoted at work, eliminating self-doubt and improving self-confidence, changing negative thinking to positive thinking, becoming rich instead of poor, and feeling they can do anything they set their minds to do.

I am honored to tell you I enjoy public speaking; *it is meaningful and worthwhile in my life because I can share valuable ideas with other people. Once again, I learned a valuable lesson. When I pushed my own limitations, it was very painful at the time, but that pain was temporary. Once I broke through my limits, I gained unbelievable self-confidence and became more competitive for the rest of my life. Life is war, miserable and painful; conversely life is art, enjoyable and meaningful. I choose to enjoy and have a meaningful life.*



Break Your Limitations!

Thinking about your problems,
and talking about your problems,
is just so ordinary.

**Thinking about solutions,
and talking about solutions,
now that's extraordinary!**

Controlling how you think,
controlling how you talk,
are just the beginning.

**Working on your goals,
and never giving up
is the key to winning.**

People called me crazy, a big liar, a con artist, or a genius!

Crazy: People started calling me crazy because when I believed in something, I didn't care what other people thought or said. What others were too afraid, too shy, or hated to do, I did anyway.

Big liar: People started calling me a big liar when I told them about some new idea I had for the future. To other people, my idea looked or sounded impossible, so they didn't believe me . . . until I made it happen.

Con artist: People started calling me a con artist when I tried new things to revolutionize my industry. They didn't even try, and some attacked me because they hated to change. It was not until my idea became common that they realized it was desperately needed.

Genius: People started calling me a genius because they only saw the result after my new system worked well for them. They did not witness all of the hard work I put into achieving my goals.

At first, when people called me crazy, a big liar, a con artist, or even a genius, I got angry and fought with each one of them because I felt they were making fun of me. However, too many people called me crazy, a big liar, or a con artist; I couldn't keep up fighting with all of them. At the same time, I remembered what my personal hero, Thomas Edison, said, "1 percent of success is inspiration and 99 percent is perspiration." While he was working on inventing the light bulb, too many people said very similar (and much worse) things about him. That inspired me to transform my life and revolutionize the martial arts industry. Since then, if people did NOT call me crazy, a big liar, a con artist, or genius, I felt strange because I thought I didn't do my best, I did nothing unique, or I didn't create anything special. This experience motivated me to work harder to achieve my dreams and financial success. I still love it when people call me crazy; it makes me feel great.

In my personal experiences, to create financial success requires financial fitness. Without financial fitness, no one can have financial success. Therefore, I would love to share with you how to build financial fitness, so you can build financial success.

What is financial fitness?

Financial fitness is the balance of **POSITIVE ASSETS** and **POSITIVE LIABILITIES**, which are a balance of ability to make money and manage it wisely.

What is a positive asset? A positive asset brings income to your pocket.

What is a positive liability? It is a necessity that requires cash upkeep (within your budget, not over budget,) like your rent or mortgage.

The balance of positive assets and positive liabilities will give you financial freedom.

Positive assets and positive liabilities go hand-in-hand to create financial success. Without either one, no one can be rich and happy.

For example, without positive assets, you can't make money; without money, you will never become rich. By the same token, with negative liabilities, if you spend more than you make, even if you make lot of money, you will have financial pressure and never be rich.

I realized the most valuable thing in our lives is financial fitness: The ability to make money and manage it wisely, because financial fitness will create financial success. Without financial fitness, no one can have financial success.

Financial fitness gives you financial freedom, and makes your life much easier and better by allowing you to control money, instead of allowing money to control you. Financial fitness is the most practical tool to achieve your personal dreams.

I would love to share with you the *9 Easy Ways to be Rich and Happy*, so you can build financial success. They are gathered from my personal and professional experiences, plus my research and study about how to let money follow you. I am sure you will have a remarkable experience.

9 Easy Ways to be Rich and Happy

- People with a Successful Mindset Think Differently -

1. I am a genius and positive!

I can do anything I set my mind to do.

2. I am positively greedy and confident!

Financial success will be mine!

3. I am crazy and intelligent!

Success is on my side!

4. I choose the right friends!

I open the door to opportunity!

5. I let money follow me!

I build financial power!

6. I make more and spend less!

I have financial freedom!

7. I invest for success!

My money will grow while I sleep.

8. I create ventures!

I can open the door to be a billionaire.

9. I create a GPS to success!

I can turn obstacles into stepping-stones!

Put **The 9 Easy Ways to be Rich and Happy** into action and never give up until they are your habits, so that money will follow you. You will be rich and happy.

1) **I am a Genius and Positive!**

-I can do anything I set my mind to do-

Poor friend: “Success is only for gifted people, not you. You don’t need to waste your time trying anything. Even if you try something, if you don’t like it, you can always quit because you have personal freedom.”

Result: *You will remain poor and unhappy.*

Rich friend: “You are a genius and positive, and you can do anything you set your mind to do. From now on, think like rich people, take every opportunity to maximize your potential, and create financial power.”

Result: *You will be rich and happy.*

Belief is stronger than fact or truth. You are what you believe you are. If you think, speak, and act like poor and negative people, and do only what other people say to do, you limit yourself and become poor. If you think you are a genius and positive, like successful people, and take charge of your life, then you will maximize your potential to be rich and happy. If you believe in yourself and that you are a genius and positive, the sky will be your limit. You can build financial power.

You can’t solve financial pressure with money; if you do, it will only solve the financial pressure temporarily. You must change your lifestyle, which means you need to change your habits to solve financial pressure permanently. From now on, **you must believe you are a genius and positive, so you can change your lifestyle by practicing the 9 Easy Ways to be Rich and Happy** until it becomes a habit. You will have financial freedom for the rest of your life.

In my experience, when I believed I was nothing, like people with a poor mindset, I was just mediocre; I couldn’t do many things because I had no motivation and no energy. Since I changed my mind and I started believing I am a genius and positive like people with a successful mindset, I started to break my limitations, so I could do much more than my anticipation. As a result, I have financial freedom.

Can you be a genius and positive?

A traditional genius was a person with a high IQ; a modern genius is a person who never stops improving himself (or herself).

Being positive comes from positive goals. Being a genius comes from being a lifelong learner. Therefore, you need to set positive goals, focus on those goals, don't give up until you achieve your goals, and never stop educating yourself. This process will empower you to be a genius and positive. In addition, associate with people who have a successful mindset. You will be motivated, inspired, and educated to be a genius and positive.

The most important thing is to change your beliefs so that you believe you are a genius and positive, and think like, speak like, and act like you are a genius and positive; you will be a genius and positive.

Can you say, "I am a genius and positive"?

Please say, **"I am a genius and positive like people with a successful mindset!"** as loud as possible, at least 10 times with a smile, until you feel you are a genius and positive. *(If you are on an airplane or in an office, please say it silently.)*

You may feel silly, but if you believe in yourself, and you are a genius and positive, right away, you will feel different. It will motivate you, energize you, and you will feel great and proud of yourself. You will feel nothing is impossible. This is the opening of your journey to be rich and happy.

2) I am Positively Greedy and Confident!

-Financial success will be mine-

Poor friend: “You are right to hate rich people because greed and money are evil. Be proud of being poor and stay poor the rest of your life.”

Result: *You will continue to have financial stress.*

Rich friend: “Greed and confidence are the best tools for personal growth and to achieve your financial goals. Start now to think like people with successful mindset: Think about possibilities and take action to build your own financial empire.”

Result: *You will have financial freedom.*

Who told you money is evil?

If you earned your money and use your money effectively, money is good for you, and the best tool to make a successful life.

Who told you greed is bad?

If you set clear goals to build financial power and focus on them to achieve your goals, greed is good, which is positive greed. Positive greed is the golden key to achieve your personal dreams.

The root of desire is greed

Success begins with desire: Positive greed is good and positive greed works. Without desire, you will close the door to opportunities. With desire, you will open the door to opportunities. When we grew up, our society taught us (almost brainwashed us) that greed is bad, which is negative greed. They taught us only half of the truth, so most of us think greed is a vice. However, they didn't teach us the other half of the truth, that greed is the root of desire, which is positive greed.

I've never seen anyone without a strong burning desire have a successful life.

Money works!

Money is the best tool to achieve your goals. If you have enough money, you can take care of your family, buy your dream house, dream car, and dream vacation; or help your community. Money is good. Money works.

What is true confidence?

True confidence means you believe in yourself: You have the ability to control yourself, and you are not too afraid, or too shy to do anything you believe in.

The most successful leaders have a strong burning desire with confidence, and strive to be number one in whatever they do, so they create a successful future.

When you are positively greedy and confident, financial success will be yours.

I can't help you succeed in your life unless you want to. Even if I try to help you, I would waste my time and your time because you will close the door to opportunity. You can't even help yourself to succeed unless you want to, because success begins with desire and confidence.

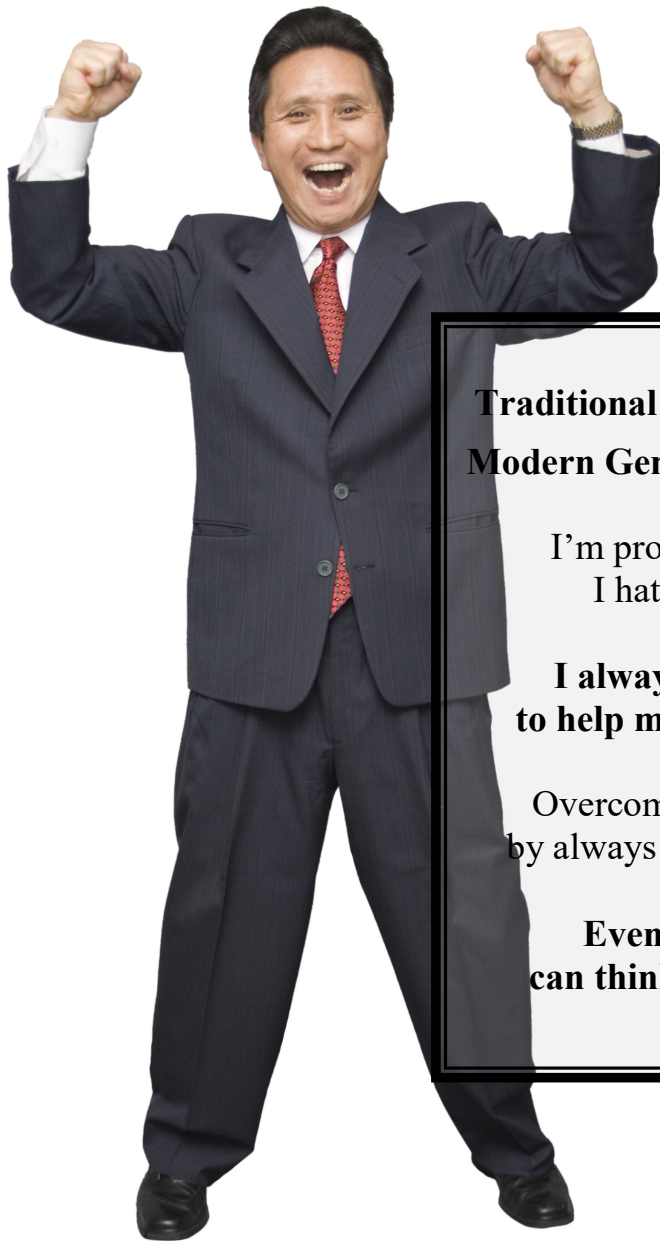
Can you have positive greed and confidence?

Imagination is much more powerful than knowledge because everything on earth (except nature) came from imagination. Imagine what you want to be and want to have; that will bring strong burning desire. Love yourself unconditionally; that will make you full of confidence.

Imagine your future: What you want to be, what you want to do, and what you want to have; and love yourself unconditionally. You will have strong burning desire and be full of confidence.

Can you say, “I am positively greedy and confident”? I know you will say, “Yes, I am positively greedy and confident.”

It will invigorate you to have strong burning desire and build confidence; you are one step closer to being rich and happy.



**Traditional Genius = High IQ,
Modern Genius = Being Crazy!**

I'm proud to be crazy.
I hate to be lazy.

**I always fight within
to help my good side win.**

Overcome your negative
by always thinking positive.

**Even a beginner,
can think like a winner.**

3) I am Crazy and Intelligent!

-Financial success is on my side-

Poor friend: “Don’t work hard -- do just enough to get by. You are right to hate your job because work is hard, and it’s even harder to improve your skills.”

Result: *You can’t get a secure, high-paying job, and you live from paycheck to paycheck.*

Rich friend: “Keep a successful mindset alive. Be proud that you are crazy and intelligent. It’s important to do what you love and love what you do, which makes it easy to improve your skills and maximize your potential.”

Result: *You will enjoy your work in a rewarding career and have financial security.*

People call me crazy and intelligent! When people stop calling me crazy I go nuts, because I feel I didn’t do my best and push my limitations. Whatever I do, I want to do my best to break my own limitations and make things happen. I fight for my future vigorously and never give up until I win. I am not afraid to act differently to make a positive impact, so people call me crazy. I am honored and proud to be intelligent because I don’t want to go back to living like stupid and lazy people.

No one likes to face obstacles; nobody likes to have pain; not one person likes to have a tough time; so people with a poor mindset quit when they face obstacles. However, crazy people use obstacles as stepping-stones and love to challenge themselves to overcome obstacles because they are intelligent. Nothing comes for free. Invest your time and energy to earn your rewards and create financial power.

Being CRAZY means you are extremely focused on whatever you do, and maximize your potential like people with a successful mindset, which means you put 10,000% effort into being number one. You do not just make things happen; you become number one, exceptionally strong and competitive, and create a prosperous future.

Being INTELLIGENT means you never stop gaining knowledge, getting the right information, and never stop disciplining yourself to control your instincts to be wiser.

Crazy and intelligent people can do anything they set their minds to do. They are not too afraid, too shy, or too lazy to do anything that other people are too hesitant to do. They put their ideas into action. They overcome whatever obstacles they face, and they never give up until they make things happen. They will take every opportunity and create their financial world.

Even when they are very successful and number one, they never stop disciplining themselves to improve for the future, because they know stopping self-improvement means committing suicide in our competitive world. They know there is always someone gunning for the top spot, so they must stay strong and competitive. Therefore, crazy and intelligent people like you lead their industry.

If you work hard physically, you don't have to worry about putting food on your kitchen table.

If you work well mentally, you will have financial freedom.

If you are crazy about whatever you do with intelligence, then nothing can stop you from unleashing your potential, because you will have endless energy. Success will be yours.

Now! Not later, I mean right now -- be crazy.

To make your dreams become reality, you need commitment to be crazy and maximize your potential. You can create your own world.

Now stop reading this book for a moment:

Sit in any chair or on the floor comfortably (if you are on an airline or already on a chair, just stay where you are) and relax yourself. Inhale deeply and say internally, "I am crazy and intelligent," with a smile! Then exhale peacefully while you imagine pushing your negative and weak mind out. Close your eyes and repeat several times. I am sure you will feel very energetic and optimistic.

Now! Take action. Stand up and shout, **“I am crazy and intelligent!”** (If you are in an airplane or any other public place, do it in your head.)

Don’t be afraid of what other people think or say -- after all, part of being crazy and intelligent is having the guts to do what others are not willing to do, because you are intelligent and courageous! So shout out from 10 to 30 times with a smile and a fist in the air, **“I am crazy and intelligent!”** Get a little crazier each time you say it. Come out of your comfort zone and shed the inhibitions others have placed on you. Show that you dare to be different.

By the 10th or 30th time, you will feel positive and energetic, and confident that you will find new opportunities. Create your own path to a successful financial world.

Attitude is everything:

If you have an attitude that says you are crazy and intelligent, everywhere you go people will welcome you because in our society people need intelligent, strong, and competitive people.

Now, you can say confidently that you are proud to be crazy and intelligent in front of anybody, any place, and at any time for the rest of your life.

Starting now, you have a new chance to create a successful future. Remember that if you have an attitude like a crazy and intelligent person, you will feel that nothing can stop you from maximizing your potential.

Be crazy about what you do and never stop improving yourself to be intelligent and create financial power!

4) I Choose the Right Friends!

-I open the door to opportunity-

Poor friend: “You can choose friends who have a poor mindset, so you can control them and they will flatter you.”

Result: *You close the door to self-improvement and stunt your growth.*

Rich friend: “Choose friends who have a successful mindset, so you can learn from them.”

Result: *You open the door to self-improvement and break your own limitations.*

Success is all about networking: People need people. We all need mentors, personal teachers, and friends to succeed in life. However, you cannot learn how to be rich from people with a poor mindset, or those who are only nice, or people you can control; they make you feel good, but only temporarily.

If you choose lazy or negative friends, you can be lazy or negative; if you choose positive and intelligent friends, you can be positive and intelligent because, “monkey see, monkey do.”

If you choose friends who have a successful mindset, who are full of knowledge, wisdom, and financial ability, you can learn from them. They will be your financial advisors. If you choose the right friends, you will not only gain the opportunity to build financial power, you will have a meaningful and happy life.

Successful networks create a successful future. The more right friends you have, who are not just your friends, but financial coaches, the more brains, eyes, ears, arms, and legs you will have. Together, your future will be brighter than ever. You will not just become rich and happy; you can change society and make it a better place to live.

Can you say, “I choose the right friends”? Please say, “Choosing the right friends is vital for my future. Yes, I can choose the right friends.” **Choose the right friends to change your financial future and be happy!**

5) I Let Money Follow Me!

-This is the only way to be rich-

Poor friend: “If you want to be rich, just follow money, and you will become rich.”

Result: *Money is 10,000 times faster than you, so you will never catch money. You will waste your time and remain poor as a result of your choice.*

Rich friend: “Hang on to the successful mindset, and let money follow you.”

Result: *Money is much faster than you, so even if you try to run away from money, money will catch up. You will be rich and happy.*

If you want to be rich, don't follow money. You will never be rich; you will be a slave of money. Once again, if you want to be poor and unhappy, follow money.

If you want to be rich, let money follow you. This philosophy of how to be poor or rich applies to individuals, corporations, and even nations.

There is too much money everywhere: If you know how to let money follow you, being rich is the easiest thing to do. It is just like a car: If you don't know how to drive, your car will not move one inch. If you know how to drive, you can go anywhere you want to go.

Being rich or poor is your choice. Put the 9 Easy Ways to be Rich and Happy into action and never give up until they are your habits, so that money will follow you. You will be rich and happy.

For a clear example, **if you want to have a high paying job, you must develop or improve your necessary skills with passion. If you are an employee, you will be promoted and be rewarded. If you are self-employed, it will boost your business. Money will follow you. However, if you want to have a high paying job, but you don't develop or improve your necessary skills and passion, you are following money.**

Don't love money; let money love you. If you love money, money will run away from you; however, if you let money love you, you can have enough money for the rest of your life. Let me give you a clear

example of what I mean about not loving money and letting money follow you.

Imagine any CEO of an IT company (computer, smart phone, marketing or management software, etc.) He is a genius in advertising and he loves money, but he doesn't know about IT, and he doesn't care about the quality of his products. He just wants to make a lot of money, so he invests a lot of time and money into advertising his products, instead of investing time and money into improving his products. He tries to make his stockholders happy and keep the company executives satisfied, thinking he can make a lot of money and save his job. However, maybe he can swindle consumers once or twice, but consumers are not stupid. In the end, nobody will want to buy that company's bad products any longer. As a result, he will jeopardize his company and lose his job because he did not let money love him; he just loved money, just like he followed money.

Not just IT companies, but all companies are the same: Any CEO, if he doesn't care about the quality of his products or service, but just loves money, is asking for bankruptcy. However, any CEO who invests time, energy, and money to improve the quality of his products and services, and uses excellent advertising, his company will grow big. That's why: If you want to be rich, don't love money; let money love you -- which means do not follow money; let money follow you. **Following money will leave you empty-handed.**

We are fortunate to live in the most abundant society in the history of the planet because competition improved our society. However, for those who are lazy, it is unfortunate that we live in the most competitive society in the history of the world.

Why? Almost everything becomes obsolete at a rapid rate. For instance, a smart phone becomes outdated in about 10 years, falling behind the performance of the newer models. The same principle holds true for humans: if John does not improve and update himself by being competitive, he will become outdated and fall behind. No one is an exception: If anyone refuses to improve himself and wants to get rich quick, he is just following money.

From my experience, failures who follow money have four things in common:

Laziness: They don't do what it takes to succeed. *Laziness is your enemy, my enemy, and success's enemy.*

Negativity: They don't like to improve themselves and close the door to opportunity because they have a, "No I can't," attitude. *Negativity is failure's best friend.*

Ignorance: Whatever they do, they make it worse because they don't know what they are doing. *Ignorance is the best way to be poor.*

Fear: They can't use their potential because they are afraid. Stagnant water will be rotten. *Fear is the worst roadblock to success.*

Many people dream of getting rich quick. As a result, when the real-estate market is booming or the stock market is hot, they rush to invest without due diligence or even thinking about the negative possibilities. In fact, they have no interest in learning more about how investments really work; instead, they'd rather spend the time dreaming of a carefree existence. **They follow money wherever it goes; however, they soon realize that money is pretty difficult to catch because it has legs to run away.** They don't understand that nothing comes easily; every success has a price tag. They think that most rich people achieved success through luck.

Successful people know that behind the scenes they paid a price for every accomplishment.

You have no reason to follow money unless you want to be poor. Whatever you do, you can use the same method: Invest your time to create quality products, services, or systems, and you can market your product or service aggressively to let money follow you.

Can you say, "I let money follow me"? Of course, you can! Say, "I can let money follow me. Letting money follow me is the key to financial freedom." Invest your time to improve yourself and let money follow you!

6) I Make More and Spend Less!

-The vital habit to build financial power-

Poor friend: “You are free to spend money on whatever you want to buy or wherever you want to go. If you don’t have the money now, just use a credit card and pay later.

Result: *You will spend more and make less, and therefore, you will be stressed out over money.”*

Rich friend: “Keep the successful mindset by making more and spending less. If you can’t control your credit card, just cut it up and don’t order a new one until you can control your spending habits.”

Result: *You will save a lot of money and be debt-free.*

No one can have financial freedom without making more and spending less. This statement is true not just for individuals, but for companies and even nations. The U.S. is not an exception: We spend more than we make, so we have over \$20 trillion in national debt in 2017. We live in the richest country in the world, however, 87% of Americans live paycheck to paycheck because we spend more and make less. College graduates have an average of over \$40,000 in credit card debt because they spend more and make less. Spending more and making less result in bankruptcy for individuals, companies, or even countries. Look at Europe in 2011-2012: Some countries’ economies created national crises, and many countries had riots because they were spending more and making less. To prevent bankruptcy, make more and spend less. You can save money and invest your assets to let money work for you.

How much money you can make is very important, but how you spend that money is even more important. If you make \$100,000 a year, but spend \$110,000 a year, you will have financial pressure instead of financial freedom. Conversely, if you make \$35,000 a year, but you only spend \$24,000 a year you will save \$11,000 a year. You can invest that \$11,000, making even more money, giving you financial freedom instead of financial pressure.

Do not spend more than you make, unless it is a great investment or extremely urgent. Otherwise, you should seek ways

to curb spending and save more. Rich or poor, we all need the saving habit. In order to make more money you need to save money so you can build the investing habit.

Spending brings no return; saving makes investment possible.
Many people cannot control their credit card spending habits because “buy now and pay later” is so easy. If you can’t control your credit card spending habits, you will have financial pressure.

The best thing to do is to cut your credit cards until you can control your spending habit. You will have financial security.

Can you say, “I make more and spend less”? When you make more and spend less, you will have financial freedom. Yes, you can have financial freedom by following the 4 ways to make more and spend less.

The 4 ways to make more and spend less:

a) Create a Financial Plan for Success!

It is the way to make more and spend less.

b) Create Assets, not Liabilities!

It is the key to make more and spend less.

c) Prioritize for Success!

It will save your time and money.

d) Develop the Saving Habit for Success!

It is vital to make more and spend less.

Put the 4 ways to make more and spend less into action until they become your habits; you will be rich and happy.

a) Create a Financial Plan for Success!

Personal financial plan:

Month	Income	Expenses	Savings	Investments
January	\$5,000	\$3,000	\$2,000	Self-improvement
February	\$5,000	\$3,000	\$2,000	(\$1,000)
March	\$5,000	\$3,000	\$2,000	
April	\$5,000	\$3,000	\$2,000	Time saving
May	\$5,000	\$3,000	\$2,000	(\$1,000)
June	\$5,000	\$3,000	\$2,000	
July	\$5,000	\$3,000	\$2,000	Improve skills
August	\$5,000	\$3,000	\$2,000	(\$1,000)
September	\$5,000	\$3,000	\$2,000	
October	\$5,000	\$3,000	\$2,000	Stocks
November	\$5,000	\$3,000	\$2,000	(\$12,000)
December	\$5,000	\$3,000	\$2,000	
Total	\$60,000	\$36,000	\$24,000	(\$15,000) Cash \$9,000

Income: Your income is probably different depending on your situation, but the ratio is the important figure. *(Try to save 40%).*

Expenses: House expenses (mortgage or rent, utilities, property tax, etc.), car payments, food, clothes and miscellaneous *(Expenses will vary depending on your situation).*

Savings: If you subtract your expenses from your income, the left over will be your savings *(not your pocket money)*. You can invest for success.

A financial plan will help you make more and spend less to save money to invest for success! You need short-term, mid-term, and long-term financial goals **to create financial power**.

b) Create Assets, not Liabilities!

“Create assets, not liabilities” means make more and spend less.

What do assets do? Assets produce income.

What do liabilities do? Liabilities cost you money.

Liabilities have two categories: positive (necessary) and negative (unnecessary).

What do I mean by positive (necessary) and negative (unnecessary) liabilities?

For most people, their mortgage and car payments are positive (necessary) liabilities. However, they can easily turn their mortgage or car payment into a negative (unnecessary) liability by paying too much.

Example “A”

Your monthly income is \$3,000 a month (after TAXES). If your mortgage on your home is \$700 a month, and your car payment is \$300 a month, then your monthly liabilities are \$1,000 a month. These are necessary, not negative liabilities, because you need a place to live and you need transportation. With this arrangement you have \$2,000 left over so you can still put food on the table, pay some other bills and save money to invest for your financial freedom.

Example “B”

Your monthly income is \$4,000 a month (after TAXES). If your mortgage on your home is \$2,000 a month, and your car payment is \$1,500 a month, then your monthly expenses are \$3,500 a month. These expenses are too extravagant for your budget, because with only \$500 left over, you won't have much money to buy food and pay other bills such as gasoline, utilities, insurance, and phone bills. You have created unnecessary liabilities because you are spending more than you can afford. You will give yourself financial pressure.

As another example, in my consulting business for martial arts school owners, I have learned that there are two different types of CEOs.

The first group, when they make some money, they immediately go out to buy a luxury car and an expensive house to show off to others. They create unnecessary liabilities, because a luxury car is not going to serve as advertising for the school, and an expensive house is not going to enroll new students. They are investing in liabilities instead of investing in assets. As a result, these CEOs are asking for bankruptcy. This principle applies not only to martial arts businesses, but also to all other businesses.

The second group, when they save some money, the first thing they do is buy a school van that serves the dual purpose of advertising and transportation. They buy a school building as an investment for the future. They are investing in assets that will enable the school to grow.

Keep in mind, creating liabilities is easy to do, but difficult to live with. On the other hand, creating assets is hard to do, but it is easy to live with because you will gain financial freedom.

As a result, from now on you should:

Prioritize your time and investments, to save time and money to grow your income. You will multiply your success.

Never stop educating yourself to be competitive, personally and professionally. Your knowledge is the most critical intangible earning asset to grow your money.

Build a financial network; people are the most valuable asset you could have.

If you saved enough money to invest:

Create earning assets, which means assets that generate cash flow. For example, if you purchase a building and rent out the property for more than your cost of maintenance, your income will grow.

c) Prioritize for Success!

Why do you need to prioritize your tasks?

In order to cut a big tree, you need a sharp saw. If your saw is not sharp, your first priority is to sharpen your saw before you cut the tree. If you don't follow priorities, you will waste too much time and energy. Becoming rich and happy is your choice. If you want to achieve your financial goals, you need to prioritize your tasks by writing down your goals and plans.

Without investment, money will not grow; but without investing time to research about investing money, it is too easy to lose your investment because the real world has no mercy. You must invest time to research about your investment to make it safe and grow big.

Time is a diamond. Save your time by prioritizing your activities. You can use your time productively to build financial success.

Say, “Yes!” to priorities and, “No!” to trifles.

Remember, the over 7.5 billion people on earth, regardless of age and gender, have exactly 24 hours in a day and 7 days a week, yet some are more successful than others. The difference is prioritization. How you prioritize your time will change your life. It will not just save you time and money; it will help you be more productive and take you one step closer to your goals.

Keep in mind that people with a successful mindset have this practice in common: Every day they set priorities by writing down a daily plan.

Please stay with me, I will show you how to prioritize your time.

Prioritize your tasks!

1st Do the **extremely urgent** things: *If there is a fire in your house, put it out before you do anything else.*

2nd Do the **urgent** things: *If you need to use the bathroom, do it now.*

3rd Do the **important** things: *Your health, going to work, or a business meeting. Make these things among your top priorities.*

4th Do the **necessary** things: *Cleaning up your house -- do it after you get the important things out of the way.*

5th Do the **trivial** things: *Chatting, watching TV, or going to the beach; these things you can do as your lowest priority.*

Prioritize your time building good habits. Write down whatever you need to do, even when you go to the grocery store or go on vacation. It will save you a lot of time and money.

The best way to develop prioritizing in your life is through writing down a daily plan. Why? When you focus on something or unexpected urgent things pop up, it is too easy to forget the other tasks that you may have, and you tend to forget important or necessary things. Why? Humans can't think of two things at once. For example, when you daydream you can't absorb anything that is said to you. Likewise, if your focus is elsewhere, you won't be able to do what you need to do.

Without a daily plan you can only do urgent or trivial things. You don't need a plan for urgent or trivial things because they occur naturally: For example, eating and going to the bathroom (urgent things) or watching TV and small talk (trivialities). Furthermore, when we extremely focus on one thing 1,000%, we tend to forget all the important things we have to do. That's why you need a daily plan so you won't forget the important and necessary things, and you can prioritize your life.

Start today: *Write down your daily plan. This simple change will change the rest of your life. Prepare and prioritize your time to grow your money big.*

d) Develop a Saving Habit for Success!

Financial success requires the saving habit

Save your time, save your money, save your energy, and save your life. You can make more and spend less, and you can invest for success.

The saving habit is the foundation of financial success. Without it financial success is far away from you.

Can you save money?

First, create assets, not liabilities. You can make more and spend less to save money.

Second, prioritize your time to save your money.

Third, write down your budget and follow your plan to save money.

Fourth, cut your credit cards until you can control your spending habits.

Can you say, “I make more and spend less”? Please say, “Yes, I can say, ‘I make more and spend less because this is the main key to financial success.’”

Develop the saving habit to create a new road to your own financial kingdom.



Invest for Success!

**Live for only today,
you'll suffer tomorrow.
It may sound like fun,
but brings only sorrow.**

**When you invest,
you forego today,
but tomorrow you get
a much greater pay.**

**So do not spend
on pie in the sky;
Look for investments
whose returns are high!**

7) I Invest for Success!

-Money will grow while I sleep-

Poor friend: “You don’t need to invest your time for self-improvement. I like you just the way you are.”

Result: *You will limit yourself. Without self-improvement, you will be obsolete in the modern world.*

Rich friend: The best investment for success is self-improvement. Make tomorrow’s success today’s task. Invest time and energy before you invest money, so your work will be much easier, and your money will grow big, even while you sleep.”

Result: *You will become rich and happy.*

Can you invest to grow big?

Rule number one

First, invest in what you know and like. If you have knowledge in your field, you can be in control, depending on yourself instead of others. If you like what you are doing, it will be fun. When you follow your passion, you become happy as well as successful.

Rule number two

Before you invest your money in anything, invest your time to study and get the right information and knowledge. These days you can get a lot of new information easily through the Internet, books, CDs, seminars, social media, or by finding the right personal advisor. Always invest your time before you invest your money in any business, stock, or real estate. Only after doing your homework can you decide the best way to maximize your profits.

Rule number three

Your research shouldn’t stop there. You must continue updating your information; invest your time, invest your energy, and invest your money for your future. If you continue to learn and improve yourself, there are boundless opportunities waiting for you. Therefore, your money will grow big by leaps and bounds and money will follow you.

Where do you need to invest for success?

You can be a CEO!

Let's look at Jack Welch, the former chairman of General Electric, one of the best companies on earth. When he started at GE, he was an entry-level employee. However, he invested his time in his career, becoming chairman of the board within 20 years. He not only became a multi-millionaire, he helped tens of thousands of GE employees and stockholders to also become rich themselves. His leadership moved GE and corporate culture in general to a new level of success for the US and the world.

If you are an employee of a company or any organization, your career is your first priority; it is your best asset for improving yourself to be competitive. If you work hard and smart, and take advantage of every opportunity to educate, improve, and advance yourself in your profession, you will be rewarded through promotions and raises. If you set your mind to it, you can accomplish anything, even becoming a CEO like Jack Welch. As a result, money will follow you.

Even if you are an employee of your company, you still work for yourself, because you are selling your skills and talents to the company, which is your best customer. The main reason you need to invest your time and money is for yourself, not anyone else.

Boost your own business!

Your business is your first priority; you need to invest your time, energy, and money to make your business grow, enabling it to be competitive. You can use your profits to reinvest in the business: invest in your current employees to improve their productivity, buy a building, buy a new computer to save time and improve efficiency, or buy any other device that will save you money and increase your profits. Investing in your business is better than investing in real estate or stocks because you can control your assets. In addition, as your company grows, your profits grow. Naturally your company's stock and real estate value will grow as well. This way, your money will follow you and grow big. That's why owning a business is the best investment you can make. *Investing in your own business is the best investment because your business can grow like crazy.*

Only if you have money left over, invest first in real estate, second, in stocks, and third, in money market accounts, which is savings in the bank (investment order can change depending on situations).

Invest in real estate for success!

First, invest your time in studying about real estate through the Internet, books, and CDs, by participating in seminars, or learning from experts.

Second, when you have real estate knowledge and the right information about a specific market, begin looking for valuable property to purchase.

Third, when you are ready to buy, invest in property with a positive cash flow, such as rental property. **Why?** You don't want to be cash poor and asset rich.

Cash poor and asset rich:

For instance, if you buy vacant land for \$10 million, you have a \$10 million asset, but you generate no income from the land. You are cash poor, because you invested all your cash in the land and you may not even be able to afford the property tax.

With rental income, however, you can pay the mortgage and other expenses with the rent money, and perhaps still have cash left over.

Why do you need to invest in real estate first, before stocks or money market accounts?

First, you can invest small amounts of money in order to buy big. For example, if you want to purchase a million-dollar commercial building, you only need to put 10-40% down; in some cases you can buy for 0 down. You can invest in a million-dollar building for \$400,000 or less.

Second, rental income will pay the mortgage, property insurance, and taxes.

Third, you can write the depreciation off as a tax deduction.

Fourth, on average, property value goes up about 2-10% per year. As a result, when you sell you will have plenty of profit.

Fifth, you can control your own property, driving the value up by making renovations.

Risks of real estate investments:

First, if you can't find a tenant, you will have financial pressure. *(Lots of retail stores are empty because people buy goods through the Internet.)* **Second**, you have to spend extra time to take care of the property. **Third**, if the value of the property goes down *(I had this experience in the 1980s and the 2008 real estate crash)*, you will lose your investment. Please understand that each property is a separate unit, and the value of certain properties can go up when the market as a whole goes down and vice-versa.

As a result, *you need to study to get the newest information about your business. Keep in mind, top professional business people can make profits from a crash. You can also be a top business professional if you never stop improving yourself.*

Invest in stocks for success!

Invest your time to study about the stock market through the Internet, books, CDs, financial newsletters, by participating in seminars, or learning from experts before making any investment. Even financial experts have difficulty picking which stocks will grow, so don't risk your hard-earned income on luck.

Two ways you can invest in stocks: one is day trading and the other is long-term investment.

In day trading you buy and sell a stock during the same day, or possibly hold it for up to a week. You try to buy at a low price and sell at a high price, but if your stock goes down, you must sell quickly so you lose less money. **In long term investing** you hold your stock for over one year. You can sell it at any time if the stock price is right, but when you hold it for one year, you pay only 15% tax instead of a higher tax because it is a long term capital gain *(according to 2017 tax law, which can change)*.

What is the difference between real estate and stock investments?

First, you don't need to worry about finding a tenant with a stock investment like you would for real estate because there is no mortgage and there is no tax payment until you get dividend income or you sell the stock.

Second, you do not need to spend extra time taking care of a stock investment like you would property.

Third, if you choose the right stock it can grow much faster than your real estate value.

What are the risks of stock investments?

First, it's easy to be paper rich but cash poor with stocks, because you can't spend the increase until you sell the stock or receive a dividend.

Second, once you buy stock you have no control over it until you sell (*Exception: If you have a huge percent of stocks invested in a company, then you can influence the company*).

Third, if the stock decreases in value, you could potentially lose your investment (*I had this experience two times: in the 1980s and 2000s stock crashes*). Again, realize that each stock represents an individual company and individual stocks can go up while the general market goes down, and vice-versa.

Bear in mind, *top business professionals can make large profits from stock crashes. You can also be a top business professional if you never stop improving yourself.*

Invest in money market accounts for success!

Invest your time to study about money market savings accounts, treasury bills, and bonds.

Why choose money market accounts?

First, there is a relatively low risk.

Second, you do not need extra time to find tenants or maintain property like you would with real estate.

Weak point: The return on your investment is low. Therefore, you need to study. Invest your time before investing your money to find out what will work best for you, depending on your personal situation and circumstance.

Invest your time, invest your energy, and invest your money, and your money will grow big to make you rich and happy.

Can you say, "I invest for success"? Please say, "Yes, I can say, 'I invest for success because this is the way to create financial power.'"



The Key to Success!

**Ordinary people are not happy
with the lives they've got:**

**They think the same,
they speak the same,
and they begin to rot.**

**Successful people fill their lives
with possibilities:**

**They are not tame,
they change the game,
with their abilities.**

**With opportunity everywhere,
why settle for much less?**

**Think differently;
act differently;
you can achieve success!**

8) **I Create a Venture**

-I can open the door to become a billionaire-

Poor friend: “Hey, don’t even think about starting a business because owning a business is only for the rich.”

Result: *Even if you have ability, you will close the door to opportunity.*

Rich friend: “Always remember that you are special: You are intelligent and positive. You can do anything you set your mind to do. Therefore, you open the door to maximize your potential. Entrepreneurship is a choice.”

Result: *You will be successful, perhaps even a billionaire.*

Look at the historical billionaires: Thomas Edison, Henry Ford, Steve Jobs, and Bill Gates. They are historical visionaries, creators, inventors, and doers, and most importantly they created ventures that created hundreds of millions of jobs worldwide, revolutionized our lifestyle, transformed our society, and changed the world.

Now it’s your turn! **The modern world has endless opportunities, so think differently:** Think big, dream big, speak big, and take action. You can be a visionary, a creator, an innovator, and a billionaire. You will see the world differently. You can create a venture and grow big, and you will make a positive difference in your life personally, socially, and professionally.

What is a venture? A venture is a creation or innovation that **people need.** People need three things to make life easier and better: A new product, a new service system, or a combined product and service. There are two ways to create new products, services, or combinations: **Invention:** Create something new from nothing. **Assembly:** Create something new by putting other existing things together.

How can you create a venture? Once you know 100% that your product, service, or combination will work (in your vision),

There are 3 steps to create a venture:

- a) **Set clear goals.**
- b) **Build a successful network.**
- c) **Go global and grow big.**

a) **Set Clear Goals**

Set your financial goals and execute your plan to achieve those goals with **D.D.D.P.E.- F.M.A.S.** We covered D.D.D.P.E. in mental success; now I will show you how to set, achieve, and set even higher goals to create successful ventures.

Desire to succeed: You have to have strong burning desire to create ventures. It is the first step to create your own venture.

Discover yourself: Dig out who really you are; you will find out your strong points and weak points, and how powerful you are. You can utilize your strong points to create a venture.

Decide to succeed: Set clear goals to create a venture. Write down a clear purpose of your goal. Be specific and realistic. Set a beneficial goal and set a deadline. These steps will empower you to create a venture.

Prepare to succeed: Plan for success; preparation saves a lot of time, money, and energy. Additionally, it reduces stress, creates a more fun process and makes achieving your goal fun.

Execute to succeed: Put your goals into action.

FOCUS to succeed: Focus 1,000 percent to empower yourself to achieve your goals.

MAXIMIZE to succeed: Break your limitations to maximize your potential and reach your goals.

ACHIEVE to succeed: No matter what obstacles are in front of you, never give up until you make things happen.

SET HIGHER GOALS to succeed: You will make your dreams become reality.

D.D.D.P.E. – F.M.A.S. will empower you to push your limits to create a successful venture and achieve your dreams.

b) **Build a Successful Network**

Networking means creating more time by duplicating yourself. You can do multiple jobs or even do millions of different jobs at once. Therefore, you can lead successful ventures, can lead either a small or big company, or even lead a nation and the world.

How to build a successful network

You need to invest your time and energy to build a successful network; it is the best investment for your future.

First, associate with people who have a successful mindset and successful investors in your industry.

Second, build a winning team and push them to succeed. They will be your successful network.

How to find the right people to build your network:

- i. **Consult your family members, friends, or coworkers.** Sometimes you can find a real gem in your own backyard.
- ii. **Contact your elementary, middle, high school, or college classmates.** You will find more than you expect.
- iii. **Look for and join good organizations** that are right for you, and build your networks there.
- iv. **Create your own network (utilize social media);** create your own club or association with people who have a successful mindset.

Can you say, “I can build a successful network to create a venture and go global”? Please say, “Yes, I can build a successful network to create a venture because I don’t want to stay inside the box.” You can lead the world.



Go Global and Grow Big!

**The world is huge and often
strange,
and many find that scary.
They look for ways to find success,
but they are just too wary.**

**Successful people aren't afraid;
instead they look for unity.
They see the global marketplace
as endless opportunity.**

**Don't be afraid to open up
and make your business mobile.
It's time to think outside the box:
To grow you must go global.**

c) Go Global and Grow Big

To go global, first you have to learn and understand both typical Eastern and Western cultures.

Look at what is going on in the world. Typical Western countries like the U.S., Canada, England, France, Germany, and Italy have historically been the wealthy nations of the world.

Typical Eastern countries like China, Japan, and Korea have historically been the poor nations of the world. However, **Japan** was the first Eastern country to adopt western culture and soon became the second richest country in the world. South Korea and China soon followed and enriched their economies.

South Korea was the second country to adopt western culture and become the sixth largest country in world trade and the tenth richest country in the world.

China, the third country to adopt western culture, became the second biggest economy and perhaps China will compete with the U.S. as the number one economy in the world.

The rest of the Eastern countries all have booming economies. Most respectable economists forecast that the Eastern countries will take over the world economy and lead the world soon.

Eastern countries embraced the global culture by adopting Western culture. Therefore, they built strong global businesses and became competitive. This development was good for both Western and Eastern countries; the Eastern countries were freed from poverty, and the western market grew from two to ten times bigger than before. If your company made one billion before, now your company can make two to ten billion dollars. However, a rule of nature is survival of the fittest. If you are weak, you will die. If you are strong, you will survive and have endless opportunities. Business is no different; remember, the Eastern business world now threatens the Western business world.

We live in a global business era, not just a local one any longer. Anything that happens in one part of world impacts the rest of the world. For example, if there is a war in the Middle East, oil prices go up. If Europe has economic problems, U.S. stock prices go down. If China has factory problems, the price of most goods goes up in the U.S. If the U.S. economy sneezes, the rest of the world catches a cold. You have to embrace the new global culture to be successful in the modern world. You must prepare to face any disaster and turn disaster into a brighter future.

Create the new global culture:

Global culture is a balance of Eastern and Western culture.

Eastern culture focuses on the intangible: Spirituality and positional power: Families and society are ruled by hierarchy, where the elder's decisions cannot be questioned by the young. Reality is subjective, so feeling is believing. The focus on spirituality fostered internal development but hindered economic development. That's why most Eastern countries were poor and undeveloped. However, after they adopted Western culture, Eastern countries today look more modernized than the U.S., with cities like Tokyo, Seoul, and Shanghai. Incheon International Airport in Korea won the best airport in the world for the last seven years in a row. Now Asia is no different than the U.S. materially and industrially, with some areas even better than the U.S.

Western culture focuses on the tangible: Materialism and personal power: Families generally allow for individualism, respecting freedom of thought, freedom of speech, and freedom to pursue personal dreams. Reality is objective, so seeing is believing. The focus on materialism fostered the industrial revolution that created modern household appliances, skyscrapers, airplanes, electricity, military weapons, the Internet, etc. New York City was the first concrete jungle, combining the world financial center with a melting pot of cultures. Western culture made the U.S. into the super nation of the world.

Lead the power of global culture for success!

Now most Eastern nations have adopted Western culture, so that both cultures work together, like hardware and software in a computer. They have become more powerful than many western nations who have not adopted the advantages of Eastern culture.

Toyota and Samsung adopted western culture to create a global culture:

In Japan, Toyota did not invent the automobile; they copied the U.S. automobile industry from companies like Ford and GM. They continued to improve, and finally they beat GM and Ford to become the number one automobile company in the world.

Look at the Samsung electronics company in South Korea: Samsung did not invent the TV, refrigerator, smart cellular phone, or any of the major household appliances they manufacture. Samsung copied from western companies and continued to innovate, and finally Samsung became the number one electronics company in the world.

Look at the list of Fortune 500 Companies: Five of the top ten highest revenue earners are Eastern companies.

Eastern culture emphasizes teamwork and loyalty.

Western culture emphasizes personal talent and freedom.

The Power of the NEW global culture:

Soccer is very popular in Korea (*like football in the U.S.*), but the Korean soccer team never won a World Cup and never even ranked in the top sixteen to be invited to the tournament. However, the Korean national soccer team hired a western head coach named Guus Hiddink. When Korea and Japan hosted the World Cup in 2002, Coach Hiddink brought western culture into the Korean soccer team.

The first thing he did was to hire the national soccer team players based on personal talent (*until this point, they were hired based on connections and loyalty*). The Eastern culture of hierarchy prevented

previous coaches from fielding winning teams. Coach Hiddink took advantage of the most talented players, combined with the culture of personal loyalty and strict teamwork to win fourth place in the World Cup for the first time in Korean history. It was like a miracle to all of Korea. Almost every Korean wore a red t-shirt and came out into the streets to celebrate this historic win.

Winning fever lasted a whole month. As a result, this one event transformed thousands of years of Korean mentality. Suddenly, Koreans were swept up with the winning spirit, and for the first time they felt everything is possible, and nothing is impossible. This newfound confidence unified the whole country and generated over \$100 billion in economic benefits. Just by adopting Western culture to create a new global culture, Korea changed its history.

Typically, western culture emphasizes individual talent and personal intelligence: The CEO of a Fortune 500 Company makes thousands of times more money than the average worker. Some talented professional athletes make hundreds of times more than the average player.

Most companies promote their employees based on personal ability.

Typically, Eastern culture emphasizes team work and loyalty: The CEO and talented players receive much less payroll than their Western counterparts, but the team bonus is much higher than those in Western companies. Most companies promote their employees based on seniority.

Combining the best of Eastern and Western culture is the answer for future global business.

The U.S. continues to lead the world! The U.S. must have both the best of Eastern and Western culture to create a new global culture, so that the U.S. can continue to lead in the competitive global market.

Can you say, “I can create a venture and go global?” Please say, “Yes, I can create a venture and go global because I don’t want to stay inside the box.” You can be a billionaire and a global leader.



Create a GPS to Success!

Problems are a part of life. If you know how to solve them, success will be on your side; if not, you will fail.

Problems are not the problem. If you don't know what the problem is, then you have a problem.

Knowing you have a problem is not the problem; if you don't try to solve the problem, then you have a problem.

Trying to solve the problem is not the problem; if you give up on solving the problem, then you have a problem.

You need to follow a GPS: Ask WHY to find the problem; and ask HOW to find the solution. Put the solution into action and never give in until you make things happen. Success will be on your side!

9) I Create a GPS to Success!

I can turn obstacles into stepping stones!

Poor friend: “If you are doing well, sit back and enjoy it! Don’t worry about anything, either personally or professionally, even if you see a few problems starting to pop-up.”

Result: *You can’t prevent a crisis, so you must surrender to the crisis when it arrives.*

Rich friend: “Be a self-educator; never stop improving yourself to be competitive. On top of that, always feel that you are in a crisis because you are a real visionary. Never stop improving for the future so you can remain competitive.”

Result: *You can prevent many crises, and turn those disasters that do arrive into positive opportunities.*

What is the GPS to success?

GPS means you create a new path to the destination of success: It is a method that guides individuals and organizations for problem solving and improvements. The GPS system works by asking “**Why?**” and “**How?**” The GPS to success will help you turn problems into solutions, so you can improve personally and professionally. You and your team will be **smarter, faster, and better**.

Who is perfect? And who does not make mistakes? No one. If you don’t do anything, you do not make mistakes; but if you don’t do anything, you are the same as a dead person. Whatever you do, prepare and focus well, to prevent mistakes. Don’t be afraid of or proud of your mistakes; learn from them, so you can have a better financial future.

If you focus only on worrying about your payments, you will never make a penny and lose your car, your house, etc. Worry can’t produce money. **Conversely**, if you invest your time looking for solutions, you will find the answer to produce money. You can take any hardship and break through to gain financial security.

Prevention is better than cure. Stay competitive through prevention.

In life, to survive, thrive, and succeed, whether you like it or not, you have to face problems -- that is part of life.

Problems are not the real problem; if you do not know you have a problem, that is the real problem; because if you don't know you have a problem, then you cannot solve the problem.

If you know you have a problem, and you do not try to solve the problem, that is a real problem.

When you don't try to solve the problem, it will hurt you or your organization. You need to solve the problem.

If you try to solve the problem and give up, you have a real problem because the problem remains.

If you focus only on your problems, you can't solve those problems; but when you focus on possibilities, you can see solutions that you couldn't see before, and you can handle any problem.

Whenever you face problems, you ask, **“Why?” and, “How?”** and then take action and never give in until you make things happen.

“Why?” and, “How?” will turn any problem into progress and create financial power.

How do you use the GPS to SUCCESS?

If you have personal problems or you need personal improvement, you can solve problems or improve by following the procedure below.

Personal problems: First dig out **why** you have the personal problems. Second, find out **how** to solve the problems. Third, put the ideas on how to solve the problem into action, and never give in until you make things happen.

Personal improvement: First dig out possibilities -- **why** to improve yourself. Second, find out **how** to make things happen. Third, put your new ideas into action and never give up until you achieve your goals.

If some roadblock occurs while putting your solution in action, try to ask why and how again. Use the new idea, and take action because ideas and reality can be different.

How do you use the GPS for your organization?

If your organization has a crisis or needs improvement, brainstorm with your team; you can solve the problems or improve your organization by following the procedure below.

Turn crisis into opportunity: 1) **With your team**, dig out how many problems are in your organization. 2) **With your team**, dig out **why** your organization has those problems. 3) With the team together, find out **how** to solve the problems. 4) With the team together, prepare for execution. 5) Put the new ideas on how to solve the problems into action. 6) Never give in until your team makes things happen.

Improve your organization: 1) **With your team**, dig out what areas need improvement in your organization. 2) With your team, dig out possibilities -- **why** to improve the organization. 3) Together find out **how** to make things happen. 4) Together, prepare for execution. 5) Put your team's new ideas into action. 6) Never give in until your team achieves your goals.

While processing, if you meet obstacles, use "why and how," and never give up until you achieve your goals.

As a result, the team will have ownership, enhance performance 200%, and be happier.

GPS to Success: You can apply the same "**Why?**" and "**How?**" method in all aspects of your life; for individual, family, corporate, or even national issues.

I hope The 9 Easy Ways to be Rich and Happy will help you to improve your financial leadership and build financial power.

*True success is sharing with others. **Share your success with others. You will be richer and happier.***



Create Life Success!

**Ordinary people have regrets
when they review their lives.
The outcome of their fear of failure
will slice their heart like knives.**

**Successful people are so proud
when they review their lives.
They maximize their time until
the final day arrives.**

**You can have Life Success
by living in this fashion:
Take control and live each day
with purpose and with passion.**

Pillar 5

Create LIFE SUCCESS

What is the ultimate success in your life: To be Rich and Famous, to have Power and Love, or to have Freedom and Ability?

Whenever I ask this question, most people do not answer right away. Their reaction is very slow because every category is very important and valuable in our lives, so -- I can feel it -- they think deeply, and many are confused. After a very serious pause, they give me various answers, depending on their experiences, situations, or personal states. After they answer my question, a very interesting thing happens: Most people ask me back what is the ultimate success in my life? My answer is always the same: I think every category that I mentioned is very important, however to me, ultimate success is **Freedom and Ability**, which is life success. Let me explain why I choose those two.

Personal freedom is freedom of thought, freedom of expression, and freedom of action. Without personal freedom, I cannot even think about what I want to be, what I want to have, and what I want to do. As a result, I am not who I am, and I will live like a slave forever. On top of that, **personal freedom is infinite power:** Imagination is more powerful than knowledge -- it is freedom of thinking. Personal freedom is the main resource of vision. This is the main reason an American was the first person to walk on the moon. Plus, the U.S. has freedom of expression, freedom of religion, freedom of the press, and free enterprise. These are the main reasons the U.S. is the super power of the world.

Personal ability is life skill: You have the skill to control your life, you can build successful relationships, and you can lead organizations. On top of that, **personal ability is endless power:** You can be what you want to be, you can have what you can have, and you can do what you want to do. You can create a truly successful future.

Personal freedom and ability go hand-in-hand for life success. Freedom without personal ability means I can't do anything, even if I have the opportunity. As a result, I am incapable of doing anything

and will be a failure. By the same token, personal ability, without freedom, is useless. For example, if you are in jail, ability means nothing.

Personal freedom and personal ability remove the limits to creativity, innovation, execution, and persistence in developing what people need. That's why the U.S. was the place where historical inventor Thomas Edison, innovator Henry Ford, scientist Albert Einstein, and many more were able to revolutionize the U.S. and the world during the industrial revolution. Now we are experiencing an IT revolution, brought on by Steve Jobs (Apple), Bill Gates (Microsoft), Larry Page (Google), Mark Zuckerberg (Facebook), Elon Musk (PayPal, Tesla, and SpaceX), Jeff Bezos (Amazon), and many others. They made the U.S. strong and make the world a better place to live.

With personal freedom and personal ability, you can be the next historical leader.

Can you have personal freedom and ability?

You have to earn personal freedom and you need to develop personal ability. Nobody will hand freedom and ability to you.

Don't confuse personal freedom with indulgence. Indulgence is not personal freedom; indulgence is animalistic. The main reason too many people are suffering is because they don't know the difference between indulgence and freedom. For example, if you eat whatever you want to eat, even junk food, that is indulgence, not freedom. If you don't like somebody and you punch him, that is not freedom; that is a criminal act. On top of that, don't confuse ability with talent. Talent is not ability until you develop it. Talent is inborn; ability is developed.

*You need to develop life fitness, which is modern leadership.
Modern leadership brings you personal freedom and personal ability.*

Don't go anywhere, stick with me, I will show you how to develop modern leadership.

What is Modern Leadership?

Modern leadership is personal freedom and personal ability:

You can take charge of your life and lead others; you can build reliable relationships, and lead any organization effectively from a small group to one as big as a nation; you can maximize your potential in order to improve yourself, our society, and the world; you can make your personal dreams into reality.

Traditional leadership VS Modern Leadership

Traditional leadership was based on hierarchy, which was positional power: I am above you, so you must do whatever I say, akin to a master and slave system. It is unproductive and does not work today. Only people who don't have modern leadership still try to use only positional power. **Positional power** without position is powerless.

Modern leadership is flat, based on personal power:

I am not above you, but I am not under you, either. Instead we are equals, respecting and acknowledging each other while accepting that different positions have different duties, responsibilities, and rights.

Modern leadership creates a successful mindset: Think, look, and speak about possibilities, and take action to make a positive difference.

With modern leadership, whether you have a position or not, you still have power 24/7. That's why you need to develop modern leadership, so you can have more personal freedom and personal ability to be a modern leader.

When you develop modern leadership you embark on a journey of personal, social, and professional improvement to be wiser, stronger, and better.

Let's check out in detail what modern leadership is. I will show you how to earn personal freedom and how to develop personal ability. You will have an unforgettable, life-changing experience.



**Be a Modern Leader,
Not a Follower!**

Earn personal freedom and
develop personal ability to
be a modern leader.

**Modern leadership brings
you a successful mindset
and the pioneer spirit.**

Create modern leadership to
revolutionize your life,
transform our society, and
change the world to make it
a better place to live.

7 Ways to be a Modern Leader

- Change your life and change the world -

1. Be a Self Leader

Take charge of your life.

2. Be an Attractive Leader

People will like you.

3. Be a Necessary Leader

People will need you.

4. Be a Network Leader

People will support you to reach your goals.

5. Be a Corporate Leader

You can be a powerful CEO.

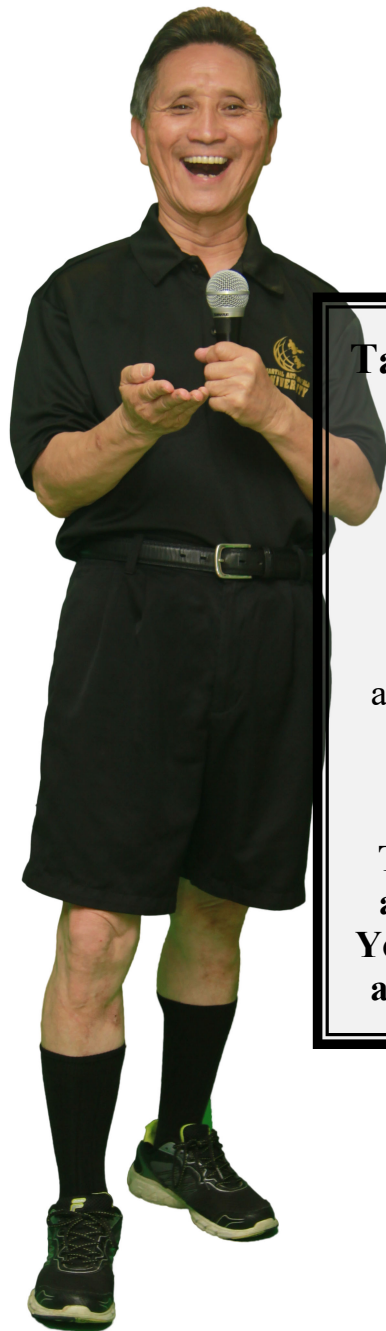
6. Be a Public Leader

You can be a historical leader.

7. Be a Global Leader

You can lead the world.

Modern leadership empowers you to have personal freedom and personal ability, which develop a successful mindset and a pioneer spirit. Therefore, you can achieve your personal dreams and create an amazing future.



Take Charge of Your Life!

**I am proud of myself.
I'm a strong self leader.
I beat my negativity.
I take charge of my life.**

**I can be what I want to be,
and have what I want to have.
I can do what I want to do.
and enjoy a positive life.**

**Take good care of yourself,
and be a strong self-leader.
You can be what you want be,
and take charge of your life.**

(1) **Be a Self Leader**

- Take charge of your life -

What is the most important relationship to you: Your family, your sweetheart, your best friend, your mentor, or yourself?

If anybody asks me this question, my answer is clear: All of the above relationships are very important in my life. However, to me the most important relationship is to myself because I can depend on myself 24/7 wherever I am, and wherever I go, I stay with myself all the time.

I have one body, but two different people live in my body: My worst enemy and my best friend; both are me, and both guys want to possess my body.

I can be strong or weak, positive or negative, and good or evil depending on which one I choose.

Whenever I have negative feelings like depression, fear, anxiety, hatred, guilt, or anger, the first person I talk to is me, and I find out **WHY** I am feeling that way. I find out **HOW** and depending on the situation, I choose my actions case-by-case: Sometimes I motivate, encourage, or cheer myself up; sometimes I punish or discipline myself to learn from my mistakes; and sometimes I have to change my feeling, calming myself down or energizing myself again.

By the same token, when I am having fun, feel excited, or great because I did something good or accomplished a goal, the first person I talk to is me. I admire and recognize myself, which makes me be proud of myself, so I can challenge myself to accomplish even bigger things.

On top of that, when I need to make an important decision, the first person I talk to is me -- both my worst enemy and my best friend. I compete within, and until I find the right answer, I never give up, which helps me live an easier and better life.

Unfortunately, for some reason, many times I can't get the answer I need, even though I talk to myself. I feel limited, and that makes me more depressed, afraid, guilty, or angry, so I have been looking for the right answer for a long time. **Finally and fortunately**, I found the right answer: I needed to develop self leadership. That point was a defining moment in my life.

What is Self Leadership?

Self leadership is personal freedom and personal ability, which is personal power. You can take control of your life.

With self leadership, first, you have the freedom to think, express, and act positively. Second, you have the ability to win when you compete within yourself, so you can control your destiny.

Self leadership is the foundation of being a modern leader because **the ultimate victory is won by competing within.**

Your life is your responsibility and no one else's. You don't let anybody control you by passing your responsibility on to someone else.

You take charge of your life. You discover your hidden potential to build personal power, which is self leadership.

Compete Within:

a) Best Friend VS. Worst enemy

b) Love Unconditionally

c) Compete with Others Rightfully

When you can control your instincts, you can earn personal freedom and develop personal ability. Create self leadership to become a self leader!

Compete Within

To compete within to win, you must know the meaning of **Instinct and discipline**: **Instinct** is inborn, which is the best gift for your life to survive and thrive. For example, you can't survive without instinct: You don't know when to eat, sleep, when to go bathroom, etc.

Discipline is competing within to gain self-control, which will give you control over your instincts.

We all have inside of us our worst enemy and best friend, existing side by side, forever. We need both sides for a balanced life to survive, improve, protect ourselves, and succeed.

Your best friend:	Your worst enemy:	
Strong points	Weak points	
Positive qualities	Negative qualities	vs.
Good characteristics	Evil characteristics	

Right now you are probably asking, **“Do I have evil within me?”** The answer is yes, but rest assured, it's not just you. We all have good and evil inside of us. In reality, we need both the good and the evil for balance, to protect and improve ourselves. For example, hating illegal drugs and loving to exercise will protect and improve you.

The problem arises when this balance is broken, which means you love illegal drugs and hate to exercise. Therefore, to have balance in your life requires that you compete within.

Remember, there is only one way you can build self leadership: by self-discipline. Compete within and never give up until you win, so you will earn personal freedom and develop personal ability, which is personal power.

Inside of you, when other people attack you, your best friend and worst enemy cooperate to protect you. The rest of the time your best friend and worst enemy battle to control you. You must compete within and never give up until you win.

Let me clarify what I mean by this constant battle, and why you have to compete within to win, to survive, and to succeed.

Do you need to compete within to win?

The only way you will earn personal freedom and develop personal ability is by competing within to win.

Even if you were very successful up until today, if you stop disciplining yourself to compete within, you will lose personal freedom and personal ability because you will be indulgent and incompetent, and be a quitter.

In order to maintain balance in your life and maintain personal freedom and personal ability, never stop disciplining yourself to compete within. For instance, people know that being overweight is unhealthy, yet they can't lose weight because they didn't learn how to discipline themselves to compete within and fight temptation. Other people successfully lose weight, and then go back to their original lifestyle. As a result, they gain back all the pounds they lost because they stopped disciplining themselves and competing within.

I think you are wondering why competing within to win is critically important. Why do only some people compete within?

First, some people don't know what competing within is or the importance of competing within.

Second, some people don't know how to discipline themselves to compete within.

Third, some people are weak, so it is too hard to discipline themselves to compete within and they give up.

Stick with me and I will show you how to win by competing within. You need to build a habit to compete within and never give up until you win, to create a positive future. You will have a new and very interesting experience.

Strong point VS. Weak point

Imagine you have set a goal to lose weight. It's about 5:00 p.m., so you are feeling a little hungry and a friend offers you a doughnut covered with frosting. You clearly know that this doughnut is not going to help you lose weight, but you can actually feel the hunger inside your body that wants the doughnut. Your weak side wants to give in to temptation. You probably even rationalize that one doughnut won't kill you, especially since you ate a healthy lunch. But, your strong side knows that the most important promises to keep are the ones you make to yourself. If you say you will not eat doughnuts, then you must be strong in the face of temptation and do what you said you would to maintain your self-esteem. If you give in to temptation, you let your worst enemy win, and it will be easier next time to be weak. If you stay strong, your best friend will win, and it will be easier next time to be strong.

You can build self leadership to earn personal freedom and build your personal ability one success at a time.

Positive qualities VS Negative qualities

While you are driving home from work in rush hour traffic, another driver flips you the bird. Your first instinct is to return the one-fingered salute and an angry face, which is a negative response. However, you fight the urge and, instead, return five fingers and a smile; or just ignore it and laugh. That is your positive side shining through.

*No matter how intelligent, rich, and famous you are, **negative and positive qualities stay with you wherever you are and wherever you go, forever, so you must overcome negativity to become positive by competing within.** You can have true personal power, which is self leadership.*

Good characteristics VS Bad characteristics

Think of your coworker who lied to your boss about you, so you lost the opportunity to get promoted to get the high paying job. Now, just imagine that person falls down and almost loses his leg. Without your help, he will lose his leg, and he will be crippled permanently.

Suddenly he needs your help to survive. Your evil side is tempted to seek revenge. You may even rationalize your evil side by calling it justice. Your good side tells you to help others when they are in need. Freedom of choice is what makes us human because animals simply follow their instincts. The indecision you may feel is the competition within. When you encourage your best friend to do the right thing, you win the competition within. If you let your worst enemy win by doing the wrong thing, then you lose the competition within. Some people may deny it, but no matter what, everybody has inside of them both evil and good, side by side, expressed in love and hatred.

If you want to have true freedom and personal ability, you have to discipline yourself to compete within, and until you win, never give up. As a result, you can have real self leadership to become a self leader.

Smoke-Free VS. Smoking

Continuing to smoke feels easy at the moment, but it is difficult to live with because cigarettes smell bad, waste money, and increase the risk of cancer dramatically. Worst of all, smokers allow cigarettes to control them.

Quitting smoking feels much more difficult at the moment, but it is easier to live with because in the end you control the cigarettes... they do not control you. If you want to have personal freedom and personal ability, save money, save time, and be healthy, discipline yourself: compete within to be smoke-free.

How? *Throw away all cigarettes and never buy any again by listening to your strong side. Listen to and follow your strong side to overcome your addiction. Don't give in to your weak side.*

After you quit smoking, help others be smoke-free for healthier living. You will enjoy the rest of your life being smoke-free.

a) **Best Friend VS. Worst Enemy**

If you don't discipline yourself to control your instincts, you will be indulgent and incapable; you will lose your own freedom. Indulgence and inability can be very dangerous and -- in the worst case -- it might destroy your life. For example, your instincts tell you to drink because you are thirsty, but if you don't discipline yourself and control your thirst by choosing the right drink, you might ruin your health by drinking poison. If you discipline yourself, you can control your instincts, and choose the right drink. When you apply your instincts effectively, you will be wise, and you will have personal power. You will be a self-leader.

Imagine:

Your best friend (a bulldog)  VS.  your worst enemy (a fox)

If you can imagine that your best friend is a bulldog and that your worst enemy is a fox, you will begin better to understand the fight within you. These two animals are constantly battling for control, the winner being determined by who is stronger. The good news is that **YOU** control which one is stronger by choosing to feed one. You actually can control both sides.

If you feed your best friend, your best friend will be strong and win the battle because your worst enemy will be weak without food.

Conversely, if you feed your worst enemy, your worst enemy will be strong and win the battle. Your worst enemy will take control inside of you.



What is your worst enemy's food? A poor mindset, which will strengthen your worst enemy, so your instincts will control you. Your worst enemy will win.



What is your best friend's food? A successful mindset, which will strengthen your best friend. You can control your instincts, so your best friend can win the battle.

Don't go anywhere: Let me introduce you to your best friend's food, which is unconditional love. Love will fill you with energy and strengthen your best friend, so you can win.

b) **Love Unconditionally**

Love yourself, your family, your job, and others unconditionally. You will be full of energy, so your best friend will win.

Love Yourself Unconditionally!

You have only one life and only one body. You are the most important person in the world to yourself.

The best gift you can give yourself is unconditional love. You will have high energy, self-esteem, and self-confidence.

Can you say, “I believe in myself because I am the best person in the world;” “I really care for myself because I am the most important person on the earth;” “I am proud of myself because I am a capable person”?

To have high self-esteem, self-pride, and self-confidence, your answer to the above questions must be, “YES I CAN!” Why? If you have self-confidence and a positive image, you won’t have any room for those insidious cancers known as self-doubt and fear. Self-doubt and fear are the most crippling feelings in the universe.

When you are filled with self-doubt or fear, your insecurities become so strong that you become a coward, afraid to do anything. This fear then turns into self-hatred, which breeds hate and jealousy towards others. Eventually, self-doubt or fear conquers your self-esteem and self-confidence... making you weak, negative, evil, lazy, and making your worst enemy, the fox, stronger.

To prevent self-doubt or fear from destroying you, you need to accept who you are, and love yourself for who you are. With love in your heart, you strengthen your best friend, the bulldog, and you can do anything you set your mind to do. The good news is that anyone can have self-esteem, if they want it, provided they learn to love themselves. So how do you learn to love yourself?

Love requires action and responsibility:

You need to believe in yourself. You must care about yourself. You have to be proud of yourself. These three actions show you love yourself unconditionally. **You will have endless energy to control your instincts and lead yourself.**

Love Your Family Unconditionally

A big tree has big roots. Your parents are your roots. Therefore, love your parents unconditionally. To love your parents means you love yourself. Your siblings are your main network. The more you care for them, the more you will build self-esteem. If you have a child, your children are your mirror and your future. They need you more than anything on earth. The best gift to give your child is love. Loving your children is the best investment you can make.

The most important family member is your spouse, because together you can initiate a new family. Loving, caring, admiring, appreciating, and understanding your spouse with respect is your prime responsibility for true family happiness.

Some of you may say to me, “How can I love my family when my parents abandoned me, my siblings are violent drug addicts, my child is a gangster, or my spouse is an alcoholic?” I didn’t say that you should follow your family’s behavior; you should never follow bad behavior, even if it is your family’s behavior. However, if you don’t love your family, no matter how successful you are financially or socially, you will never be happy.

Let me ask you: Who is perfect and who doesn’t make mistakes?

You should love your family because they are your family, not for what they do or have done. Conversely, you shouldn’t hate or feel ashamed of any family members because of what they’ve done or who they are. We all make mistakes. Remember the power of forgiveness. Love your family, but you don’t always love their choices in life. Yet, you should still forgive their wrongs and learn from their mistakes. By accepting and loving your family members for who they are, you motivate a positive change within yourself.

Love is power; no ice is too cold to melt! Don’t forget that to love your family is to love yourself. You will have power to control your instincts and manage yourself.

Love Your Job Unconditionally

Most successful leaders in any industry love what they do. To love your job is to love yourself.

For the most part you will spend a third of your life working. That's eight or more hours per day, five days a week. If work isn't enjoyable, at least one third of your precious day and life is lost forever.

85% of modern sickness is caused by stress: Cancer, heart attack, depression and, in the worst case, suicide. If you hate your job, you create stress for yourself for eight hours a day and five days a week. This means you are asking to get sick. Remember that you live only once and the choice is yours: Love, be indifferent, or hate your job.

On the other hand, **when you love your job, you work with passion, making yourself productive and valuable. Work doesn't feel like work; it feels like a vacation.**

Those who love their jobs reach their potential and accomplish all of their objectives. So again and again they are promoted and they can end up becoming the CEO of their company, and their pay rises.

In contrast, those who work solely out of obligation are typically poor in their productivity. So, they don't get promoted in their position and they do not get raises in their pay.

Meanwhile, those who hate their jobs end up being counterproductive, so often they get fired. Therefore, the need to love your job is critical to your success and happiness.

We all have the power to choose to love what we do, and with this, the power to change our lives. "How can I love my job?" The answer is a simple one: You can choose. You can choose to love your job because that choice is always there.

Love creates power; no roadblock is too strong to overcome! To love your job is to love yourself. You will be full of energy to lead yourself.

Love Other People Unconditionally

In fact, based on personal experience and what many physiologists say, **85% of our happiness comes from others, while the other 15% comes from within.** Therefore, if you want to have happiness, love other people unconditionally.

If you don't love and respect others, your present and future will be bleak because not loving and respecting other people makes it hard to love yourself and become successful. By not loving and respecting other people, you actually limit yourself.

Think about it for a moment: If you are black and live in the U.S., and you hate whites, Asians, Hispanics, or any other ethnicity, whenever you go out in public, you will be angry and unhappy almost all day long. Because two-thirds of the population is white, over ten million people are Asian, over forty-five million people are Hispanic, you will limit yourself and your future.

On the other hand, if you are a people person, and you love other people regardless of color or ethnicity, you will be passionate and happy all day long because you can see people you love. When you love others unconditionally, whatever you do in life, success will be yours.

This scenario works not only for blacks; it works for whites, Asians, Hispanics, and for any other ethnicity.

If you hate your family, you hate to come home and are unhappy every day. If you hate your coworkers, you hate to go to work, and every day is stressful. **Conversely,** if you love your family and coworkers, you are happy all day long. Why? We have an instinctual need to make others feel happy and loved.

When you make others feel happy and loved, you feel the same way about yourself. If you smile at someone, he or she will smile back. In turn, that smile will make you feel happy as well.

From time to time you can disagree with or dislike the opinions of others, but you should never hate other people because that hatred only serves to hurt and limit you.

Love the sinner, but hate the sin! Love other people unconditionally. You will have enough energy to build self-confidence and lead yourself.



The ultimate victory is won by competing within

I have one body, but two different people live in my body

Best Friend VS. Worst Enemy

Strong VS. **Weak**

Positive VS. **Negative**

Good VS. **Evil**

To survive and thrive, I need both my worst enemy and my best friend. I must discipline myself to control my instincts by competing within to win.

I can use my instincts positively and wisely to maximize my potential and create a successful future.

c) Compete with Others Rightfully

One Enemy vs. Multiple Enemies

If you don't discipline yourself to compete within, then your negative qualities, bad characteristics, and weak mind will naturally win. **On top of that, if you compete with others wrongfully, the whole world becomes your enemy.** You will have to fight with multiple enemies. However, if you choose to compete only with yourself, you have only one enemy. Remember, it is easier to fight one enemy (yourself) than it is to fight countless enemies at once (others). *Keep one enemy and don't create multiple enemies by competing within to win.*

Do You Compete with Others?

Who isn't competitive? Competing with others is part of human nature because we all strive to be better than other people. In fact, competition is a necessity because without it there would be no progress. In that sense external competition is good as long as we learn how to improve ourselves, instead of being negatively jealous of others. As long as you compete with others rightfully, competition is good for you. However, the real problem comes from wrongfully competing with others.

What is the difference, you ask? For example, your brother becomes successful, while you are not. **If you compete with others wrongfully**, you will feel jealous and you will try to pull your brother down. However, **if you compete with others rightfully**, you will admire your brother's vision and hard work, and you will try learning from his success to improve yourself.

When you compete with others wrongfully you limit yourself, but when you compete with others rightfully you gain internal strength, which is inner power. Your inner power is self leadership.

Stay with me, I will show you the difference between competing with others wrongfully and rightfully and how to win by competing within.

Do You Compete Wrongfully?

If you feel inferior or superior to other people, you are competing wrongfully. For example: **If you are hateful, jealous, angry, doubtful, or critical towards other people without a right reason,** these are signs that you are acting out of weakness. On top of that, **if you hear your inner voice putting yourself down, telling yourself that you're too short, poor, fat, uneducated, weak, etc., then you are negatively comparing yourself to others,** which means that you are competing wrongfully. These are inferior feelings.

If your inner voice arrogantly tells you that you are better than others, then you are still comparing yourself to other people and competing wrongfully. Why? **Arrogance means putting others down or ignoring others without a reason.** These are superior feelings.

When you compete with others wrongfully, even if you are very successful externally, you create many enemies along the way. The more you compete with others wrongfully, the more enemies you make.

When you compete with others wrongfully, you cannot acknowledge anyone better than yourself. Instead, you fill yourself with jealousy and hate. Even if you are the richest person on earth, you cannot win and end up hurting yourself. You may have more money than other people, but they may be smarter than you, better at sports, better speakers, physically stronger, taller, or more attractive. To see how this theory pans out, take a look at rich and famous celebrities who abuse alcohol and drugs, or jump from relationship to relationship because they suffer internally. While they may appear to be winners, rest assured that inside they do not feel like winners.

How to stop competing with others wrongfully:

You must discipline yourself to compete within to win and to compete with others rightfully.

Do You Compete Rightfully?

If you compete rightfully, you respect and understand others, recognizing or acknowledging people for their good qualities.

You admire the accomplishments of other people, motivating and appreciating them for the positive things they do.

You also try to learn from others so that you can improve yourself. These are signs of competing with others rightfully.

Competing rightfully motivates you to build your self-confidence, your pride, and your positive self-image. It builds up and improves your relationships with other people. You become a more positive and intelligent person, putting you on the path towards becoming a successful leader.

Can you win every time by competing within?

Absolutely! You can win at any time, any place, and in anything you do -- from tournaments, to races, to elections, games, arguments, or even physical fights -- by competing within yourself. **How is that possible?**

Ultimate winning is won within yourself, which means true winning comes from the inside out. On the other hand, what appears to be a victory may be a defeat or vice versa. It all depends on your outlook and mental attitude. After all, in life there are two types of winners and two types of losers:

Tangible winners and losers - tangible refers to the physical or external victory (like a medal, trophy, or title victory).

Intangible winners and losers - intangible refers to the mental or internal victory (competing within to win, which is being a life champion).

Confused yet? *The following examples will clarify this explanation. Please follow me; you will have a valuable experience in your life.*

How can you win by losing?

Perhaps you did not win a medal at the tournament, but still you demonstrated a winning attitude by congratulating your competitors and showing respect to your coaches. Then you won intangibly, even though you lost tangibly. If you can walk away from a loss truly feeling that you did your best and that you learned a lot, then you are a real winner because you won the fight within, demonstrating real self-confidence.

You lost the battle, but you still won the war. Remember, you are what you think you are. Therefore if you think like a winner, you are a winner.

You do not just think like a winner, you are a true winner. This positive experience will inspire you to create a happier future.

No matter how many times you fall down, you will stand back up and achieve your dreams.

How can you win by winning?

You won the first place medal at a tournament, but it's your attitude that made you a true winner, both tangibly and intangibly. If you showed humility and admiration to your competitors and appreciation and respect toward your coaches, then you are a dual winner, both internally and externally. You are truly a winner because you let your best friend control your emotions.

You are not just a tangible or an intangible winner; you will be a role model and earn respect. You can build a positive image and a successful network to create a successful future.

How do you lose by winning?

You may win the first place medal at a tournament, but if you show arrogance or disrespect to your coaches or bully your competitors, then the fact remains that while you appear to be a winner, in reality you are a loser. You won tangibly because you got the medal, but intangibly you lost because you gave up the internal fight to your worst enemy. Why? Remember, arrogance or disrespect shows a lack of self-confidence. No one likes arrogant or disrespectful people.

You may have won the medal, but your losing attitude gave you a bad image and was the beginning of becoming a failure in your life.

How do you lose by losing?

If you didn't win a medal and as a result you let yourself get angry or depressed, then you are truly a loser, both internally and externally. You are the tangible loser because you did not win a medal, and you are the intangible loser because you lost the fight within, letting your worst enemy control you.

You did not just lose the tournament; your attitude will ruin your future prospects and build a negative image to close the door to many golden opportunities.

Ultimately, winning is your choice!

You can win at any time, any place, and in anything you do by using the same attitude. Compete within to win. Take control of your life with self leadership. As a result, you can maintain PERSONAL FREEDOM and PERSONAL ABILITY.



Be a Likeable Person!

Attitude is everything,
it colors all you do.
When my thoughts were negative,
others took my cue.

**I could not build relationships --
the people were so cold.
I didn't realize the cause
was something I controlled.**

I started to be positive
and that changed everything.
People seemed to like me –
my heart began to sing.

**With Attractive Leadership
you can change your fate:
Simply change your attitude,
before it is too late!**

(2) **Be an Attractive Leader**

People will like you

Do you know how to make other people like you? If you know how to make other people like you, you have attractive leadership. You can open the door to take every opportunity.

Conversely, if you do not know how to make other people like you, you do not have attractive leadership yet. You will close the door to many opportunities.

How to make other people like you: It is so simple to help other people like you: Create a positive image. **A positive image is more valuable than intelligence and fame.** Therefore, attractive leaders create a positive image, not a negative image, because nobody likes a negative image. Your positive image makes it easy for other people to like you. Invest your time to build a positive self-image, so you can make other people like you.

What is attractive leadership? Attractive leadership is a positive image. A positive image comes from a positive attitude.

What is a positive attitude? A combination of positive personality and positive character.

How do you know you have attractive leadership? If your family, friends, coworkers, neighbors, or classmates like you, and are happy to associate with you regardless of your status or wealth, you have a positive attitude. If you have a positive attitude, you have attractive leadership. If you have attractive leadership, you can be an attractive leader.

Three Ways to Build Attractive Leadership:

a) **Create a Positive Self-Image Externally**

b) **Create a Positive Self-Image Internally**

c) **Attitude is Everything**

Attractive leadership will create a positive self-image to make other people like you. You can build lots of quality relationships!

a) **Create a Positive Self-Image Externally**

Two steps to create a positive self-image externally:

- i. **Build a positive self-image with your appearance**
- ii. **Build a positive self-image with your positive personality**

A positive external self-image will help people like you.

i. Build a positive self-image with your appearance:

Attractive leaders comb their hair neatly, showing their foreheads (unless they are a children, have no hair, or have a special job) to show honesty, and a positive and wise image.

Attractive leaders present a clean, positive, intelligent, and kind image by having clean hair with a clean, neat cut, and trimmed facial hair, if applicable.

Attractive leaders avoid wearing anything sloppy, dirty, outlandish, or overtly sexual in nature. Appropriate and clean clothes create a positive, intelligent, classy, and warm image.

Attractive leaders have clean habits; ensuring that their home, office, and motor vehicles are neat and tidy.

Cleaning your living space will not just give you a clean image; it will give you a fresh and great feeling. Cleaning your place will reduce stress for a healthier life and build a clean, positive image. A positive image opens the door to opportunity.

A positive self-image makes it easy for other people to like you and opens the door for a positive future.

ii. **Build a positive self-image with your positive personality:**

Life is like acting, so be a superstar. Successful leaders have at least five faces, like great ACTORS:

☺ **Smiling face:** *Wear it most of the time, so that people like you.*

☺ **Enthusiastic face:** *Wear it when you cheer your team on.*

☺ **Sincere face:** *Wear it when you discuss important matters.*

☹ **Sad face:** *Wear it on sad occasions, such as funerals.*

☠ **Angry face:** *Wear it for protests.*

Attractive leaders use a different face for different situations. Most times, they smile to project a positive self-image.

Do you really need five faces, like an actor?

Absolutely, you really need five faces. This is the only way you can be an attractive leader. Having five faces means emotional control and wise action. You will earn trust and respect from other people.

Some people, no matter the circumstance, have one face, like this: A man has an angry face at his best friend's wedding. If your friend has an angry or sad face when he attends his best friend's wedding as the best man, it will make the other people uncomfortable.

If you have only one face, it will make others distrust your ability because you cannot control your emotions.

To be an attractive leader, you should maximize your range of facial expressions, using each when appropriate.

You need to develop attractive leadership to be a superstar in the movie of your own life.

b) Create a Positive Self-Image Internally

- i. Create an attractive image**
- ii. Create an intelligent image**
- iii. Personality and character impact our relationships**

A positive internal self-image will help people like you.

i. Create an attractive image!

Would you like to hang out with a person who ignores you when you are speaking sincerely?

The answer is clearly, “NO.” Not just you, but nobody likes it. **Conversely**, if you listen sincerely like an attractive leader, it is too easy to help other people like you.

Would you like to associate with a negative talker who criticizes, discourages, is sarcastic, nasty, or irritates you?

Of course not, and you are not alone. Most people hate to associate with negative talkers. **Conversely**, if you are a positive talker like an attractive leader, like an understanding or energizing speaker, people will not just like you, they will respect you.

Would you like to hear about subjects you are not interested in, or that you do not want or need at all?

It is so obvious: You don’t like to hear that because you feel it is a waste of your time and boring. **Conversely**, if you talk about what other people want and need like an attractive leader, they will not just like to listen, they will appreciate you. So if you talk about other people’s interests and needs, it is too easy to help other people like you.

ii. Create an intelligent image!

Can you trust a liar?

Nobody can trust a liar. No matter what, lying is bad, and bad lies are the worst kind of lies because they build mistrust and hurt others.

Can you trust irresponsible people?

You cannot trust irresponsible people because you cannot depend on them. Responsibility is critically important in life, both personally and professionally. No matter what the situation is, being irresponsible is bad.

Can you trust a person who cannot control his or her emotions?

The answer is no. You cannot depend on that person because he or she changes his or her mind like the weather. However, if you don't know how to tell a good or white lie, most people won't trust you because that shows you can't control your emotions.

What is a bad (malicious) lie?

All lies are bad, but there are degrees of how bad a lie truly is. A lie is when you don't tell the facts or the truth. A bad lie is a lie that is intended to hurt others.

Why do some people tell bad lies?

They tell bad lies because they do not follow principles. They follow their emotions or are selfish, which shows a lack of self-confidence, integrity, and responsibility. It also demonstrates that they are immature or have bad character. Eventually they will hurt themselves and others, losing many relationships in the process.

Why tell a good or white lie?

Telling a good lie means following principles and controlling your emotions. A good lie is good because it protects innocent, weak, or good people, and because it saves relationships. Actually, it shows your intelligence and confidence, which is your wisdom and maturity. A good or white lie shows that you are an honest and responsible person.

Look at this situation:

Assume you own a business. An important client walks in your office and asks you how you are doing. You respond by smiling and saying you are fine, instead of frowning and telling your client how upset you are over the fight you had with your family the night before.

This is a white lie because it allows you to control your emotions and also shows your wisdom and maturity.

Imagine this circumstance:

You have two friends who got into an argument and each said emotionally harmful things about the other to you. If you think rationally, and instead of telling each friend what the other person said, you lie, leaving out the hurtful things and saying they each complimented each other; then this is a good or white lie because it keeps the friendship from breaking apart.

This case shows you can control your emotions, following truth, not facts (potentially harmful reality). It shows you really care about others. It is a display of your wisdom and character.

Think about this scenario:

Imagine your spouse is an undercover CIA officer and came home to hide a couple of days because terrorists put him or her on a hit list. If the terrorists come to your home and asked you, “Where is your spouse?” what would you say?

If you refuse to lie and say that your spouse is in the secret attic (nobody can find your spouse, unless you say it) the terrorists will kill your spouse. It is so obvious you will tell a good lie to protect your spouse because your white lie will save lives. It shows how intelligent, confident, and wise you are.

However, **if you still feel you can’t tell others a good or white lie because of your ethics or religion, ask yourself, “At Christmas time, do you tell your children about Santa Claus?”**

If you can control your emotions and follow truth, people will like you because they feel safe with you.

iii. **Personality and Character Impact Our Relationships!**

Some people like each other when they first meet. However, sometimes they wind up disliking each other sooner or later. **Why?** People aren't always what they appear to be, as they have two different attitudes: Internal and external:

The external attitude is your personality, which comes from your emotions and rational thoughts. **The internal attitude is the result of your character**, which comes from your conscience.

If you have a positive personality, people like you right away because everyone likes positive people.

If you have good character, people will trust you because they can depend on you.

When people who have a positive personality first meet, they like each other right way; however, if either one or both has a bad character, they will hate each other later.

Character is very important, even more so than personality.

The reason people may like you at first, but dislike you later is that bad character can overshadow a positive personality.

By the same token, if you have a negative personality, people will dislike you right away.

Nevertheless, good character can eventually overcome negativity, meaning people may learn to like you once they get to know you (that is, if they want to make the effort to get to know you.)

If you have a negative personality and bad character, you will never be attractive to anyone unless you change your attitude.

If you want to help others like you temporarily, just develop your personality.

If you want to help others like you for a long time, build character.

If you want to help other people like you right away and forever, develop a positive attitude to create a positive image.

c) **Attitude is Everything!**

I love to hang out with positive people because I feel positive, productive, and I can depend on them. **Conversely**, I hate to associate with negative people because I feel uncomfortable, unproductive, and insecure.

I don't think I am alone: Most people like to associate with positive people, not negative people, because negative brings negative, and makes them feel uncomfortable; conversely, positive brings positive, and makes them feel positive.

With a positive attitude, it is too easy to attract others and build positive relationships.

With a negative attitude, it is too hard to build relationships and easy to destroy many good relationships.

It is so obvious that people like positive people, so then **why do some people have a negative attitude?**

The main reason is that they have **an inferior or superior feeling** inside of them which stems from a lack of self-confidence.

Inferior feelings generate insecurity; insecurity generates fear, hatred, anger, jealousy, self-doubt, depression, and negative thinking.

On the other hand, superior feelings generate arrogance; arrogant people ignore others and are rude. They have no sense of teamwork because of negative emotions and irrational thoughts.

Negative emotions and irrational thoughts produce a negative personality. On top of that, insecurity makes people become dishonest, irresponsible, and lack integrity, which makes people do the wrong things. These are all signs of bad character.

Negative personality and bad character bestow a negative attitude. That's why we must build self-confidence to control inferior and superior feelings to build a positive attitude.

A positive attitude is the vital step towards being an attractive leader. It is human nature that people want to have pleasure, not frustration, and a positive attitude brings pleasure that attracts many people, while a negative attitude brings frustration that repels many people.

Attractive leadership is necessary for everyone, in all walks of life; it is not a luxury; being an attractive leader means you have the ability to make other people like you.

Can you build a positive attitude?

Keep your positive dreams alive and associate with people with a successful mindset. Intentionally think, look, speak, act, and feel positively until they become your second nature.



Be a Necessary Person!

I was happy in my job
with skills no one could beat,
but very quickly things can change
-- I soon was obsolete.

**I had to keep up with the times:
The market is not kind;
I had to quickly learn new skills
or be left far behind.**

Lifelong Learning is a path
successful people travel.
Constantly upgrade your skills,
or watch your life unravel.

**With Necessary Leadership
you can stay ahead.
Learn the skills the future needs,
or be replaced instead.**

(3) Be a Necessary Leader

People need you

Do you know how to make other people need you?

No matter how positive you are, if you can't make other people need you, you don't have necessary leadership yet. You will be poor and hungry for the rest of your life.

If you can make other people need you, you have necessary leadership. You can bring food to your kitchen table and you can be successful. *Let me show you why you desperately need necessary leadership.*

Legendary basketball superstar Michael Jordan was recruited by the Chicago Bulls. He won six NBA World Championships in 1991, 1992, 1993, 1996, 1997, and 1998. He became a rich, famous, and historical sports figure, and the first NBA player to own a basketball franchise and become a billionaire.

Why do you think the Chicago Bulls hired Michael Jordan? He made the Chicago Bulls basketball team need him because of his skills. If he didn't have basketball skills, the Bulls wouldn't have hired him because they didn't need him.

In the NBA, most players are exceptionally talented and they developed their skills. **Some players may have been more talented than Michel Jordan – but how was he able to win six NBA World Championships?** It is so simple, because he had both exceptional basketball skills and extraordinary leadership ability. If he didn't have leadership ability, he couldn't win six championship rings because high quality teamwork needs high quality leadership ability.

Conversely, boxing superstar and world heavyweight boxing champion Mike Tyson became the WBC 1986, WBA & IBF 1987 world heavyweight champion. He couldn't handle the extreme fame and money. When he lost the teamwork between his manager, coach, and family, he disgraced himself, went to jail, and lost all his fortune and honor.

Why do you think a boxing promoter hired Mike Tyson? He had boxing skills, so boxing promoters **needed** him. They hired him

to fight, but if he didn't have boxing skills, they never would have given him the time of day.

What is the main reason he lost fortune and fame, and went to jail? Unfortunately, he didn't develop his leadership ability, so he lost everything. However, recently he has developed his leadership ability and created new avenues of success.

What did we learn from two of the most popular sports figures in sports history?

In my humble opinion, first, in order to get a job, we have to develop professional skills. Second, in order to succeed, we have to develop necessary leadership.

Skillful people are very popular. Actually, they are not just popular; people reverently follow their careers. For instance, some singers are not handsome or beautiful, but they have a lot of followers. Why? Because they have exceptional singing skills.

Oprah Winfrey was the queen of daytime and the most popular TV talk show host in history. Why did so many people watch Oprah? It was not just because she is rich or famous; it's because of her remarkable entertainment and unbelievable communication skills. Those skills are the reason she became rich and famous in the first place.

She kept her many followers and made many more followers all over the world because she had outstanding leadership ability. She built the most effective, profitable, and biggest entertainment group in talk show history.

As the above-mentioned examples illustrate, people like to watch or listen to other people with exceptional skills, not just in sports and entertainment, but also in politics, in the classroom, or anywhere. If you have excellent skills in whatever you do and superb leadership ability, success will be on your side.

If people need what you have, you will be in very high demand.

Now you can tell that if you have admirable skills for a specific job, it will be too easy to get that specific job because most companies or organizations need highly skillful people.

If you have professional skills and leadership ability, your future will be bright. You will not just be good at your specific job, you will have opportunities for promotion, and eventually you can even become CEO of your company.

For example, Carly Fiorina -- former CEO of Hewlett-Packard 1999-2005 -- joined HP as one of many secretaries. She was promoted through the ranks of leadership positions and finally became the CEO of HP.

HP hired Carly Fiorina because she had the skills that HP needed. She built amazing leadership ability, so she was promoted and finally became a global business leader.

In the world: Who was the most popular and enviable person in 2011? **Without a question, the late Steve Jobs**, founder and CEO of Apple. He was a creator and an innovator. His company created the iPhone and iPad under his leadership. He had incomparable skills, so he invented the Macintosh computer and founded a company, but unfortunately, his leadership ability was inadequate and he got fired from his own company. However, after he developed his leadership ability, Apple begged him to come back, and he rebuilt the biggest company in the world. He became the technology leader and made America proud.

Steve Jobs' exceptional skills and extraordinary leadership ability made the most competitive, most profitable, biggest, and best company in the world.

You can be the same as Steve Jobs, Michael Jordan, Oprah Winfrey, or Carly Fiorina. If you build excellent skills in whatever you do and develop exceptional leadership ability, you can be successful like them -- perhaps even bigger and better.

In order to make other people need you, you must develop professional skills and necessary leadership.

If you have professional skills and necessary leadership, people need you wherever you are, so you can create a remarkable future.

To become a necessary leader requires self leadership, attractive leadership, and necessary leadership. In the last two sections we discussed self leadership and attractive leadership, and in this section we will discuss the details of necessary leadership so you can become a necessary leader.

What is Necessary Leadership?

Necessary leadership is the combination of professional skills and leadership ability.

A positive attitude alone makes other people like you. However, you can't convince them to give you a job unless you have the necessary skills. If you have the necessary skills, you can find a job easily, because people need you. If you have the necessary skills and leadership ability, you can have a dream job, and you can become the CEO of your organization.

Remember, even if you have a job now, if you don't improve your professional skills and leadership ability for your next position, you will become an unnecessary person. Therefore, you won't be promoted in your company or, in the worst case, you will be the first person fired because your company needs necessary people to stay strong in our competitive world. Therefore, whatever you do, wherever you are, you must be a necessary leader to insure you have a bright future.

There are two different types of skills: The first type is general skills, which are life skills or leadership ability. The other one is specific skills, which are professional skills, like basketball skills, communication skills, or mechanical skills, etc. Who needs specific skills? A person who needs a specific job.

Who needs general skills? Everyone on earth, because they are how to live better every day.

If you have excellent professional skills and extraordinary leadership ability, you can be the next historical leader.

2 steps to build necessary leadership

a) **Develop professional skills**

b) **Develop necessary leadership ability**

Develop professional skills and leadership ability to be a necessary leader and create a hopeful future.

a) **Develop Professional Skills**

What is professional skill? Professional skill means the ability to do a specific thing well. For example, a technician can fix a car or plumbing well; a basketball player can play basketball well; a writer can write well; a speaker can communicate well; a salesman can sell well; etc.

We all have talents, so dig to find out what talents you have; then turn those talents into **skills** by developing them. All talents are like unripe fruit. You have to develop your professional skills from your talents. If you don't have the necessary talents, you need to develop the necessary **skills**, until they become second nature, by working ten times harder than those who do have talent.

What is the difference between talent and skill? Talent is natural and skill is developed. For example, having an excellent voice is a talent, but to be a singer, you have to develop singing skills.

If you neglect to improve your skills, you can't get a secure, high-paying job. **If you think differently like a necessary leader**, you will intentionally improve the skills that make you necessary, and you will enjoy a rewarding career!

How do you know you have professional skills? Whatever you do, if you are frustrated, confused, and make mistakes all the time, your results are poor, and you find it too tough, too difficult, and too hard to do your job, you don't have the right professional skills, yet.

If you find it easy and fun to do your job and most of the time get good results, or if you have fun, and find it exciting and worthwhile to do whatever you do now, you have professional skills.

Can you develop professional skills? Set clear goals to develop specific skills, focus 1,000 percent on those goals, and never give up until you develop your professional skills; then set higher goals and continue to improve yourself. I guarantee you will have professional skills in whatever you do in life.

b) **Develop Necessary Leadership Ability**

What is necessary leadership ability?

Leadership ability means life skills, which is leadership.

How do you know you have necessary leadership ability?

First, if you have a miserable life because you can't control yourself; **second**, if you don't have any reliable friends; **third**, if you have a painful life because you can't handle problems; and **fourth**, if you have no positive dreams for your future; then, you don't have necessary leadership ability, yet.

Conversely, first, if you can take charge of your life; **second**, if you have reliable friends; **third**, if your life is fun and exciting; and **fourth**, if you have positive dreams for your future; then the answer is clear: Yes, you have necessary leadership ability.

How do you develop necessary leadership ability?

A necessary leader is a lifelong learner. Of course, we all learn from mistakes, however, we don't need to make unnecessary mistakes that hurt us; prevention is much better than cure. That's why people with higher education (those who learn from others' mistakes) get paid more than people with only a lower education (those who learn only from their own mistakes).

Why is academic education critically important?

It is the result of thousands of years of study, research, and both successful and unsuccessful experience by our ancestors. We can learn valuable lessons in a short amount of time, so we save millions of hours and learn the right way to do things. We need to learn from history, so we don't make unnecessary mistakes and we can have productive lives. However, contrary to popular belief, knowledge is not just limited to academic education. Don't get me wrong: Academic education is very important to be a necessary leader. However, academic education alone is not enough to be a necessary

leader because the world is rapidly changing. In order to succeed, you need to change with it by becoming a lifelong learner.

Research shows that much of the information needed to hold the Top 10 Jobs for 2018 did not even exist in 1988! If you do not continue to educate yourself, you will fall behind. Therefore, you should open your mind, heart, eyes, and ears wider than ever and never stop learning to improve your professional skills and necessary leadership ability, so you can become a necessary leader.

Continue to develop self leadership, attractive leadership, and necessary leadership. They will give you exceptional leadership ability.

Once again, **traditional genius meant having a high IQ; modern genius is craziness. Craziness is never ending self-education.**

From now on, be a self-educator. A **necessary leader is a person who is a lifelong learner.**

Being a necessary leader means you have the professional skills and necessary leadership ability to make other people need you.



Be a People Person!

Negative plus negative
cannot produce results.
Instead of getting work done,
they just exchange insults.

**Positive plus negative
will always get off track:
When one side tries to move ahead,
the other holds them back.**

Positive plus positive
will create something new.
They can accomplish anything
they set their minds to do.

**If you want to free yourself
to reach your full potential,
when it's time to choose your friends
the right choice is essential.**

(4) Be a Network Leader

You will be a people person

Do you have reliable friends, personal coaches, and professional advisors? No matter how intelligent or strong you are, you cannot watch your own back or even see your own face without a mirror. Even moving a dining table is much easier with two people than it is by yourself. Therefore, you need to build and put together a network of personal coaches, professional advisors, and good friends. This network will be your brain, your eyes, your ears, your legs, your arms, and your heart, duplicating you.

Your network will watch, listen, protect, and guide you. This network will help your life be much easier and better, personally, socially, and professionally.

Even the best football player needs a coach to guide him to victory. Why? He can only see what's in front of him on the field; he can't see the overall picture. Meanwhile, the coach has a different vantage point so he sees more. Even the CEO of a top Fortune 500 company needs professional advisors to run the business productively. Why? He or she may know a lot, but no one can know everything. To get a true perspective of where the corporation stands, the CEO must consult legal advisors, accountants, marketing experts, and others with different viewpoints in order to be competitive.

We all need network leadership for subsistence and to flourish.

Being a network leader means you have the ability to build reliable relationships in order to develop a successful network.

Establish win-win relationships and create a successful network. Human beings are social creatures, needing others to survive. We count on others with different abilities and skills to do the things we don't know how to do. The houses we live in, the clothes we wear, the cars we drive, the restaurants where we eat, other people made for us. These people could be considered our teammates, who are equal to us, but who fulfill different roles. **Success is all about network leadership.**

What is network leadership?

You have the ability to duplicate yourself, which is a successful network. Networking builds connections. Connections build bridges and open doors of opportunity. Often it's not what you know, but whom you know that makes the difference. You need powerful network leadership to become a network leader.

Can you build a quality network?

A network is all about people. Therefore, the most important thing is to choose the right people for personal relationships or professional team building. Why? Let me clarify what I mean.

Negative people together:

Cause problems and harm each other, or they make things worse because they spend energy fighting each other and focusing on the negative.

Positive and Negative people together:

Generate frustration. There is no progress because negative people drag positive people down.

Positive people together:

Create extraordinary things for real success.
Why? They develop quality teamwork by respecting, understanding, supporting, and caring for each other.
They do their best, so they break their own limitations.

Stupid people together:

Make nothing work. They only move backwards because they do stupid things all the time.

Intelligent and stupid people together:

Can improve nothing because intelligent people become babysitters for stupid people.

Intelligent and positive people together:

Can do anything and everything they set their minds to do. Nothing is impossible. They can change the world.

How many people you know is important, but more important is how many reliable people you know.

How do you know you have reliable relationships or not?

Ask yourself, “How many reliable friends do I have?”

Imagine you are facing jail time, and in order to get out you need to pay a \$100,000.00 bond. How many people can you call to bail you out and who will do anything to help you, including your family, best friends, and co-workers? Write down each person’s name that can do this for you: _____

If you cannot think of a single person, you are not yet a network leader.

If you have one person who will do whatever it takes to come up with the money, you have opened the door to the network leadership zone.

If you have two people, you are a part of the network leadership society.

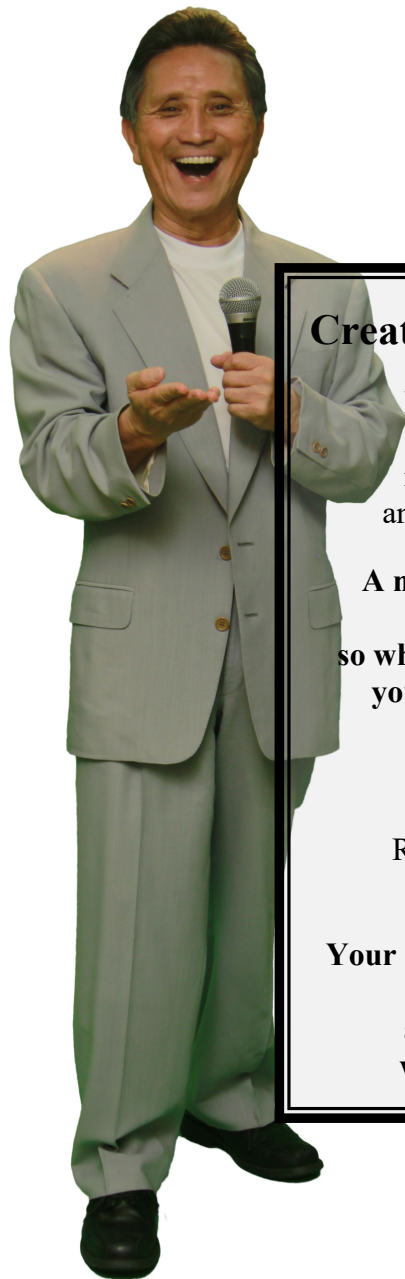
If you have three or more people you can call, you are truly a modern network leader.

Ask yourself, “How many reliable advisers do you have?”

Think about it for a moment. You are feeling pressured and scared because your life depends on one decision that will change everything in your life. You are trying to figure out what to do and how to do it, but you could really use some advice from another person to plot your next course of action. In this case, **how many people can you count on to help you?** Like the previous example, the number of friends you can call on to be your personal coaches and professional advisors determines whether you are a modern network leader.

Can you build modern network leadership?

Of course you can build modern leadership. *Stay with me and I will show how to build network leadership to be a network leader.*



Create Successful Networks!

People with a poor mindset
will soon begin to find
relationships are temporary
and friends leave them behind.

**A network needs you to connect
in body, heart, and mind;
so when you don't invest your time,
your friends respond in kind.**

Successful people realize
it all begins with them:
Relationships can only bloom
connected to the stem.

**Your network needs your energy
and your attention, too;
associates and friends alike
will stick with you like glue.**

The 3 Ways to Build Network Leadership

A **successful network** requires a balance of quality and quantity. Quality is highly important, however, for a successful network, quantity is significantly important, too -- you need both.

Invest your time to develop a successful network through network leadership. With your network leadership, you can duplicate yourself as many times as possible, increasing the number of your brains, eyes, ears, mouths, arms, legs, and hearts for yourself and your team. You can have both a high quality and high quantity network.

- a) **Communication** *is the key to build network leadership.*
- b) **Positive Attitude** *will develop network leadership.*
- c) **Investment** *is the foundation of network leadership.*

The 3 Ways to Build Network Leadership will help you build both quality and quantity in your personal, social, and professional networks. You will become a network leader.

a) **Communication** is the key to build network leadership

Communication is the key to being a public leader. In order to make your vision a reality, communication skill is your top priority. Communication understands through listening and expressing properly. We communicate through talking, writing, drawing, sounds, or through sign or body language, etc.

For most of us 30 percent of our communication is impersonal and 70 percent of our communication is personal, meaning a combination of the words we say and the way we say them person to person, including tone, timing, and body language. Therefore, in order to become a communicator, express yourself properly and listen sincerely.

Please walk with me: I will share with you how to develop C.C.U.L. to become a powerful communicator.



Be a Great Communicator!

From bad mistakes that I have made
I learned a truth to tell:
To be a great communicator,
practice C.C.U.L.

**Choose the right word carefully,
Control your tone of voice,
Use the proper body language,
and make this one more choice:**

Listen with sincerity
with all three ears,
and you can become popular
with all your peers !

**The proper word can save a life,
or ruin a relation;
it works for friends and family,
and even for a nation.**

Develop C.C.U.L.

C.C.U.L. will empower you to become a powerful communicator.

Express yourself with C.C.U. and three mouths:

You can get your message across effectively.

CHOOSE the right words: One word can open or close the door to opportunities. *Therefore, choose the appropriate, powerful, necessary, and wise word.*

CONTROL the tone, volume, and speed of your voice: if you choose the words, “I love you,” but you scream loudly, “I love you!” your expression of love becomes rude, and you will lose your relationship. In conversation, even if you choose the right word, if you have negative tones, you will lose opportunities. *The tone of your voice will change the meaning of your words; the speed of your words will make them powerful or weak.*

USE proper body language: Remember your body and mind are intimately connected. If your body is tired or sick, it will be too hard to speak positively, wisely, and sincerely. For example, imagine you have an angry face and you are trying to speak tenderly; it will not work.

If you are stressed and tired, it is pretty difficult to speak positively and effectively. In order to speak positively and effectively, you must build a positive body.

How?

Exercise daily to get in shape. You will have a positive body and you can speak clearly and wisely.

In conversation, sometimes we have to have negative tones, but if you speak in negative tones all the time like a habit, you will close many opportunities.

Maximize proper body language: You need at least five faces to be a life actor, which means you can control your emotions: People will respect and follow you as a star in life.

Third Mouth!

Most of us don't realize that we have three mouths. One we can see; and the other two we can't see, but can feel. Let me show you what I mean.

Use Your First Mouth:

With your first mouth, you speak indulgently by instinct. For example, if you call a person who lost their right leg crippled, or you call a person who is overweight a pig, it shows ignorance, immaturity, or arrogance. Nobody likes it because it is annoying, embarrassing, or hurts others feelings without good reason. *You will create too many enemies.*

Use Your Second Mouth:

With your second mouth, you speak rationally with interest. For example, a car salesman finds out what the customer wants and needs, and explains the value of the car properly, and the salesman sells car. It shows that before you say something, you filter it – you think whether it is right or wrong. *It creates a smart image.*

Use Your Third Mouth:

With your third mouth, you speak with principle. You speak from your heart; you speak positively, wisely, sincerely, and effectively with respect and care; you speak with C.C.U.L.; you speak about dreams, possibilities, improvement, and understanding others. Therefore, people trust and respect you. *You will have a positive and wiser image.*

Why do you need a third mouth?

When I spoke with my first mouth, nobody liked me, including close friends and family. It was too difficult to build any relationships, and I was so lonely.

When I used my second mouth, I could do many things, however I didn't have any reliable relationships.

When I started using my third mouth, it was a turning point in my life, personally, socially, and professionally. If you change one simple thing by speaking with your third mouth, it will change the rest of your life.

LISTEN sincerely with three ears!

Listen sincerely with three ears, so you can understand the real meaning. The way you listen to the world is critically important, because depending on how you listen, the world will be different.

Three ears!

Listen with **three ears** and full attention while other people are speaking, so that you can understand the message easily and effectively.

Why do we have three ears? One ear can listen to other people's voices while the second ear can listen to your own voice. What you don't realize is that you really have three ears, two visible and one invisible. **The third ear is like a stethoscope.** Your third ear filters, analyzes, and understands what you hear, so you can understand the true meaning behind the words.

Use One Ear: You can hear only what you want to hear; therefore you become biased. Consequently, you make the wrong decisions in whatever you do in life.

Use Two Ears: You can hear all of what is said, but only the voice; therefore, you can't hear the real value of positive or negative qualities under the surface, so it is easy to make mistakes in the decisions about your life.

Use Three Ears: You can hear both the voice and the meaning behind the words because your three ears are like a stethoscope. You can hear the positive and negative qualities, good and bad intentions, and important and trivial details that other people can't hear; so you have an advantage and you can make the right decisions for your future.

You have over 100 billion cells in your brain, which means that if you use your third ear, you can listen to others with over 100 billion ears. You can understand the meaning behind the words, the purpose of what others say to you, and you can easily make the right decision for whatever you do in life.

Be an Excellent Network Communicator!

Avoid creating enemies and build excellent relationships with proper communication:

☺ **Avoid criticizing or discouraging others** unless you want to create enemies. Remember, even stupid or negative people know how to criticize or discourage others.

Avoiding criticism and discouragement is not easy, but doing so maintains good relationships.

☺ **Avoid being arrogant, negative, or ignoring others** unless you want other people to avoid you.

Keep in mind that people who are arrogant, negative, or ignore others usually lack self-confidence or are ignorant.

☺ **Avoid bad lying** unless you want to make others distrust you.

Keep in mind that insecure people often lie.

☺ **Avoid trying to win an argument** unless you want to lose a friend in the process. Proving yourself right and the other person wrong is like saying you are smart and the other person is stupid. Whatever the argument may be, it is not worth losing a relationship over.

*Remember, only smart alecks like to win arguments.
(Except in legal, business matters, or totally necessary situations).*

☺ **Intentionally understand, recognize, admire, motivate, and help others** with respect and care, until it becomes your habit.

You will build reliable relationships.

☺ **Purposely choose the right words**, control the tone and speed of your voice, use positive body language, and listen openly with respect, understanding, and care, until it becomes habit.

You will develop successful networks.

☺ **Deliberately speak positively, wisely, and listen intently.**

You can be an excellent network communicator.

Communication is the key to build network leadership!

b) A Positive Attitude
will develop network leadership

Keep a positive attitude and build reliable relationships to develop network leadership.

Generosity brings a positive attitude!

Modern relationships are not 50/50; they are 45/55. What does that mean?

If you have a business partner, spouse, or even a friend, when you have \$100 profit, you get \$45 and you can give your partner \$55. This is a generous mentality, where you want to give a little more to the other person rather than taking more for yourself.

What goes around comes around: Generosity will strengthen the bonds of win-win relationships and build a successful network.

Modern relationships are also 55/45. What does that mean?

In any relationship, whether it is a marriage, business partnership, or a friendship, you work harder than your partner, doing 55% of the work while the other person does 45%. This is a generous mentality where you want to take on more of the work yourself rather than passing it on to others, making them do more.

55/45 is the best way to build win-win relationships. If you have this kind of character, other people will be inspired towards generosity in return.

Keep a positive attitude and successful networks alive. A positive attitude brings positive and builds long-lasting relationships. Therefore, everybody likes to associate with positive people because they feel positive, energetic, and happy.

A positive attitude is the best tool to open the door for opportunities and maintain your reliable relationships, so you can have a successful network.

c) **Investment**

is the foundation of network leadership

Invest your time, energy, and heart in other people. Maintaining a modern relationship is like maintaining a flower garden. If you care for the garden, it will look beautiful. If you neglect it, the flower garden will turn into weeds instead.

Relationships are about building each other up, not tearing each other down. Build win-win relationships with others. Modern relationships are win-win relationships, meaning not “you win, I lose” or “you lose, and I win,” but “you win, I win, and we win,”

Investing means your friendship will grow green and big. Green relationships will create successful networks!

Marriage is the best investment for successful networks!

Marriage can be the foundation of a powerful network. Marriage builds a strong network naturally: Your spouse’s family, relatives, and friends will join your network.

You need to find the right person to marry because marriage is the most important network. How? A quality marriage requires a quality person. Therefore you need to know how to find a loving, capable person. My research and my personal experience concerning a successful marriage is that a marriage needs more than just love or money or beauty.

Love, money, and beauty are great to have. However, if you only marry because of love, you are asking for trouble in your life (in reality for living, we need much more than love, like food on the table). If you marry just for money, you will be a slave to money.

If you marry just for physical beauty, you limit your life.

A great marriage requires love and respect, because without love and respect there is no reason to get married. Without love and respect you will never have happiness. However, for real happiness in a marriage you need more than just love and living together.

A successful marriage requires:

Unconditional love, *which brings passion and energy into your life;*

Positive qualities, *which includes a positive body, a positive mind, and a positive heart, and creates a positive life;*

Personal wisdom and ability, *which brings family unity, understanding, care, and support for each other; the ability to overcome obstacles, and gain financial freedom.*

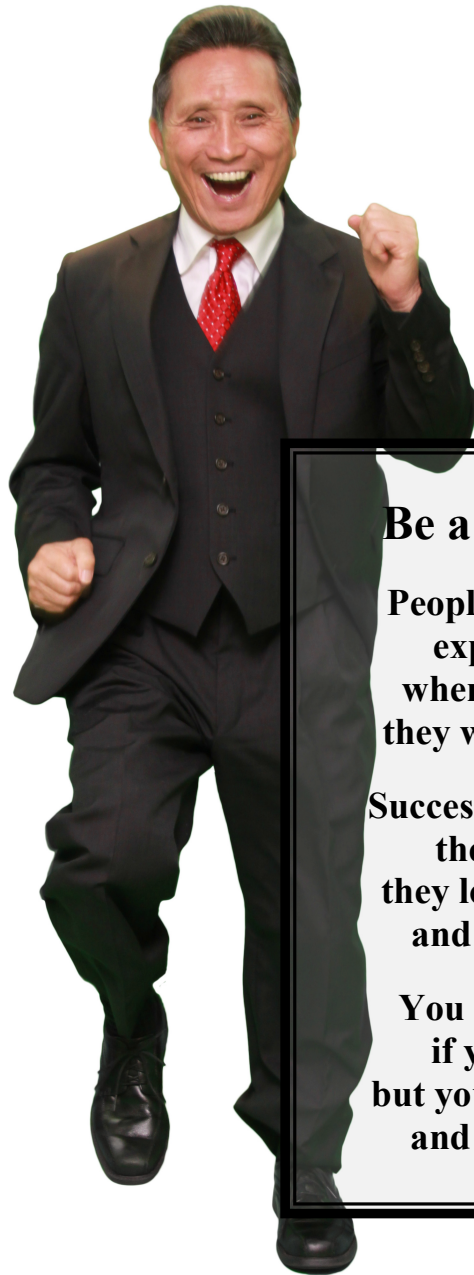
Maintaining marriage is critically important for your successful network.

When people first begin dating, they are concerned about their appearance and behavior. They dress neatly and always show their best manners. Most people, after they marry, change their attitude. They become careless not only about their appearance, but also about their spouse's feelings. When this happens, it is easy to find other people more attractive, which is the beginning of marital problems.

You should always treat your spouse just like you did when you were first dating in order to build a better relationship every day for the rest of your life.

Bear in mind, your spouse is the most important person to you in your life. Unconditional love will empower you in a long-lasting, successful marriage.

Marriage is the most important investment for your family's happiness and for your successful network.



Be a Successful CEO!

**People with a poor mindset
expect to lose by fate:
when opportunities arise,
they won't go through the gate.**

**Successful people do not think
they're limited at all;
they look for every opening,
and even climb the wall.**

**You can become the CEO
if you have the vision,
but you must decide you will,
and act on that decision.**

(5) Be a Corporate Leader

You can be a powerful CEO

During the worldwide recession of 2008-2012 so many companies lost income, laid off employees, and some declared bankruptcy. Many people lost their jobs, lost their life savings, lost their stocks, and lost their houses. Yet some competitive companies like Apple, Google, Starbucks, Samsung, and Hyundai grew – some double and even triple -- their profits soared, and they hired more employees. As a result, the gap between rich and poor grew like crazy; the rich became richer, the poor became poorer, and the middle class was all but gone. Our society was divided into the 99 % VS. the 1 %, and new movements like Occupy Wall Street spread across the country and the world. Under the same recession, **how did Apple, Google, Starbucks, Samsung, and Hyundai grow like crazy?** The answer is loud and clear: These companies were strong and competitive while the companies that went into bankruptcy were weak and incompetent.

How did these companies remain competitive?

Legendary founder and CEO of Apple, Steve Jobs, founder and CEO of Starbucks, Howard Schultz, CEO of Google, Eric Smith, Chairman and CEO of Samsung electronics, Kun-Hee Lee, and Chairman and CEO of Hyundai, Mong-Koo Chung, think differently:

They think big, look big, and dream big, so they grow big and create a strong and competitive corporation.

They think differently, look differently, speak differently, act differently, and make a positive difference to differentiate themselves from any other corporation.

They think about possibilities, see possibilities, speak about possibilities, act on possibilities, and open the door for opportunities to create a strong and competitive company.

They are visionaries, creators, innovators, fighters, and exceptional corporate leaders. Whatever goals they set, they focused 1,000 percent and never gave up until they made things happen no matter what obstacles were in front of them. They continued to innovate, so they created lots of jobs for us, made our lives easier and better, and made the world a better place to live.

They do not just love what they do, they are crazy about what they do. In addition, they are all extremely strong and competitive. They have exceptional leadership. Therefore, **they built strong and competitive companies before the recession, so they could face the recession and turn crisis into opportunity.**

A competitive corporation means an exceptionally strong organization. A strong organization can survive and thrive in the competitive world.

Now it's your turn: Develop corporate leadership to become a successful CEO. You can create the strongest and most competitive corporation in the world.

Let's examine successful CEOs to see what kind of quality corporate leadership they have. You can learn how you can become the next CEO like them, or perhaps even better than them.

You may say now, “Hey, Y.K. Kim, I don't need to read this chapter because I am not a corporate leader and I am not interested in becoming a CEO, so I don't need to develop corporate leadership.” You may be 100 percent right, but if you think that way, you are 101 percent wrong. Why? You really need this chapter, even if you are not interested in becoming a corporate leader. **Why?**

First, no matter who you are or what you do, you need corporate leadership for your own protection and personal growth. If you are looking for a new job or your family members need a new job, corporate leadership is significantly important to choose the right company for your future.

Second, if you invest your money in stock, corporate leadership is vital for your investment because the leadership of the CEO is critical for your investment's future.

Third, if you work for any company, even if you are not in a leadership position yet, corporate leadership will motivate you to improve your ability. You can be promoted to a high-paying position, and end up becoming the CEO of your company.

3 Steps to Build Corporate Leadership:

Corporate leadership requires self, attractive, necessary, network, and corporate leadership. In the last four sections, we discussed self, attractive, necessary, and network leadership. In this section we will discuss the details of corporate leadership so you can become a corporate leader.

In order to build a competitive organization, the CEO has to have powerful vision, financial ability, and the ability to create a winning team, which is corporate leadership.

a) Create Powerful Vision

An organization needs a positive direction.

b) Create Financial Ability

A successful organization needs the tools to grow.

c) Create a Winning Team

A competitive organization requires a winning team.

Being a corporate leader means you can lead any company to build a strong and competitive organization.

a) Create Powerful vision

Powerful vision is the ability to see important and valuable or unimaginable things for the future that ordinary people can't see. Vision is the root of competitiveness. Vision is thought, which is imagination in the form of a mental picture or a mental movie. It is the ability to see what others can't see because of the third eye.

The third eye is invisible because it is a mental eye, which is like an X-ray, MRI, binoculars, or high-powered telescope; you are filtering, analyzing, and understanding what you see, or mentally envisioning your desire.

Look at things with three eyes, and right away you can see a different world. For example, you can picture oil and other valuable resources underground; you can envision traveling to the moon; you can invent household appliances, high-speed transportation, or communication tools, etc.

Vision and the third eye:

The way you look at the world is critically important, because depending on how you choose to see the world, it will be different.

Close your eyes: You can't see anything. As a result, you can't do anything properly.

Use one eye: You can see only half of things, therefore you become biased. Consequently, you make the wrong decisions in whatever you do in life.

Use two eyes: You can see the whole of things, but only on the surface. You can't see the real value, or important things like positive or negative qualities under the surface, so it is easy to make mistakes, especially when making important decisions.

Use three eyes: You can see both the surface and the inside. You can see positive and negative, good and bad, valuable and trivial things that other people can't see. You have an advantage over others, and you can make the right decisions for your future.

Special note: *If you don't have eyes or you have only one eye, follow the principle and you will see things the same as with three eyes.*

The Power of Powerful Vision:

If you use three eyes, you will be a visionary and be competitive. In fact, vision is the key to everything in life except nature. The clothes you wear, your house, your smart phone, your car, GPS, airplanes, academic schools, department stores, hospitals, roads, the military, cities, nations, the UN, and governments would not exist now without vision. Whatever we see and touch, everything begins with a vision from inside someone's head. Clever thoughts, imagination, or mental pictures came from someone's brain and became reality. Vision helps make life easier and better every day. Without vision, life would be miserable. That's why we need vision to create a better future.

Vision comes in many forms, not just pictures of physical objects, but complex concepts that a visionary develops.

Inventor Thomas Edison had a vision of turning electricity into light even though he didn't know exactly what a light bulb would look like.

He saw the expression of his idea in his mind before he invented the light bulb, but nobody could see what he saw because other people didn't have a third eye like an X-ray or a telescope.

For ordinary people, seeing is believing. However, visionaries see through their third eye, which is the mental eye, so visionaries can see what other people can't see, and thus they create extraordinary things. It is because of vision that we live in the most advanced society in history.

Let's look together at how vision impacts our lives between positive vision and negative vision:

Positive vision brings a positive future:

The founder of Apple, Steve Jobs, had positive vision. He wanted to combine products with philosophy and emotion. He wanted them to be simple, beautiful, easy to use, meaningful, and beneficial. Whatever he created, he wanted people to use easily and beneficially. His positive vision brought positive results: iPods, iPhones, and iPads broke records in the IT industry and changed the world.

Apple broke another record: It had more cash in the bank than the U.S. federal government. Another record it broke was that it was the first IT company to become the biggest company in the world (in market value).

Negative vision brings a negative future:

Hacker Gary McKinnon shocked the world by hacking into U.S. government secret sites and many more. I am sure he is intelligent and courageous, and he might have been the same as Steve Jobs or maybe better. However, look at the results: Steve Jobs is the hero of the IT industry, a role model in the business world, and the most popular person in the U.S. and the world. Also, he personally enjoyed huge financial success and helped Apple stockholders and many employees become millionaires.

Gary McKinnon went to jail and became public enemy number one. If he had a positive vision like Steve Jobs, he could have competed with Steve Jobs to build the number one IT company in the world.

Can you become a powerful visionary?

The root of vision is greed. Positive greed creates positive vision. Positive greed creates desire and makes people hungry mentally. This hunger triggers the mental gears to turn, enabling you to figure out what you need to do to get what you want through your imagination. It will force you to become a visionary.

Dreams and vision go hand in hand: Focus on your positive dreams 100 percent -- that is the trigger for vision. When you want something badly enough, focus on it and ask yourself: "How? How? and How?" Form a vision that will give you your answer. It will empower you to become a visionary.

b) Create Financial Ability

Financial ability is a vital skill for a corporate leader. Money is often used as the yardstick for measuring success or failure on a personal or professional level. Money is not everything, but a lack of money can ruin an individual, tear down an organization, and even devastate a nation. In order to be a corporate leader you must have financial ability. In any new, young, old, small, big, strong, private, public, or government organization, success or failure depends on financial ability. In your organization, to survive and succeed you must make more and spend less.

I showed you financial ability in the last pillar, financial success; now, I will briefly show you corporate level finances.

First, **set clear financial goals and a budget:** Set goals for your organization specifying gross income, expenses, profits, and investment. Once you make a clear budget, it will be simple to follow and you can make more and spend less.

Second, **create the saving habit:** Put the right person in the right place; you can improve productivity, and you can save time and money. Your savings will snowball, and you will make more and spend less.

Third, **prioritize the work:** you can save a penny to billions of dollars depending on the size of your organization.

Fourth, **invest for success: Invest time and money in your people;** people are everything. If you have “A class players,” your organization will be successful. Therefore, you need to invest time and money to find “A class players” and continue to motivate, educate, and support them to grow.

Invest time and money to modernize your system; it makes work easier and much more productive. You can improve your products and services, save your time and money, and increase your profit.

Invest your time before you invest your money in new projects, so you can let money follow you by making the right investment decisions. You will be an excellent financial CEO.

c) Create a Winning Team

People are the key to a winning team in any organization because people create good or bad, weak or strong policies, rules, or even laws. People not only create the system, they operate the system.

In essence, to build a winning team you must seek out team members who have ability and believe in the same goal as you. In order to lead an organization, a leader must know how to recruit quality people to build a winning team.

A-class players can build a quality team and boost performance.

A-class players like to play with A-class players, not C-class players because C-class people destroy teamwork.

A corporate leader must know how to create A-class players and build a winning team.

Competitive organizations desperately need winning teams and excellent performance. With a winning team, you can achieve much more than you think.

To build a winning team requires that you recruit quality people and build a quality team.

3 Steps to Develop a Winning Team

i. Recruit Quality People

ii. Build a Quality Team

iii. Create Loyalty

These 3 steps will empower you to build a winning team for your competitive organization.

i. Recruit Quality People

You have to recruit the right people into the right place:

The right place means that an individual has been given a job that requires the specific skills he or she has.

The right people are those with positive attitudes.

Extra bonus: A person who has leadership ability.

Three traits to look for, when recruiting quality people:

The right skills: you need professionals on your side. Skill is indispensable.

A positive attitude: negative people will drag your team down. They will destroy teamwork. Positive people do positive things, are passionate about their jobs, and build winning teams.

Leadership: Self-starters will maximize your team's potential. Your organization's future will be competitive.

Even more important than these three traits is desire. No one can help you achieve excellent performance unless you want it. You can't even help yourself because performance begins with desire. Therefore, you must recruit the right person into the right place to build a winning team.

If you have skills, you can have a job. If you have a positive attitude, you can build positive teamwork. If you have skills, a positive attitude, and leadership ability, you can be the CEO of your organization.

ii. **Build a Quality Team**

Rule number one for building a quality team:

To build a quality team you must have a clear direction.

A clear direction requires clear goals. Clear goals are the key to building a winning team.

To build a winning team and boost performance, you need two things: first, set team and individual goals, and second, support your team to achieve their goals.

Set beneficial team goals that will give your team the right direction, hope, energy, and team spirit. Setting beneficial goals will boost team performance.

Help team members set beneficial personal goals that align with those of your organization, which will give each individual hope and energy to improve his or her personal skills and ability, boost performance, and foster teamwork.

Rule number two for building a quality team:

Modernize your system. To modernize a system requires two things: First, modernize your tools. Second, create the GPS, which is the “why and how” problem-solving system.

Modernize your tools: For example, in your office, if your team is using obsolete computers, which are very slow and broken all the time, it is too difficult to finish your new project by deadline. It will give your team frustration, stress, and pain, and inhibit their performance. The worst thing is that your team will minimize their potential, which will cause their morale to drop, and you will lose quality people. **On the other hand**, if your team has excellent computers, it will help your team work easier, faster, and have more fun. It will boost team performance, so your team can maximize their potential and finish your new project before deadline. It makes your team feel good and proud of their work, which will help team building because everybody feels good.

As a corporate leader, you need to prepare the right tools for your team to boost their performance and achieve their goals.

Create the GPS “why and how” problem-solving system.

Problems are not problems. Even if you face huge obstacles, it is not a problem. If you ignore, avoid, try not to fix it, or give up, that is a problem. If you don't fix problems, they will grow big and make it too difficult for your team to maximize their potential, so morale will decline. In the worst case, your company might close down. Therefore, you must solve problems for your team.

First, dig to find out WHY you have the problem and never give up until you find the real cause. You can handle most problems. If you don't find the real cause of the problem and try to fix it, it will only get worse. After you find the real “why,”

Second, look for solutions – the “HOW” -- and never give up until you find the solution.

Third, put the solutions into ACTION. The important thing to remember is when you are finding “WHY and HOW”, work together with your team members to generate high morale and boost performance. Achieving team goals will be easy when you work together.

As a corporate leader, you need to create, innovate, and improve before problems occur. Prevention is better than cure.

Rule number three for building a quality team:

Create excellent relationships. To boost team performance and to achieve team goals, a corporate leader needs to develop quality team relationships. **With good relationships**, it is easy to increase team morale and boost performance to achieve team goals. **With broken relationships**, it is easy to destroy teamwork and inhibit team performance, thereby ruining team morale and making it difficult to achieve team goals. In the worst case you might lose quality members and weaken the organization.

A CEO's top responsibility is to build win-win relationships:

Set clear team goals: *It will give the team unity.*

Make a clear job description for each member: *They will take personal responsibility.*

Develop clear rules and regulations: *Which will prevent confusion and fighting.*

Create an excellent communications system: *Communication is the key to team unity and boosting performance.*

Rule number four for building a quality team:

Create rewards and punishment. You must have fair leadership, balancing strictness with flexibility, which means you must have a cold mind and a warm heart to lead your team.

Team members who do good get rewards, and who do bad get punished.

Strictness means you inform and educate team members that they must follow the rules. Without strictness, your team will be chaotic.

Flexibility means you understand that no one is perfect. Help them learn from their mistakes, and give them a chance to improve. However, habits count.

If a team member does not follow the rules, does not learn from his mistakes, and continues to do wrong, you must separate him from the other members because A-class players like to play with A-class players. By the same token, you should recognize and reward players who do a good job. Quality team members will stay with you and other team members will learn from them. Follow the example of pro sports teams: They recognize individual skills by paying their stars much higher than they pay the average player.

Set a team reward that will help team unity and maximize team potential.

Set personal rewards that will help you get rid of team members who are lazy, and reward people who have excellent performance and results.

As a corporate leader, you must set team and personal rewards, and you must build fair leadership to boost team performance and to achieve team goals.

iii. **Create loyalty**

No matter how many intelligent, positive, or capable people you have in your organization, without loyalty, you can't depend on them. This statement is true not just in organizations, but in personal relationships, too.

Human beings are social animals. Our instincts draw us together into groups and societies. Our instincts also tell us to associate with generous people, not selfish people. Generosity brings out loyalty and unity. If you have loyal members in your team, your organization will be competitive.

The root of a winning team is loyalty, and loyalty comes from generosity.

The ultimate modern corporate leadership is generosity. Without loyalty they are temporary employees. With loyalty they are permanent employees.

Loyalty comes from generosity. Loyalty makes your organization competitive. Generosity creates loyalty; loyalty creates excellent performance.

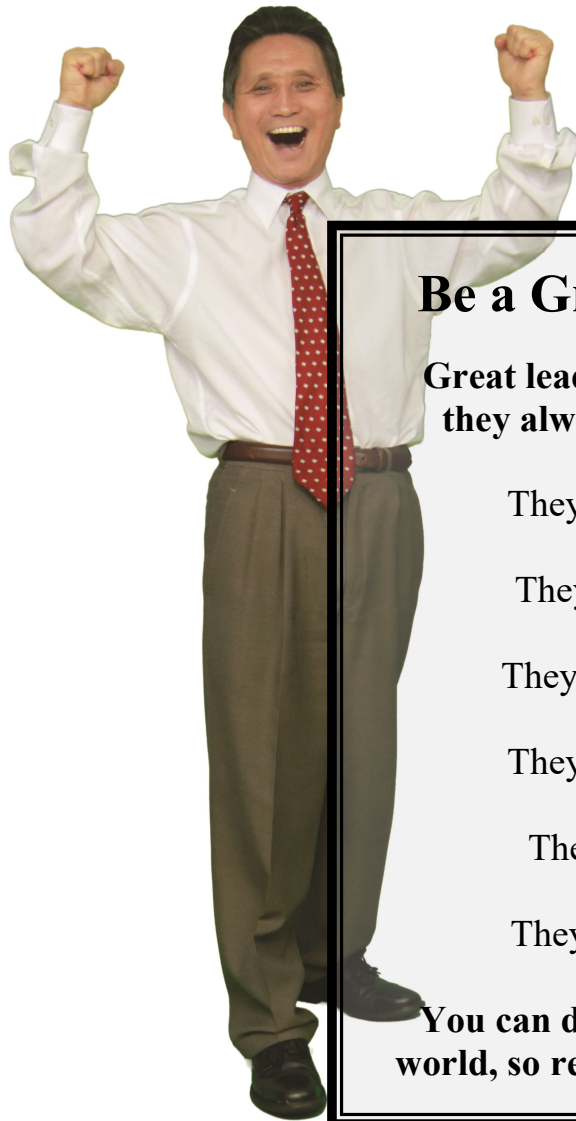
People naturally follow generous leaders because no one likes negatively selfish people.

Having modern corporate leadership means having the ability to help others. You cannot be successful without sharing with others.

Loyalty builds, and maintains strong organizations, from small ones like families to big ones like nations.

Can you be a Generous Leader?

Yes you can be a generous leader. Being generous means giving a man a fish. Being a generous leader means teaching a man how to fish so that he can fish and eat for life.



Be a Great Leader!

**Great leaders are so bold –
they always aim so high!**

They Think Big!

They Look Big!

They Dream Big!

They Speak Big!

They Act Big!

They Grow Big!

**You can dare to change the
world, so reach up for the sky.**

(6) Be a Public Leader

You can be a historical politician

I arrived in the U.S. in 1977; during the last 40 years there were seven different presidents: the 39th president, Jimmy Carter, the 40th president, Ronald Reagan, the 41st president, George Bush, the 42nd president, Bill Clinton, the 43rd president, George W. Bush, the 44th president, Barak Obama, and the 45th president, Donald Trump. Under these seven presidents' leadership, from 1977-2018, the U.S. went from recession to surplus and back to recession and then to recovery; through a couple of different wars (some we won and some we lost), we broke down the Berlin Wall and ended the cold war, only to see the chill come back again; and our worldwide reputation varied from paper tiger to respected icon, all depending on the president's leadership.

If we elect a weak leader, our country will be weak; if we elect a strong leader, our country will be strong.

You have the ability to choose the right public leader for your city, your state, and your country for security and prosperity.

To be a public leader or to vote for the right public leader, it is very important to develop public leadership.

The United States of America is the super power of the world, and our people enjoy personal freedom. However, without founding father George Washington's leadership, nothing would have happened. If he didn't build a strong foundation for democracy: The U.S. wouldn't be the super nation of the world today.

Conversely, in the 21st century there are still many countries struggling and billions of people suffering in poverty and lacking personal freedom because of a lack of public leadership. Unfortunately, some of the U.S. politicians are as bad as those from other countries because we choose the wrong public officers. Some cities have gone into bankruptcy, which makes America a paper tiger. By the same token, too many people vote for public officers based on only their personality and communication skills, not leadership ability. They follow emotion, not principles and values. That's why we need to develop public leadership, so you can protect yourself and grow.

Therefore, **I recommend that anyone who runs for public office, like a congressman, a senator, a mayor, a commissioner, state attorney, a governor, or a president of a nation, must undergo mandatory leadership testing, with the results publicized.** I offer a sample test later in this chapter, so we can vote for the right person in the right place.

Public leadership is critically important because the elected public officer is like the captain of a ship or the pilot of an airplane. Depending on their leadership, the organization will move in the wrong or right direction because we give them the power. The result will be dark or bright depending on the leader's abilities. As you probably have seen, some stupid and bad public leaders have messed up good organizations and hurt innocent citizens.

Can you be the president of the United States of America?

Former speaker Newt Gingrich was running for the Republican nomination for president of the United States of America in 2011-2012. Suddenly, at the beginning of the primary, he lost his whole organization, so the public thought he was finished. However, it was like a miracle: Through his powerful vision, exceptional communication skills, and personal leadership in the Republican debates, he was able to climb up to become the number one candidate in the Republican Party. His opponents spent millions of dollars on T.V. ads to criticize and discourage him, and he didn't have the organization and the money to fight back. Then, he lost again in the Iowa Caucus, so again the public opinion was that he didn't have a chance. However, it was a shock to all Americans when he revived himself again by chiding the CNN mediator in the Republican debate with his extraordinary communication skills. He received a standing ovation from the audience, and swept the South Carolina Primary. He broke the record in U.S. presidential debating history. It looked like nobody could beat him, and he would be nominated by the Republican Party. On top of that, many media outlets said he could easily beat the incumbent president, Barak Obama, in the general election, so the Democratic Party started criticizing and discouraging him heavily because they were afraid.

Most of the media commentators were saying that speaker Newt Gingrich was the most intelligent candidate ever, and the most intelligent politician in the history of the U.S. However, he didn't have a strong organization, so he couldn't even register in the Virginia primary or those of some other states. His personal leadership carried him through the debates, but after the debates a candidate needs an organization – his weakness. His money totally dried out and he had no people to campaign, so he couldn't continue to get new votes, and he had to withdraw. He lost his nomination to Mitt Romney. He had to relinquish his dream.

This historical nomination process shows that true success really requires harmony and balance. Newt Gingrich is an excellent writer, a great communicator, an extraordinary public speaker, a great debater, and a real visionary. He could have been the Republican nominee, could have won the general election, and could have become the 45th president of the United States of America. Speaker Newt Gingrich had almost everything as a presidential candidate, but he lacked the organizational ability to recruit a winning team and raise money.

It doesn't matter how intelligent you are personally, without an organization, it is too difficult to become a public officer. Vice-Versa, even if you have a strong organization, if you don't have personal leadership and great communication ability, you can't even start anything. To become a public leader requires public leadership.

Please allow me, I will show you how to be a historical public leader.

What is Public Leadership?

Public leadership is the ability to lead the public, from small groups to a nation.

Without public leadership, most people find it too difficult to judge other people's leadership ability, so most people vote for politicians on their attitude, not their leadership ability.

Sometimes people elect the right person in the wrong place (*the right person would be a good communicator with positive attitude; the right place would be a job he has the necessary skill to do*).

A positive attitude alone can't put food on the kitchen table or protect us. Therefore, the organization (city, state, or country) and many innocent citizens will suffer unnecessarily until they elect the right person in the right place in the next election. That's why you need to develop public leadership.

With public leadership, you can choose the right public leader for your city, county, state, and nation. On top of that, you can be an exceptional public leader and you can revolutionize our society, our nation, and change the world.

Public leadership requires self, attractive, necessary, network, corporate, and public leadership. In the last five sections we discussed five different ways of modern leadership. In this section we will discuss the details of public leadership so you can become a public leader.

The 3 Steps to Become a Public Leader

- a) **Keep Principle Leadership Alive.**
- b) **Maximize Public Speaking.**
- c) **Create a Powerful Organization with Inspirational Vision.**

These 3 steps will enable you to be a public leader, and you can be a historical leader.

a) **Keep Principle Leadership Alive**

In order to become a public leader, you must know principle leadership: **Why do people follow other people?** And how do people lead other people?

The 3 main reasons people follow other people are: First, they are afraid; second, they need something; and third, they believe in value. The 3 ways to lead other people are: First, leading by force; second, leading by need; and third, leading by principles.

i. **Lead by force**

Even if you are right, without strength, you can't win. You lead other people by fear, terror, or scare tactics. People follow you because they are afraid. You use the power of position, money, or physical strength to control others. People must do what you say, good or bad, right or wrong. If they don't, they will get punished. They follow you only as long as they are afraid of you. Force works well when you have power, but without power, it is not going to work.

Force with principle is necessary to lead others and will save a lot of future problems. For example, at a red light, if you are not afraid of getting a ticket or an accident, you will drive through the red light, and as a result, you may get into an accident. If you are afraid of an accident or a ticket, you will follow the law, and it will prevent future problems. This system works in any organization, event, and even your family's rules and regulations. It works well because followers trust you; they know you are trying to protect them from accidents.

Force only works with principle. Force without principle does not work in the long run. Why?

First, followers will limit themselves because they are afraid to do more than you ask, which means you can control their bodies but not their minds. They will not progress, and you will end up being a baby sitter because they are afraid to do anything without you, even in an emergency.

Second, when you lose your positional power, money, or physical strength, you lose your power because they are not afraid of you anymore. For example, force works well for little children, but when they grow into teenagers, it becomes too difficult to handle them.

ii. **Lead by need**

People need people. You lead other people by meeting their needs. People follow you because they need something from you, but you probably also need something from them. This is a system of give and take, which is fair and balanced. When people follow you, you give them what they need: A job, money, power, fame, or whatever.

People follow you because they can get what they need from you. It works well as long as they need something from you. It is practical and there is nothing morally or legally wrong because it is fair and balanced. In our society most organizations, businesses, or political parties operate on give and take. It works well as long as you have what people need, and as long as people need you. However, if you operate only according to give and take without principle, you are not practicing modern leadership.

Need only works with principle. Need without principle does not work in the long run. Why?

First, if you offer them a job and they need a paycheck, you have a limited relationship. It will limit your growth and your company's future. Why? They will be looking at the clock, waiting to leave and not caring about productive work. They will gain no personal improvement, and your company will not progress.

Second, as long as followers need something from you, like a job or a political favor, you can lead them. Unfortunately, without principles, when they get a better job offer or a bigger favor, they will leave you.

Third, without principles, boyfriends and girlfriends or even husbands and wives would leave each other as soon as they met a better person. Marriage would be meaningless.

iii. Lead by principle

We are part of nature. If we go against nature, we will lose; if we follow nature, we will win. Nature is the principle we must follow.

Principled leaders lead others by strictness and flexibility, with respect, because they are fair and balanced, which means they believe in nature.

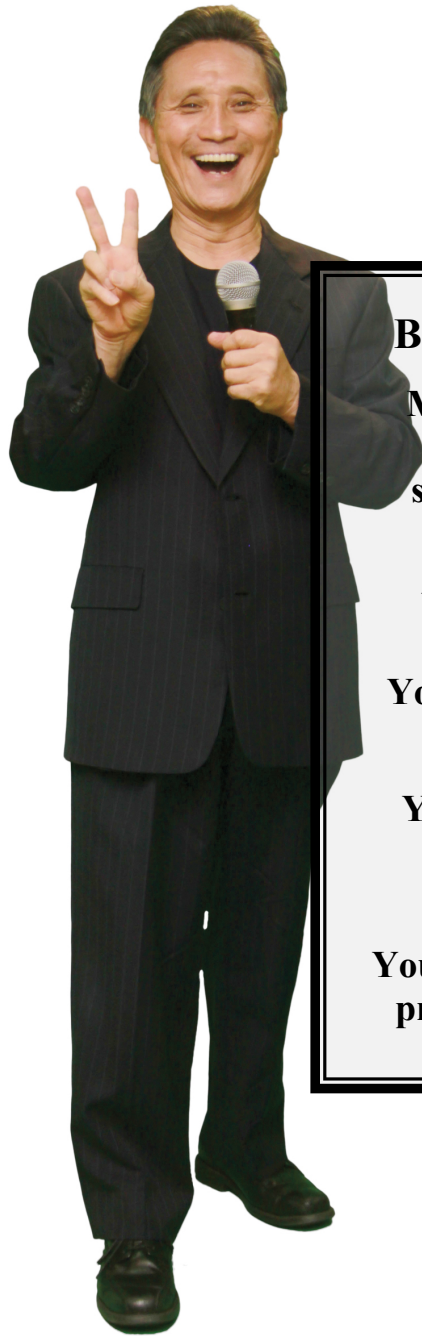
Principled leaders motivate, educate, and inspire others with care, to maximize their potential, because they are positive and confident, which means they follow principle.

Principled leaders unite people, not divide them, and support others, not hurt them, because they are wise and strong, which means they live with principle.

Of course, **they lead others by force and need with principles,** so followers can maximize their potential to create a successful future. Therefore, followers love to follow principled leaders because they believe in the leader's values and respect them.

People follow principled leaders, whether they have a position or not. For example, you may feel you miss your teacher, coach, or old boss, even if they gave you a tough time, because they were principled leaders and you believed in their values. Also, we Americans still believe in the principles of our founding father George Washington, historical president Abraham Lincoln, greatest inventor Thomas Edison, and civil rights leader Dr. Martin Luther King, Jr., and we follow their values with respect even after their deaths. The best way to lead others wisely and effectively is by force and need with principle.

Keeping principled leadership alive will help you to follow and lead others easier and better, and you will be a better public leader.



Be a Great Public Speaker!

**Many times in public speaking
I felt just like a fool,
so learn from my experience,
and follow this one rule:**

**When you speak in public,
here's the simple deal:
You will perform like practice,
so practice like it's real.**

**You can be an extraordinary
public speaker and build
a successful network.**

**You will make your personal and
professional dreams a reality!**

b) **Maximize Public Speaking!**

To achieve the highest levels of success, you need to master the most powerful form of communication: Public speaking. By sharing your thoughts, ideas, goals, and feelings publicly, you can reach, influence, and impact countless numbers of people.

Being a powerful public speaker is not a luxury; it is a necessity.

Please allow me to show you how I used to drown on stage through my misadventures in public speaking. I hope these experiences make you laugh, make you think, show you the lessons I learned, and make your transformation into a great public speaker easier.

I froze for one minute during a speech:

I was asked to give a reception speech at a friend's wedding for the groom. I felt honored. When the wedding finished, we started the reception in a huge convention room. The M.C. introduced me, and almost everyone knew me, so they gave me what seemed like endless applause. I felt good as I walked out to the podium. I was about to congratulate the bride and groom, when my brain became blocked and I totally forgot what I had to say next. I became frozen for one minute, but **that one minute was like ten hours**.

I was ashamed, embarrassed, and so sorry; I messed up their wedding. I could not look anybody in the eye. Even today as I write this book, I feel so sorry for them and embarrassed.

I had to pay a high price for my arrogance, which means I trusted myself because I am an excellent public speaker, so I didn't prepare and I didn't practice my wedding speech. Since then, I promised myself to believe in myself, but never to trust myself. I strongly believe in planning for success, preparing for success, and that practice makes perfect.

That disaster was a defining point in my public speaking career. Now I prepare well and practice, practice, and practice until I know my speech by heart, like second nature.

I lost my voice during a speech:

In my seminar, "Winning Future," I was so excited because the audience reacted like crazy: They were applauding, jumping up and down, and screaming, so I did my best to give them extra effort by

raising my voice. Wow! What happened? At a critical moment in the middle of my speech, when I wanted to say something very important to the audience, nobody could hear my voice. I totally lost my voice in the middle of my speech. I drank water and tried again, but it didn't work. What a disaster! I was embarrassed and so sorry -- I felt like I was dying.

*After that disastrous experience, I was looking for a way to protect my voice during my speeches. I tried many different things, and finally I found the right one for me: **Hot herbal tea with honey**. It helps me two ways: Hot herbal tea with honey protects my throat so I won't lose my voice while speaking, and it energizes my body and mind. Since then, whenever I have a heavy speech, I always prepare herbal tea with honey to drink. It has saved my public speaking on many occasions.*

I was asleep on stage while speaking:

At a Marriott Hotel in Dallas, I was so busy preparing and setting up a seminar that I didn't eat dinner the night before and had no time for breakfast in the morning. After four hours of speaking in the morning session, I ate a lot at lunchtime and the results were disastrous. With a full stomach, I began getting sleepy during my afternoon speech and was so tired that my speech slurred. I actually was falling asleep while speaking on stage, and I had to end two hours ahead of schedule.

I felt humiliated. Afterwards, I realized that my eating habits during the seminar were bad. Falling asleep on stage was a result of my body expending a lot of energy in digestion, instead of generating creativity to my brain.

After that experience, I avoid eating any heavy food before speaking. I settle for soups, drinks, and other forms of liquid nourishment.

Whenever I have a speaking engagement, I always figure out what gives me energy -- and, just as important, what saps my energy -- so that I can prepare my body as well as my mind for my speeches. I prepare shakes and fruits for breakfast. It helps me always to have lots of energy for my audience. I also do not abuse my body before a speech; I do Power Exercises and meditation to loosen up my body and mind, which energizes me to speak with passion.

Win the battle and lose the war:

For a keynote speech I had to make at a martial arts leaders convention in Las Vegas, I deliberately chose to use complex and intellectual vocabulary in my speech. Even though I knew that most people would have a hard time understanding it, I wanted to show everybody that I was better than anyone else in the industry.

I envisioned that people would be so blown away by my brilliantly crafted speech that they would just all want to mob me, shake my hand, and sing praises up and down the halls. However, these were not the reactions I got when I finished my speech. Instead of being praised, I was shunned. It was a very lonely weekend in Vegas after that. I reflected on my performance and realized my speech came across as haughty, pompous, and way too academic to the audience. Unknowingly, I had belittled the audience with my choice of words...a bad move.

I won the battle and lost the war. I gave a super speech, but the audience hated my speech. After that experience, I always show respect and appreciation for the audience. Respecting the audience is extremely important, whether through subject matter or delivery.

I become a crying baby:

In my most exciting and meaningful seminar, “Crazy or Lazy,” when I finished the speech in a huge convention room, I got a standing ovation, endless applause, and the crowd started chanting, “Y.K. Kim! Y.K. Kim!” like thunder. When I tried to get out of the room, so many people came up to me asking for autographs and telling me, “You saved my life; I had financial pressure, now I have financial freedom.” “I was negative, now I am positive.” “I was a chain smoker, now I am smoke-free.” “I was fat, now I am fat-free and in shape.” “I had broken relationships, but now I have strong relationships.” “I had no goals, but now I have powerful goals and the right direction in my life.” All of these people had attended my previous speeches and changed their lives. Other people said to me that they had never heard such a motivational speech: It touched their hearts and it will change their lives. I showed true appreciation to each member of the audience, shook hands, hugged, and I was overwhelmed.

I went to my hotel room all by myself and I become a crying baby - I couldn't stop crying. I didn't even know how to read English when I first came to this country, so when I was hungry I bought dog food and ate it. Now, because of my speech in English, many people changed their lives. It motivated and inspired me never to stop sharing this modern philosophy until my last breath, so more people can change their lives.

Now I would like to share with you how to prepare for public speaking. I hope it will help you in your preparation for public speaking.

Prepare for successful public speaking

Obtain the details about the speaking engagement:

When I have a speaking engagement, I gather information before I write my speech. These are the details I need:

WHO: *500 CEOs of the top 500 corporations in America.*

WHAT: *The topic is The 5 Pillars of True Success.*

WHEN: *9 a.m. to noon, Saturday, April 25th, 2018.*

WHERE: *Marriott Hotel ballroom, New York City, NY.*

WHY: *U.S. companies need to become more competitive in the global market.*

HOW: *As a keynote speaker, I will use a well-paced speech with lots of motivation and energy (there is no other speaker).*

Identify the audience's wants and needs:

In general, what an audience or an organization wants is what they dream about or desire.

I organize and write down my findings in detail. I prepare an outline. Then, if I need to, I write out my speech word for word, keeping my audience's perspective in mind.

Check on last-minute particulars:

1. **Check the weather of my destination** to determine appropriate clothing for the area, if traveling out of town or country.
2. **Inquire about the venue** -- convention hall or room, banquet room, ballroom, or auditorium – how will it be set up? I need know how my audience will be seated so I can prepare the movement and delivery of my speech accordingly, based on the seating arrangement.
3. **Ask the event organizers to prepare a wireless microphone** (choose a hand microphone, headset, or lavalier). As a speaker I need a hands-free mic because I use a lot of body language while speaking.
4. **Request a pot of hot water, herbal tea, and plenty of honey** to protect my voice.
5. **I choose the right clothes, and check my hair. If necessary, I get a trim or haircut to have a neat and proper appearance.**
6. **Ask the event organizers and/or hotel staff to prepare special food for me** in case I have heavy speaking duties or an all-day seminar, which will allow my energy to be used for speaking, not digesting.
7. **If speaking at a town hall meeting, prepare for a possible question-and-answer session** and find out my host and opponent's strong points and weak points.

Practice, practice, practice:

Practice like performance; perform like practice. I practice, practice, practice, and mentally rehearse my speech, while walking, driving, or sleeping. I notice my voice control, body language, and passion, making sure it will be fun, exciting, and beneficial for my audience, showing that I have respect for them. **I can deliver well and enjoy public speaking!**

c) **Create a powerful organization with an Inspirational Vision**

i. **Create a Powerful Organization**

If you run for public office and lead the public effectively, you can't do it by yourself, so you need to have an inspirational team, which is an organization to support you in achieving your goals. Therefore, you need to create a powerful organization.

Powerful organizations need two things: the right people and money. People and money go hand in hand in an organization. Without one, you can't create an organization. Therefore, you must have the capability to bring funds to build an organization because organizations have expenses. Also you must have the ability to bring the right people to build your organization because organizations need people.

Your powerful organization will be your arms, your legs, your eyes, your ears, your brain, and your heart, which means it is a duplication of you. Your organization will support you to achieve your goals.

In order to bring the right people and money to create a powerful organization, you must develop three things:

People skills, to bring people.

Financial ability, to bring money.

Leadership ability, to lead the organization.

These three qualities will help you build a powerful organization. A powerful organization begins within you.

You can be a historical politician.

ii. **Create an inspirational Vision**

An inspirational vision means you can see important and valuable things that other people can't see; or you can turn any crisis into opportunity and can transform our society to make it a better place to live.

If you are a public leader or run for public office, having powerful goals based on an exceptionally powerful vision is your top priority. Your inspirational vision must be the right vision for the future.

Right vision brings right results

Dr. Martin Luther King, Jr. and Mr. Osama Bin Laden are both widely renowned activists in the history of the world. Both were extremely intelligent, courageous, and both had strong leadership. Also, both were assassinated. **Dr. King had a right vision** for the personal freedom of all people, exemplified by his "I Have a Dream" speech. He fought for his vision until his last breath. The results of his efforts brought personal freedom to all people, not just black Americans, but brown, red, yellow, and white. *He became more than an African-American hero; he is a hero of the world.*

Wrong vision brings wrong results

Osama Bin Laden had a wrong vision because his dream was revenge and the destruction of the western world. He badly damaged the western world through terrorist suicide bombings like those on 9/11/2001. The results were that he caused two wars and killed too many innocent people; he personally lost his physical freedom until he was finally assassinated. Of course he became a hero to Islamic extremists, but not to Islamic countries, and too many of his followers lost their lives and became public enemies to the world. If he had a vision like Dr. King, he could have helped liberate hundreds of millions of citizens in the Middle East. If Mr. Bin Laden would have helped all Middle Easterners to build a strong region, it might have become stronger than the Western world. *He could have become a hero of the Middle East and the world.*

Can You Create an inspirational Vision?

Yes you can, by asking, “Why?” and “How?”

First, think “WHY” and “HOW” to improve your organization: “WHY” means determining the clear purpose of improvement, and “HOW” means finding how to achieve your goals.

Second, think “WHY” and “HOW” to turn crisis into opportunity: “WHY” means discovering the real cause of the problem, and “HOW” means finding the right answer to solve the crisis.

Put new solutions into action and make things happen. **How to do it:** Set positive goals based on new solutions, and focus on those goals 1,000 percent. It will help you to **create a powerful vision**. You will turn any crisis into opportunity and improve your organization. Goals and vision go hand in hand. Having an inspirational vision is the first step to be a public leader.

Let me share with you one clear example of how you can have a right and exceptional vision.

Whenever we have a snow or rain storm, most U.S. cities have serious electric problems because trees are vulnerable to storms. Therefore, too many citizens are suffering (too tough to cook, too hot or too cold, refrigerator is not working, no TV, no internet, toilet problems, etc.) and both individuals and city governments lose too much money.

“WHY”: You can easily tell the causes of this problem because the storms hit the trees and break branches, which break electric wires.

We need to find the answer on “HOW” to turn future crises into opportunities:

Short-term solution: Cut all dangerous trees (electric companies do this now) but this is a temporary solution because trees will grow again.

Midterm solution: Put all wires underground, but this solution costs too much money and there are too many obstacles waiting for us.

Long-term solution: Turn crisis into opportunity. Make our cities energy independent through solar power (every commercial building, every residence, and every street light will be powered by solar power, even factories.)

This long-term solution would include these benefits:

- i. Beautify the city by eliminating all the electric wires in the city.
- ii. Brighten the entire city, even at night, without extra expenses.
- iii. Improve the standard of living for every citizen as they save money.
- iv. Prevent an energy crisis during future hurricanes or snow storms.
- v. Create high paying jobs to install the new technology.
- vi. Reduce taxes as the city saves money and generates new income by selling energy to other cities.
- vii. Create more profit for every business by cutting energy expenses.

Our cities need your right and inspirational vision to transform themselves and create a brighter future. Therefore, if you run for mayor, citizens will vote for you and elect you as mayor.

You can apply this example to any other matter in your organization or your city, state, or even your country (*economic and job improvement, public safety, public education, public health, making the Internet free and faster, etc.*) Therefore, more companies will move to your city, creating more high-paying jobs. **You will be a historical public leader.**



Go Global and Grow Big!

You live in a global era; you can have a morning conference in Washington DC, a lunch meeting in Seoul, and a dinner party in London; and return to Washington DC to rest at home. *This scenario will become normal soon.*

You will live in a universal era, where you can go to an industry expo or a family trip on the moon or mars, just like we go to Disney World today. *This vision will become a reality in your lifetime.*

The modern world is big, with huge opportunities. Think big, look big, dream big, grow big, and change the world.

(7) **Be a Global Leader**

You can lead the world

We live in a global era; you can have a breakfast meeting in New York in the USA, a lunch meeting in Shanghai in China, and a dinner meeting in Paris in France, and come back home to New York, to sleep at home. *This vision will become a reality soon.*

We will live in a universal era, where you can go to a business convention or a family vacation on the moon or mars, just like we go to Disney World today. *This dream will become reality in your lifetime.*

The modern world is big, with huge opportunities. Think big, dream big, look big, act big, grow big, and be a global leader.

The United States of America was the only super nation of the world in the past few decades. The U.S.A. exported American culture to the world; the world changed and grew big. Therefore, the modern world is a gigantic and enormous opportunity. As a result, we have good news and bad news:

The good news is that we have much more opportunity than in any other time in the history of the U.S. For example, if your company made \$10 billion a year before as an only national business, now you have the huge opportunity to make \$100 billion a year as a global business, like Coca Cola, Starbucks, Walmart, Exxon, GE, GM, Ford, McDonald's, Microsoft, Apple, Google, Facebook, etc.

Conversely, the bad news is that if your company is not strong and competitive, it may be too hard to survive, and in the worst case, you will lose your company because of global competition. Already many U.S. companies have closed down because they couldn't compete with global competitors.

In some cases, global competition has threatened the symbols of U.S. dominance like the automobile industry. The Japanese company Toyota became the number one selling car in the world, and the Korean company Samsung became the number one electronics company in the world. Also, the U.S. lost too many manufacturing companies, so Americans lost too many jobs, including high paying jobs. Since the IT revolution, the world is much more competitive. Whatever we do to become successful requires more competitiveness than in any other time in history.

Now you can tell we have huge opportunities, and at the same time the world is extremely competitive. In order to prosper and take advantage of global business, you must develop global leadership.

How do you become a global leader? To become a global leader requires self leadership, attractive leadership, necessary leadership, network leadership, corporate leadership, public leadership, and global leadership. In the last six sections we discussed six different ways of leadership. In this section, we will discuss the details of global leadership so you can become a global leader.

What is global leadership? Global leadership is the ability to lead the world.

Without global leadership, the United States of America will sink slowly because a competitive world lives by the survival of the fittest: If we are strong, we will survive; if we are weak, we will fail.

With global leadership, the United States of America's future will be brighter than ever in history.

The Power of Global leadership:

What country is the super power of the world? Of course the United State of America is the super power of the world: Military, economic, political, entertainment, educational, IT, media, sports, energy, medical, even cultural superpower, etc.

How can the U.S. remain the super power of the world? Look at what is going on around us.

In the 1980s and early 1990s, it looked like Japan would overtake the United States of America. Toyota and Honda cars were on every road in the U.S., and almost all Americans were obsessed with Japanese household appliances. The trade deficit was too high, and the U.S. government owed too much money to the Japanese government.

Autoworkers in Detroit were so frustrated when they lost their jobs (because too many Americans were buying Japanese cars), that they held demonstrations where they broke and burned Japanese products on national television.

The auto industry was a strong source of pride for the U.S. It was a symbol of the U.S. industrial revolution. GM and Ford were the #1

and #2 car manufacturers. In 2008, Japan's Toyota was the #1 selling car company in the world.

After Japan adopted Western culture, it became the first country to threaten the U.S. economy. However, without global leadership, Japan would not be a strong economic power today.

After the Korean War in the 1950s, and even into the early 1960s, Koreans were worried about finding food for their tables. Without the help of the United States it would have been difficult for Korea to survive. However, after Korea adopted Western culture, Korea's economy expanded like a balloon. Korea became the 10th richest country on Earth. As a result, Samsung has become the #1 electronics company in the world, and L.G. TVs are displayed in most airports and hotels. Meanwhile, Hyundai cars are populating almost every road in every country.

In Korea, General Park, Chung Hee (the third president of Korea), and General Kim, Jong Pil (prime minister of Korea) ascended by military revolution. They had clear goals for a future Korea that was free from poverty, which gave them a clear and ambitious vision of a rich country. Hope for the future forced them to adopt western culture. Through loyalty and indomitable spirit, they pushed their limitations to make things happen, and, as a result, Korea became the most competitive country in the world.

If former president Park and prime minister Kim, Jong Pil didn't develop global leadership and had not opened the gates by adopting Western culture, Korea would not be an economic power today.

Third, China was one of the poorest countries on Earth before they adopted Western culture. After they adopted Western culture the economy grew like crazy. As a result, they had the highest amount of U.S. dollars in their banks, and are now the largest exporter of goods in the world as of April 2015, while Germany is #2, and the U.S. is #3. Every day TV, radio, and newspaper personnel are talking about the booming Chinese economy to the point that it is scaring people in the U.S. and all over the world. The U.S. government owes too much money to the Chinese government. Most economists forecast that sooner or later China will take over the world economy.

*If the 37th President of the U.S., Richard Nixon, did not develop **global leadership** and did not open diplomatic relations with China; and if former Chinese leader Deng Xiaoping didn't develop **global***

***leadership** and had not adopted Western culture, China would not be an economic power today.*

Without President Nixon and China's President Deng Xiaoping's global leadership, the world economy would not be as big as it is now. The two Eastern and Western leaders opened a huge opportunity for everyone in the world.

Now India's economy is growing like crazy. India has almost the same population as China, so it will be a big competitor in the world. *In India, if former president Abdul Kalam didn't develop global leadership and had not westernized the country, the Indian economy would not be booming today.*

Like Japan, Korea, and China, India's success came from combining Eastern and Western culture in harmony and balance, which is global leadership. If the U.S. is to continue to lead the world, it will have to continue to improve its global leadership.

2 Ways to build Global Leadership

a) Create a Global Vision

b) Create a New Global Culture

a) Create a Global Vision

A global vision is central to becoming a global leader. The root of a global vision is big dreams. Global vision and big dreams go hand in hand. Create a global vision to create global leadership and lead the world. Keep your big dreams alive and create global leadership. You can make your dreams become reality. Let me share with you my global vision. I hope my global vision will help you to create your own global vision.

What country will lead the world in the new millennium?



GLOBAL VISION!

1. Any country that **controls the sky** with high internet technology and systems will lead the world because it can control information, military strength, and will even be able to develop countless resources through the colonization of outer space.
2. Any country that **creates an economical, alternative, renewable green energy** source will become the world's economic superpower.
3. Any country that creates and innovates super IT, AI, and **robots to perform human labor**, will become the most productive nation in the world.
4. Any country that **produces enough healthy food for the world and invests in stem cell research** will have a healthier, stronger, and longer-living population overall as a result of science potentially finding cures for many life-threatening conditions. That country will be very competitive in the world.
5. Any country that **creates a super educational system** and culturally places an emphasis on learning will be the most competitive nation in the world.
6. Any country that adopts *The 5 Pillars of True Success* to bring harmony and balance to maximize human power will establish a strong nation to lead the world for the present and the future.

A country needs all 6 of these attributes to lead the world.



Create a global vision to make the world a better place to live!

Six Global Visions

1. We live in the information age; information is power. Proper information makes it much easier to compete with any country. Plus, to protect our country, our military must have the right information. Therefore, we must control space because space can control the flow of information, and we can get countless unknown resources to create a successful future.

*Any country that **controls the sky** will lead the world. Therefore, if the U.S. is to continue leading the world, we must invest time and money to control the sky -- peace with strength.*

2. Americans are addicted to oil. Without oil, most Americans can't go to work or even to buy groceries because we lack public transportation. In 2008, the U.S. oil crisis ignited a great economic recession in the U.S. and the world.

Hundreds of millions of people and hundreds of thousands of businesses worldwide were suffering because of the energy crisis.

What is the answer to prevent a future energy (oil) crisis?

Of course the U.S. already has enough shale gas and oil to be energy independent and will soon begin to export it; however, the U.S. should never stop investing in alternative, renewable energy like solar, wind, bio energy, water energy, and batteries. If we create alternative, renewable, economical clean energy and produce enough for the entire world to use, the U.S. will remain the super economic power of the world.

3. China threatens the entire world economically; most economists predict that sooner or later China will overtake the U.S. as the number one economic superpower of the world. Think about it a moment: How did China advance from a poor country to the richest country in the world? Of course there are many factors, but the two main factors are: First, they adopted, copied, and stole western culture, and second, they had cheap labor. No other country can compete with China, because China has over a billion people. Soon India will have a bigger population, and one more sleeping giant will threaten us. These threats are not just economic, but possibly military, as well.

What is the answer for our future? *The U.S. already has many robots to use for many different purposes, and we need to continue to create robots with AI to perform human labor and act as military*

soldiers at a competitive price. We can once again out-manufacture China and India to become the most productive nation in the world.

4. Food is the most important factor for survival and healthy living. Food will be a strong weapon to defend any country in the future. *The U.S. must continue to invest time and money to produce enough healthy food for the world.*

Too many innocent people in the world are suffering and losing their lives because of cancer, heart attack, diabetes, back pain, muscular disease, Alzheimer's, and so many different diseases.

*The U.S. must continue to **invest in stem cell research**, so we will have a healthier, stronger, and longer-living population overall, as a result of science potentially finding cures for many life-threatening conditions. The U.S. will remain competitive in the world.*

5. Education is everything. Education is the foundation and the most important tool to survive, improve, and succeed in the modern world.

Without excellent education, it is too tough to survive and there is no future in our competitive world. With excellent education, it is much easier to build a competitive country. *The U.S. must invest more time and money to **create a super educational system** and culturally place an emphasis on learning, so that we remain the most competitive nation in the world.*

6. The modern world is big, with huge opportunities, but at the same time extremely competitive. According to survival of the fittest, if we are weak, we will die; if we are competitive, we will succeed.

*True success requires harmony and balance. Without harmony and balance, nothing works well in our society. For example, over 200 million Americans, including 21 million children, are suffering because they are overweight. Prevention is better than cure. The 5 Pillars of True Success will bring harmony and balance, aid prevention, and produce extreme competitiveness in our lives personally, socially, and professionally. Therefore, when the U.S. adopts **The 5 Pillars of True Success** (a new culture) to maximize human power, we will establish a strong nation to lead the world for the present and the future.*

b) **Create a New Global Culture**

The new global culture is a combination of the best of Eastern and Western culture. The new global culture represents harmony and balance, which is a principle of life.

True success is the result of harmony and balance. In order to be a global leader, you need to understand the two major cultures on earth: Eastern and Western culture, and the principles they are based upon.

“Eum” (Eastern culture) & “Yang” (Western culture) are the symbols of harmony and balance.

Eastern culture represents “EUM” (internal): Eastern culture developed with an emphasis on the mind, which is intangible. It focuses on things you can’t see or touch, but only feel, like character, wisdom, and spirituality. It helped Eastern countries develop herbal medicine, acupuncture, and martial arts training early on.

Western culture represents “YANG” (external): Western culture developed with an emphasis on the body, which is tangible. It focuses on things you can see or touch, like personality, practicality, and materialism. Western countries developed an industrial revolution, which made them richer than many Eastern countries.

The body and mind are intimately connected. For success you need both for balance in your personal, social, and professional life.

The power of a new global culture:

A new global culture improved hundreds of millions of people’s lives, which changed the fortunes of many nations throughout the world. I explained this theory in the “Go Global and Grow Big” section of “Financial Success” in detail: Typical Eastern countries like Japan, Korea and China were not rich like Western countries, until they adopted Western culture, staging their own industrial revolutions.

How to create a new global culture:

Eastern countries need to keep the best of Eastern culture and adopt the best of Western culture.

Western countries need to keep Western culture and adopt the best of Eastern culture.

How?

Develop and practice ***The 5 Pillars of True Success*** until it becomes part of their daily lifestyle.

The 5 Pillars of True Success is a combination of the best of Eastern and Western culture.

With ***The 5 Pillars of True Success***, you can create a new global culture. You will have global leadership and become a **global leader**. You can make your personal and professional dreams become reality, and change the world.

Earlier in this section I promised I would give you a way to evaluate leadership in yourself and public leaders. On the next two pages I will show you how to evaluate leadership clearly and effectively.

Evaluating Modern Leadership Ability

Followers have a poor mindset, so they follow emotions that are always changing like the weather. Therefore, nobody likes followers because they are unreliable.

Leaders have a successful mindset, so they follow principles and stick with values. Therefore, everybody likes to follow them because they are reliable.

Think about it deeply for a moment:

Why do some people abuse themselves and destroy their lives, while others take care of themselves well and enjoy successful lives?

Why do some people build reliable relationships while other people can't?

Why can't some people find or hold a job, while some people find jobs easily and get promoted?

Why do some companies verge on bankruptcy, but turn crisis into profit after making changes, such as hiring a new CEO?

On the other hand why do some companies perform well, but after making changes, such as hiring a new CEO, turn profits into losses?

Look at the U.S. throughout history: Why have some presidents made the U.S. appear weak, like a paper tiger, while others projected a strong and respectable image to the world?

All the above answers are loud and clear: The person in power's leadership ability. The strength or weakness, success or failures of individuals, organizations, and even nations depends on leadership ability.

Evaluating your modern leadership and the abilities of others will help you determine which areas you need to improve. This will also decide what company you can choose to work for or invest your money in. It will help you hire the right person for your organization, and elect the right public official for the right position.

Assess the modern leadership of yourself, the president of a country, or the CEO of your company, based on performance and results.

Fill in the chart below using the following guidelines:

A class leader: 9 to 10 points: Exceptional leadership

B class leader: 6 to 8 points: Good leadership

C class leader: Under 6 points: Poor leadership

Leadership	You	CEO of a company	President of a country
1. Self Leadership <i>Self leader</i>			
2. Attractive Leadership <i>Likeable person</i>			
3. Necessary Leadership <i>Necessary person</i>			
4. Network Leadership <i>People person</i>			
5. Corporate Leadership <i>Powerful CEO</i>			
6. Public Leadership <i>Inspirational visionary</i>			
7. Global Leadership <i>Exceptional leader</i>			
Total			

Assessment of modern leadership

63 or more points = **“A” class leader.** Exceptional leader

42 - 62 points = **“B” class leader.** Good leader

41 or less points = **“C” class leader.** Poor leader

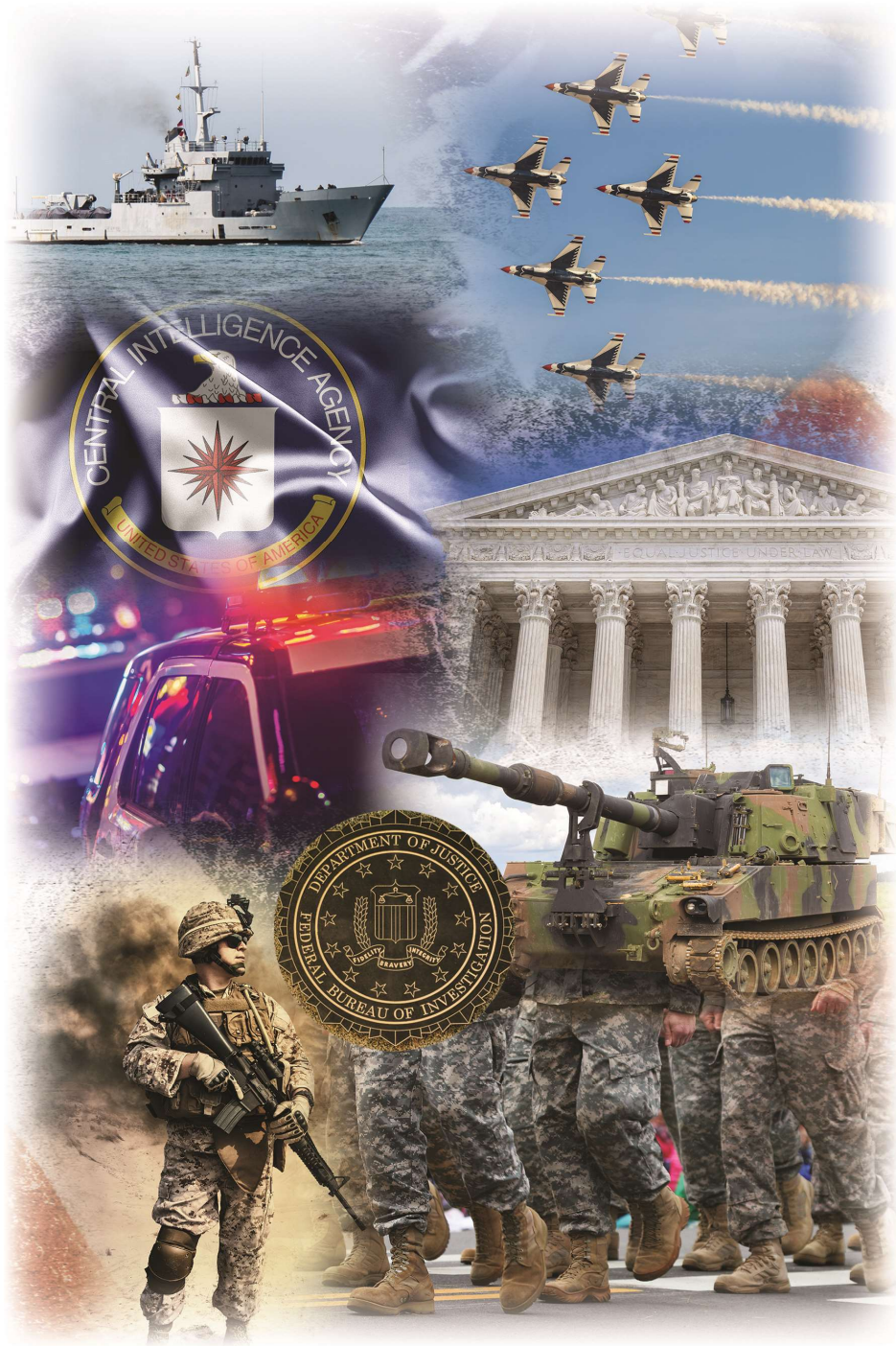
Which class of leader are you? _____.

No one is born into any class; leadership is developed. Do not judge people on one, two, or three mistakes, but habits count.

Yesterday’s “C” class leader can be “A” class today; today’s “A” class leader can be “C” class tomorrow. Never stop disciplining and improving yourself, and climb up to become an “A” class modern leader.

Modern leadership will give you a torch to light your life and the world. Be a leader, not a follower.

Can the Government defend you from personal attacks?
NO, you must defend yourself from personal attacks.



Chapter 2

The 5 Powers of Self-Defense

The U.S. Government spends over a trillion dollars per year to defend our country and ensure public safety. That's why the U.S. has the most powerful military in the world: A strong Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard, Homeland Security, CIA, and NSA. Plus, for public safety: The FBI, state and local police, the Department of Justice, courts, judges, attorneys, etc., protect our country and keep the public safe by prevention and by enforcing the law.

Think about it a moment: Without national defense or public safety, our society would be too dangerous; we would be too scared to drive on a road or walk on a street. Our society would be unsafe and chaotic. No one could have a peaceful life.

National defense and public safety are critically important in our lives. That's why the U.S. Government spends over a trillion dollars a year and the U.S. citizens pay high taxes. On top of that, the private sector spends lots of money: Security guards for private companies, millions of attorneys, home security companies, and tens of millions of people have guns. Likewise, personal self-defense is as important as national security, public safety, and home security in our lives.

Even though the U.S. Government has the strongest defense system in the world, they can't defend you or me from personal attacks like physical attacks, verbal attacks, self-attacks, financial attacks, and life attacks. Even if you call the police or any branch of the military, and they bring a nuclear bomb, they can't defend you from the 5 kinds of

attacks because most attacks come from you. Similarly, millions of people have guns; unfortunately, guns cannot defend us from the 5 kinds of attacks. That's why even though we live in the strongest country in the world, too many people are suffering because they don't know how to defend themselves from various attacks, so they have painful lives: Too many people are physically sick, suffer mental anguish, pain in the heart, financial pressure, or have miserable lives.

If we don't find the right solution for personal self-defense, more people will get badly sick (for just one example, over two hundred million people are suffering because they are overweight) and our society will be crippled (over fifty million people have painful lives because of drug, alcohol, and cigarette addiction). It is not a personal issue any more; it is already a national issue.

Now you can tell how important personal self-defense is in our lives. However, unfortunately, even if you go to an Ivy League school, they do not teach personal self-defense, yet. No institution teaches The 5 Powers of Self-Defense any place on earth. All of us desperately need to know how to defend ourselves from attacks on these 5 fronts.

I have good news for you (I know you will like it): Martial Arts World created *The 5 Powers of Self-Defense*, which will give you the most potent weapons to defend yourself. They will help you become fat free, pain free, anger free, and to achieve your dreams. Plus, we can build a healthier society.

Even better news is that you do not need to spend one penny or use any weapon to defend yourself. The only requirement is that you practice physical, mental, moral, financial, and life self-defense. I am sure you will enjoy practicing *The 5 Powers of Self-Defense* to defend yourself from various attacks. You will have peace of mind and enjoy the rest of your life.

The 5 Powers of Self-Defense

1. Physical self-defense

Defend yourself from *physical attacks* to be *healthier!*

2. Mental self-defense

Defend yourself from *verbal attacks* to be *wiser!*

3. Moral self-defense

Defend yourself from *self-attacks* to be *more confident!*

4. Financial self-defense

Defend yourself from *financial attacks* to be *wealthier!*

5. Life self-defense

Defend yourself from *life attacks* to be *happier!*

Practice *The 5 Powers of Self-Defense* to protect yourself. They will shield you,



so you will enjoy a peaceful life.



Physical Self-Defense!

I learned the most insidious attacks upon my health, are not attacks of violence; they are attacks of stealth.

Alcohol and junk food, cigarettes and stress, steal away my energy and make my life a mess.

When I think of self-defense, I seldom look to see the person who attacks me most surprisingly is ME!

Addictions and bad habits cause death and agony; make physical self-defense your top priority!

Physical Self-Defense

Defend yourself from physical attacks to be healthier.

Have you realized that too many people, including our family and friends, have painful lives because they get sick too often; have back pain; are overweight; are drug, cigarette, or alcohol addicted; have diabetes, cancer, insomnia, or heart attacks, and so on?

Think about it a moment: If we have more sick people than healthy people in our society, who will take care of the sick people? We must practice to defend ourselves from physical attacks to build healthier lives.

What are physical attacks? There are 5 major physical attacks:

1) Stress attacks, 2) Junk food attacks, 3) Insomnia attacks, 4) Toxic attacks (cigarettes, drugs, and alcohol), and 5) Fist fights. Fist fights are not the only attacks that can hurt you physically. The other attacks are just as dangerous as other people punching, kicking, or stabbing you. The difference is that we help to attack ourselves through stress, insomnia, being overweight, smoking cigarettes, doing drugs, and drinking alcohol. That's why we must defend ourselves to prevent sickness and earn personal freedom.

What is Physical (Health) Self-Defense? It is defending yourself physically from internal and external attacks.

Physical fitness and physical self-defense go hand in hand. Without physical self-defense you cannot have physical fitness. By the same token, without physical fitness you cannot defend yourself. For example, even if you have physical fitness, if you do not know how to defend yourself from physical attacks, they will destroy your physical fitness. Even if you know how to defend yourself, but you do not have physical fitness, you will be too weak to defend yourself. However, you already have learned how to build physical fitness; now you need practice how to defend yourself from physical attacks.

Please allow me to show you how to defend yourself from these 5 major physical attacks and enjoy a healthier life.

STRESS for SUCCESS!

Turn **stress attacks** into **success**: A **stress attack** is **emotional, mental, and physical pressure**. It is a part of our daily lives for survival and success. Stress pressures us into achieving our goals, which means success requires stress. On the other hand, if you don't know how to handle stress, it can be very dangerous in your life. As a matter of fact, 80 percent of modern sicknesses, including cancer, heart attacks, suicide, and many more, are stress-related. A buildup of stress is like a deadly weapon or poison in your body.

When stress attacks: Emotionally, you will feel like there is a rock on your chest; mentally, you will have a headache; and physically, your body will be stiff. At this stage, if you don't release stress, you can't think clearly, your body gets weak, you get sick, and become negative and nasty to others. If you can defend yourself from stress attacks, you can maximize your potential and create a healthier future.

The Four Ways to be Stress Free!

a) **Exercise and knock out stress.**

Stress Attack: You think, "I am stressed out; I am tired and feel like I will get sick."

Defense: Exercise vigorously; it is the best way to knock out stress and get in shape. Exercise will exorcise all your toxins, loosen up your body, and you will receive positive energy. Exercise will strengthen you physically, mentally, and emotionally, so that you are strong enough to handle any stress. Therefore, you can turn any stress into energy.

*Exercising is fun, exciting, and enjoyable. Start today: Do not just exercise -- **Power Exercise** will strengthen your body and mind and get you into shape. Enjoy the rest of your life being stress free.*

b) **Find "Why & How" and blow away stress.**

You can handle most stress with exercise, but some stress comes back right away and attacks you. For example, if you are having financial pressure or relationship problems.

Stress Attack: You think, “I am stressed out; I have no energy and I am too tired.”

Defense: You need to find the problem by asking, “Why?” and solve it by asking, “How?” Put your solution into action and never give up until you make things happen. Therefore, you can turn any heavy stress into a positive and energetic feeling.

If you follow this method, you will be smarter, wiser, more confident, and proud of yourself. This process will help you create a successful future.

c) Find the right person and kick out stress.

In some cases, you can justify that you are right with a friend. For example, when you get criticized, you feel beaten. Justifying yourself is the practical way to discharge your stress and enjoy your life. However, if you choose the wrong person, he or she will give you more stress. Therefore, you need to build reliable relationships with people who have wisdom and confidence.

Stress Attack: You think, “I am stressed out; I feel stiff and I have a headache.”

Defense: You choose the right person who has wisdom and confidence. You talk to him or her about your problems, and after you talk, you are stress free and you feel fantastic.

If you can build reliable relationships with people who have wisdom and confidence, your life will be much easier and better.

d) Focus on positive goals and melt away stress

Positive goals bring positive energy; they will melt down stress because you will be stronger than stress. For example, if you won the 10 million dollar lottery jackpot, and while on your way to the lottery office, someone flips you off . . . you don’t care because when you get to the office, you will get your 10 million dollars.

Stress Attack: You think, “I am stressed out; I feel sad and depressed.”

Defense: Keep your positive goals alive and focus on those goals. It will melt away your stress, and you will feel energized again.

Follow this method; you can easily turn stress into success!

JUNK FOOD FREE!

Junk food means unhealthy food. A junk food attack is when food controls you—you surrender to junk food.

If you don't have the ability to defend yourself from junk food, it's easy to consume junk food when it entices you. You will gain unnecessary weight, get sick, and potentially lose your personal freedom. If you make the choice to eat healthy food, you will be healthier. That's why you must learn how to defend yourself from junk food attacks, so you can control food, and not have junk food control you.

You are what you eat. If you can defend yourself from junk food attacks, you will energize yourself with personal freedom.

Turn a **JUNK FOOD ATTACK** into a **healthier life!**

Junk Food Attack: You think, "I love to eat junk food because it tastes good, and I like to drink soda because it tastes sweet."

Defense: Taking care of your body is your top responsibility. First, you need **commitment:** Buy only healthy food and throw away all junk food from your home and office, and never buy any more. Second, you need **determination:** Replace fast food with super foods. Third, you need **control:** Don't let junk food control you; you control what you eat.

Substitute junk food with super food! Start today: Enjoy every meal and drink 7-8 cups of water a day—that one simple thing will change the rest of your life. Turn a junky body into a super body!

INSOMNIA FREE!

An insomnia attack happens when you can't sleep even though you need to sleep.

A lack of sleep minimizes your potential because it takes away your energy.

Turn an **INSOMNIA ATTACK** into a **productive life!**

Insomnia Attack: You think, "I couldn't sleep all night long, I am tired, so I can't do anything."

Defense: Exercise heavily; it is the best natural medicine for insomnia. It will help you sleep well, and get in shape. Avoid taking medicine. If you still cannot fall asleep, you can use the time to read or write your plan for tomorrow, the week, the month, a whole year, or your ultimate life plan. Then you will get sleepy, you will gain more knowledge, and create a productive life.

If you can defend yourself from insomnia attacks, you can maximize your potential. Tell yourself, "I am intelligent, positive and strong, so I can turn insomnia into opportunity." Turn insomnia into a time to get in shape! You will have a fruitful life.

TOXIN FREE!

Toxic attacks are cigarette, alcohol, and drug attacks.

A cigarette, alcohol, or drug attack causes lung cancer, dangerous driving, poor judgments, wasting money, having hangovers, or, in the worst case, it will land you in jail or endanger your life.

It's easy to smoke, drink, and take drugs when cigarettes, drinking alcohol, or taking drugs entice you; but it's difficult to live with because you smell bad, ruin your skin, and get sick. While quitting smoking, drinking, or taking drugs may be difficult, it's easy to live with because you will look better, save money, and will be healthier.

Turn **TOXIC ATTACKS** into **a healthy life!**

Toxic Attack: You think, “Whenever I feel stressed out, I smoke cigarettes, drink alcohol, or take drugs to help me release the stress.”

Defense: Taking charge of your life is your top responsibility; you need **commitment:** Throw away all your cigarettes, alcohol, or drugs and never buy any more. You save money.

You need **determination:** Whenever you crave cigarettes, alcohol, or drugs, you drink water or chew gum and say, “**I am a nonsmoker, I don't drink alcohol, or take drugs, and I am strong and intelligent so I can quit smoking, drinking alcohol, or taking drugs,**” 100 times or more... out loud if possible. You will continue for at least 21 days, until you feel that you are smoke, alcohol, or drug free.

You need **control:** Don't let cigarettes, alcohol, or drugs control you; you have control by competing within until you win. Therefore, you can turn a toxic and dirty life into a clean and positive life!

Personal advice: *If you need expert help, do it now because you live only once, not twice; seeking help shows your wisdom and confidence. You will be toxin free and energize your life.*

FIST FIGHTS FREE!

A fist fight is a physical attack from another person. You can control yourself not to fight, but you can't control other people's behavior, so you need to know how to defend yourself. Once you know how to defend yourself, it is too easy to prevent the fight. Therefore, you must learn physical self-defense.

Prevent **FIST FIGHTS** for **peace of mind!**

Fist Attack: You think, "He is annoying me and trying to hurt me, and that makes me frustrated and angry."

Defense: You do not let anybody control you: You control yourself.

1) **Prevention is better than the cure:** You don't go to places where you will find trouble, and you avoid troublemakers.

2) **Smiling is the best self-defense.** It will deter many unnecessary fist fights.

3) **Talking is better than fighting;** otherwise you just walk away from attackers.

4) **If there is no way out, you must defend yourself.**

Everybody has strong points and weak points, both physically and mentally. You will use your strong points against the attacker's weak points. It is your last resort. Therefore, you can turn a cowardly life into a confident life!

Start Today!

Practice physical self -defense daily – you will be healthier.

Practice physical self -defense daily – you will be stronger.

Practice physical self -defense daily – you will be happier.



Verbal Self-defense!

Criticism, curse words,
and personal attacks
cost me good relationships
and hurt me to the max.

**I got upset when people
verbally attacked;
my response was only to
instinctually react.**

I practiced how to handle
negativity:
I stayed calm instead of
acting angrily.

**Practice verbal self-defense,
and pretty soon you'll find
you'll keep your close relationships
and maintain peace of mind.**

Mental Self-Defense!

Defend yourself from verbal attacks to be wiser!

I was stupid and I did stupid things. How stupid was I? I let other people control and hurt me. It is personally embarrassing, but I will tell the story of my stupidity anyway, because I hope you will not make the same kinds of mistakes.

Whenever someone made a verbal attack (cursing, personal remarks, criticism, or discouragement) or used bad body language (obscene gestures, etc.), I lost my temper. It didn't matter whether it was family, friends, coworkers, or strangers; right away I got angry and fought back fiercely, sometimes getting into fist fights. I lost important relationships and created many enemies.

One evening, when I was driving on my way home, a tough guy in the car next to mine beeped his horn loudly, looked at me angrily, cursed at me, showed me his middle finger, and drove away. From what I know, I didn't do anything wrong to him, so I lost my temper and followed him all the way to his house. He was so scared because I followed him all the way home that he said he was sorry, and I felt better. However, after I got home and was sitting in my living room, I started feeling uncomfortable and even scared at how stupid I was. If he had a gun, he could have shot me or called the police to arrest me because I was on his private property and scared him. Plus, I felt shame and at the same time anger at myself because I lost my temper and let him control me. I felt stupid.

I learned a million dollar lesson from this bad experience. I also realized through this bad experience that the root of most physical fights is a verbal or gesture attack.

I once thought this experience was only a personal matter, but now I realize it is a common occurrence because you can control yourself, but you cannot control others.

It was a turning point in my martial arts classroom self-defense instruction. I had learned, practiced, and taught only physical self-defense. However, since this incident I felt it was very important and my top responsibility as a martial arts instructor to teach my students practical self-defense, which is prevention. Because of this realization I started looking in books and everywhere else to learn about verbal

self-defense, so I could teach my students. Unfortunately, I couldn't find any book or any institution that taught verbal self-defense. Therefore, I started to research and practice how to defend myself from verbal attacks, so I could teach my students.

To make a long story short, I started teaching verbal self-defense to my students at MARTIAL ARTS WORLD. In the beginning it was too tough, too difficult, too awkward, too shameful, and looked unethical because I had to use real curse words, especially when I taught children in front of their parents. Many students and parents refused to learn and practice, but I couldn't stop teaching because I was 100% sure everyone on earth needs to learn how to handle unacceptable verbal attacks, so they can have real peace in their heart and win in the real world. I continued to improve and discovered a better way to practice.

Now I am so proud that I didn't give up and continued teaching verbal self-defense to my students. Why? As a result, I got the benefit more than anybody; it saved many of my important relationships with my family, friends, co-workers, strangers, and even enemies. The best thing is that nobody can control me any more, which means nobody can make me lose my temper or get angry any more by verbal attacks.

One of the best things is that whenever other people give me one finger on the road, I give them back five fingers with a smile and a wave. I feel great because I can control myself, and nobody can control me like a slave.

Nowhere in the world do they teach and practice verbal self-defense the way we do in Martial Arts World. I am so proud of teaching verbal self-defense. Many children, teen, and adult students have come up to me and told how verbal self-defense kept them in school, saved family relationships, and even their careers. I will never forget two particular cases: In our leadership class one teenager, Jose, who just graduated high school, stood up and started speaking (he later became a certified instructor).

"I lied to my mother when I was in high school. I told her I was sick and that I couldn't go to school, so I stayed home in bed. The fact was that I was not sick, but I was afraid to go to school because a couple of my classmates criticized me and cursed at me all the time. I was

depressed and afraid to go to school. At that time, my Martial Arts World Instructor was teaching verbal self-defense. In the beginning I was not interested in practicing verbal self-defense because it was hard and felt awkward to use curse words, but I continued to practice. It numbed me to the effect of verbal attacks. One day my classmates verbally attacked me again at school, but this time it was too easy to defend myself without hurting myself or my classmates . . . it worked very well. Since then I didn't have any problems at school. To make a long story short, Martial Arts World saved my life: I didn't drop out of high school, and I graduated." While he was talking, I was all choked up.

One day, one of my students, Roger, who is a second degree black belt and criminal defense attorney, asked me, "*Can I have a minute?*"

I said, "Yes." He said, "*Verbal self-defense really works, even in the courtroom. One of my opponents, a big time attorney, cursed at me during a trial in court. I responded with a big smile and said, 'Thank you,' without losing my temper. Wow! He lost his temper and lost his case. I won a big case.*" He thanked me.

One day I read the newspaper and his name was in the Top 10 Criminal Defense Attorneys in Central Florida. These events motivated me to promote and teach verbal self-defense sincerely, so that more people can get the benefits.

Please remember that practice makes perfect. When you practice for the first time it will feel very difficult and awkward, but if you continue to practice, you will become numb to any verbal attacks. It will be too easy to defend yourself, control your emotions, and maintain and build better relationships with your family, friends, coworkers, classmates, and even enemies.

Let's take a look at mental self-defense and how to handle verbal attacks without hurting each other, so you can build good relationships.

What is Mental (Verbal) Self-Defense?

Mental self-defense is defending yourself from verbal attacks. It means you can control your emotions, which means you think rationally, not emotionally.

Mental self-defense is a necessity, not a luxury: You can control your mouth, but no matter how rich and famous and well-educated you are, you can't control other people's mouths or their behavior because some cases are unpredictable. Therefore, you must learn how to defend yourself from verbal attacks.

Mental attacks are verbal attacks

The roots of physical fights are verbal attacks. Verbal attacks occur often -- almost every day. Verbal attacks usually come from your family members, friends, co-workers, or classmates. Of course, sometimes they come from strangers or business or political rivals.

If you don't know how to handle verbal attacks, other people can hurt you badly. In the worst-case scenario, other people can even cause you to lose your relationships with your family and friends, or cause you to lose your career or your business.

Many of us learned how to handle some verbal attacks at an early age, but we never practiced how to defend against unacceptable verbal attacks. As a result, we let others control us by allowing them to make us feel angry, feel depressed, making us fight, making us sick, or in the worst case causing us to commit suicide.

In order to take control of your life you must know how to handle any unacceptable verbal attacks.

Many people react one of three ways from unacceptable verbal attacks:

1st They lose their tempers and get into verbal fights or sometimes even fist fights, hurting others and themselves.

2nd They hide their anger or the fear they feel because they don't know how to handle verbal attacks. This anger or fear will build up inside and will cause sickness or perhaps even cancer.

3rd They defend themselves without hurting each other, but most people don't know how. That's why I would like to show you how to

handle unacceptable verbal attacks without getting upset, which includes controlling your feelings.

How do I defend myself from verbal attacks?

1st Prevention is better than the cure. The best mental self-defense is not criticizing, discouraging, cursing, discriminating against, or arguing with others without the right reason.

2nd Ignore any verbal attacks because usually the person who attacks others is ignorant, lacks self-confidence, or temporarily lost his or her temper because of stress.

3rd Practice how to handle unacceptable verbal attacks. Practice makes perfect. It also makes me immune, so that I can fend off verbal attacks, have peace in my heart, and build good relationships with others.

To defend yourself and maximize your potential, you need to practice how to handle unacceptable verbal attacks.

Some people think, “I never use curses or any other attacks on others because I grew up in a good environment, so I don’t need practice.” You are 100% right, but you are 101% wrong. You can control your mouth, but you can’t control other people’s mouths or their behavior, so you must practice defending yourself. **Practice like real, perform like practice!** You need to learn how to defend yourself from the 5 major verbal attacks.

Defend Yourself from the 5 Major Verbal Attacks:

- 1) Defend yourself from **Personal Attacks!**
- 2) Defend yourself from **Humiliating Attacks!**
- 3) Defend yourself from **Curse Attacks!**
- 4) Defend yourself from **Enticement Attacks!**
- 5) Defend yourself from **Argument Attacks!**

1) **Defend yourself from PERSONAL ATTACKS!**

Personal attacks are **gesture, disgrace, and racial attacks.**

Turn **GESTURE ATTACKS** into a **SMILE!**

A gesture attack is very common in our society, especially while driving. If you don't know how to defend yourself, you will feel terrible all day long. Therefore, defend yourself from gesture attacks without getting angry or upset; you will have a better day and help someone else to be a better person. It will show you that you can control your emotions easily, which shows your character.

Let me share with you **how I defend myself from a GESTURE ATTACK without getting upset:** I think rationally, not emotionally, and smile.

Gesture Attack: Someone flips me off with his middle finger.

Response: I say, with a smile, "Thank you," and give back 5 fingers with a wave, or just laugh and ignore it like a successful person. (*If I am in a car, I just wave with a smile.*)

Attacker's response: "You got me. I just can't believe how confident and intelligent you are. I am so sorry for my stupid gesture. Please accept my apology."

The response may not sound realistic, but it is good to practice in case you make a mistake and become the verbal attacker. If you do, an apology is in order. Don't wait until tomorrow; use this simple self-defense technique right away if something happens today. Therefore, you can go from being upset to optimistic!

You can respond in a similar manner to any gesture attack.

Turn **DISGRACE ATTACKS** into **POSITIVITY**!

Most disgrace attacks come from family and friends because they know you personally. Very few disgrace attacks come from strangers, so you want to maintain good relationships with your friends and family.

You must defend yourself from disgrace attacks without getting depressed or upset; you build a better relationship with your family and friends and help them to be a better person. It will show how intelligent and confident you are, which shows your exceptional character.

Examples of personal attacks: Someone calls you a
Punk □ Loser □ Liar □ Idiot □ Fat ass □ Retard □ Pig□.

Please allow me to show you **how I defend myself from DISGRACE ATTACKS without getting upset**: I think confidently, not cowardly, and smile.

Disgrace Attack: Someone says to me, “You are an idiot. You will never amount to anything.”

Response: I say, with a smile, “Thank you for your sincere concern about me, but don’t worry. Fortunately I have my strong points, as well as my weak points. Despite my weak points, I have great people skills. If you need my skills someday, please do not hesitate to ask me for help. I will do my best to help you.” Or I just smile and ignore it like a positive person.

Attacker’s response: “You got me. I just can’t believe how strong and positive you are. I am so sorry for my stupid remark. Please accept my apology.”

Practice sincerely; perform properly. Once you become numb to personal remarks, you won’t feel bad, so you can easily fend off attacks without getting angry or depressed. Most people who use personal remarks are usually uneducated or undisciplined, have a weak mind, or temporarily lose their temper because they are stressed out. Therefore, you can forgive them. Help others to help yourself, and learn to control yourself like successful people do. Therefore, you can convert anger into a smile!

Turn **RACIAL ATTACKS** into **RESPECT**!

Racial attacks are a bomb in your mind. Therefore, you must defend yourself from an unacceptable verbal attack without getting upset or fighting. You also help someone else to become a better person and to build better relationships. You show how powerful you are internally and externally, which shows your personal leadership.

Examples of racial attacks: Someone calls you;
White trash * Spic * Nigger * Chink * Towel head * Wop * Kike.

I am happy to share with you **how I defend myself from RACIAL ATTACKS without getting upset or fighting**: I think rationally, not emotionally, and smile.

Racial Attack: Someone says to me, “Hey, Chink, get out of here.”

Response: I say, with a smile, “Thank you for recognizing that I am a Chink. You are right, because I am an Asian and that means that I am intelligent and positive. In case you need an intelligent person, please let me know. I will do my best to help you.” *Or I just ignore it like a successful person would do.*

Attacker’s response: “I am sorry I said such a stupid thing. Please forgive me. I just can’t believe how strong and intelligent you are. You are my hero. I really need a friend like you.”

Practice makes perfect:

Once you become numb to racial attacks, you won’t feel bad, so you can easily fend off attacks without getting angry or depressed.

The most important thing to do is practice both as a defender and attacker, so you can easily respond properly, and get the maximum benefit.

You can respond in a similar manner to any racial attacks.

2) Defend yourself from **HUMILIATING ATTACKS!**

I woke up in the middle of the night because I was depressed and angry. I lost my appetite and couldn't pay attention to whatever I did. My whole brain was focused on how to get revenge on the person who criticized or discouraged me. I had this terrible experience all the time. Why? I got so mad and depressed because of criticism and discouragement, and I didn't know how to handle it. One day I realized I was letting other people control and hurt me because I was too weak and too stupid. I started thinking deeply how I could control myself and not let other people control me. The answer was simple: **Think rationally, not emotionally. Immediately I felt different.**

I realized that some criticism really helped me to improve my behavior and my work. In other cases, they didn't know how good I am, so they made mistakes, while others criticized and discouraged me for their own benefit. I decided that **if the criticism is good for me, I have to say, "Thank you;" if they don't know my real value yet, explain it to them; and if they criticize me for their own benefit, just ignore them.**

After I changed my mind, it was too easy to handle any criticism. Now I can handle any criticism and discouragement easily and turn criticism into an opportunity.

The best self-defense is to refrain from criticizing or discouraging other people unless it is absolutely necessary. However, you can't control other people's behavior, so you can't control it when other people attack you verbally. **As you know, almost 99% of fights start with verbal attacks.** Most verbal attacks, criticism, or discouragement comes from family, friends, co-workers, classmates, competitors, and occasionally strangers. That's why you have to know how to handle criticism and discouragement; this way you can prevent fights, build better relationships, and protect yourself like successful people do.

Please stick with me, I will show you how to defend yourself from humiliating attacks, like criticism and discouragement, without getting upset. You will have peace of mind.

Turn **CRITICISM ATTACKS** into **POSITIVITY**!

Criticism is a poison in your heart. If you don't defend yourself, it will destroy you, your relationships, and your future. Therefore, you must know how to defend yourself from criticism attacks.

There are three types of criticism: Constructive criticism, unfounded criticism, and destructive criticism.

Constructive criticism means that something needs fixing, changing, or improving: an attitude, a project, or a system.

Unfounded criticism means he or she misunderstood or didn't know how good you are, your plan is, or your project or system is.

Destructive criticism is an attempt to destroy your character or your future for no reason or for the attacker's own benefit.

Examples of criticism attacks:

You are an idiot, so you can't do anything right.

Your form is not good enough yet, so you can't win unless you improve it.

You are a lazy bum, so you will fail.

You are a retard, so you will not amount to anything.

How do I handle criticism without getting upset?

First, **I think rationally, not emotionally.** I have to judge whether the criticism is constructive, unfounded, or destructive, and defend myself accordingly.

Second, **if it is constructive criticism:** Control my negative mind with a smile and show my appreciation to my advisor. I say, "Thank you for your advice," and improve myself or try to fix what I did wrong.

Third, **if it is unfounded criticism:** Control my negative mind with a smile and show my appreciation to my advisor. I say, "I really appreciate your concern and ask that I can have a couple of minutes of your time to explain properly who I am and how my plan, project, or system works."

Fourth, **if it is destructive criticism:** Control my negative mind with a smile and show my confidence to my attacker. I say, “Thank you for your concern,” and ignore it or laugh at it when I am alone.

Fifth, **Practice:** Find a partner and practice defending myself, so that I can easily fend off any attack.

I’d love to share with you **how I defend myself from criticism attacks:** I think rationally, not emotionally, with a smile.

Constructive criticism attack: “Your form is not good enough yet, so you can’t win unless you improve it.”

Response: “Thank you for your advice. I will practice hard to improve my form.”

Attacker’s response: “Thank you for understanding. I am sorry. I didn’t mean to hurt your feelings. I know you will try harder.”

Unfounded criticism attack: “What you did was wrong. You must apologize to him or her.”

Response: “Thank you for your concern. Can I have one second of your time?” and properly explain the situation.

Attacker’s response: “I am so sorry I misunderstood. Please forgive me; I made a mistake. I am glad you explained it to me.”

Destructive criticism attack: “You are an idiot, so you can’t do anything right.”

Response: “Thank you for your concern over my weak points. Yes, I have to improve myself. Next time we meet you will like me, because I will be better.”

Attacker’s response: “I am so sorry about what I said. Please forgive me. I know you will do well in whatever you do.”

Special note 1: *Handling any kind of verbal criticism this way shows your confidence and wisdom. You can defend yourself and build good relationships.*

Special note 2: *When you give others constructive criticism, first you need to say, “If you give me permission, I will give you some*

suggestions; please don't take this personally; I believe you are strong and you can handle it." You can maintain good relationships.

Special note 3: *By mistake, if you criticize others with unfounded criticism, you need to apologize politely, "I didn't mean it; I was only worried about you." You will keep good relationships.*

Special note 4: *If you are involved in a legal matter, political debate, or business deal, don't let anybody put you down through criticism. You must control your emotions and fight for yourself to win.*

Turn **DISCOURAGEMENT ATTACKS** into **ENCOURAGEMENT!**

Discouragement is a source of depression, serving to limit your potential. If you don't defend yourself, your life will be very dark. Therefore, you have to know how to defend yourself from discouragement attacks. There are three types of discouraging attacks: constructive, unfounded, and destructive.

Constructive discouragement is intended to protect you from a danger you cannot see. It usually comes from a person who can foresee the results of your plan, so he or she is truly concerned about your well-being.

Unfounded discouragement comes from a person who doesn't know your good plan, so she or he is showing worry about the consequences of your actions.

Destructive discouragement is meant to discourage you so that the other person can benefit or show off.

Defend yourself from discouragement attacks in the same manner as you would from criticism attacks.

Examples of discouragement attacks:

Don't do it. You will lose everything.

It's not worth it. Quit smoking now! If you don't, you will die.

Don't do it. It's impossible.

Don't try it. You will fail.

How do you handle discouragement without getting upset?

Think sincerely, not lightly. You have to find out if the discouragement is constructive, unfounded, or destructive. Defend yourself based on your judgment.

If it is constructive discouragement, control your negative mind with a smile. Show appreciation to your advisor, saying, "Thank you for your advice." Analyze the information and decide how to use it to make a better situation for yourself.

If the discouragement is unfounded, you can thank the other person for his or her concern, and respond like you would for criticism, explaining that you have a plan, and that everything will be fine.

If it is destructive discouragement, respond like you would for criticism and say, "Thank you for your concern," and ignore their discouragement.

Special note 1: *As a result, you showed how wise and powerful you are, and that you can control your emotions easily, so you should feel proud of yourself. On top of that, without hurting anybody's feelings, you defended yourself well and made a strong supporter of your attacker like successful people do.*

Special note 2: *If you are involved in a legal matter, political debate, or business deal, don't let anybody put you down through discouragement. You must control your emotions and fight for yourself to win.*

Special note 3: *The most important thing to do is to practice both as a defender and attacker, so you can easily respond as an attacker or defender, and get the maximum benefit.*

3) Defend yourself from **CURSE ATTACKS!**

Curse attacks are the most common humiliating attacks. If you can't handle curse attacks, then anyone can control you like a slave with a few words. Therefore, you need to practice how to defend yourself from any curse attack without getting upset or angry.

Examples of curse attacks: Asshole □ Slut □ Bitch □ Fuck you

I would like to show you **how I defend myself from a curse attack without getting upset**: I think rationally, not emotionally, and smile.

Curse Attack: "You are an asshole."

Response: "Thank you for your honest opinion, but there are things you don't know about me: I am intelligent. Maybe someday you will need my help. Let me know, and I will do my best to help you." Or just ignore it like a positive person.

Attacker's response: "I am so sorry about what I said. Clearly, I was wrong. Please forgive me. I really need a friend like you. Please accept my apology."

Another way to practice verbal self-defense is:

Curse Attack: "Fuck you."

Response: "Thank you. Did I offend you or did I do something wrong? If I did, I apologize and please forgive me; I didn't mean it. I want you to know that I respect you. Next time I will do better." Or just ignore it like a confident person.

Attacker's response: "I am sorry I over-reacted. It was such a stupid thing. Please forgive me. I really need a friend like you."

Special note: *Practicing curse attacks are the most difficult because people feel awkward, shy, and unethical, but you must practice, so you can defend yourself easily from any unacceptable curse attacks, any time and any place. You can respond in the same manner to any verbal attack. By controlling your emotions, you retain control of the situation. One last thing: You need to practice both as a defender and attacker, so you can easily respond as an attacker or defender, and get the maximum benefit.*

Therefore, transform a curse attack into a positive relationship!

4) Defend yourself from **ENTICEMENT ATTACKS!**

Enticement attacks can ruin your life if you don't know how to handle them. For example, someone may entice you to try dangerous things like drugs or join a group tied to terrorism, gangs, cults, etc.

Let me share with you **how I defend myself from ENTICEMENT ATTACKS without getting angry or upset:** I think sincerely, not lightly, and smile.

Attacker: "You look like you are stressed. I have something for you to take the edge off." (Shows drugs)

Response: "Thank you for your concern about me, but no thank you."

Attacker's response: With sincerity, "I wish everybody was like you. You taught me a great lesson. Please forgive me for my evil act . . . I am quitting right now. Can you be my friend?"

Special note 1: *As a result, without creating an enemy, and possibly preventing a future disaster, you can control situations instead of letting them control you, like wise people do.*

You can handle any enticement attack in a similar manner.

Special note 2: *Don't take lightly any enticement attack because although it may look like it is not dangerous at the beginning, once you put your feet in, you will be caught in a dangerous situation that may cost you your life.*

You can turn any enticement attack into an opportunity to be a stronger person.

5) Defend yourself from **ARGUMENT ATTACKS!**

I loved to argue with others because I wanted show how smart I am and that I am right. Whenever I won an argument, I felt good and proud of myself because I proved to my family and friends I am the smartest person and I was right. However, the results were disastrous; I did not just ruin relationships with relatives and close friends, I

created enemies. I paid a high price to learn how to defend myself from argument attacks that I am happy to share with you, so you can defend yourself from argument attacks and become a better leader.

Regardless of whether you are right or wrong, you need to agree with attackers. **Why do you need to agree with attackers?** You need to keep good relationships instead of destroying them. If you keep arguing, regardless of whether you win or lose, you will hurt yourself.

If you lose the argument, you will feel like you are stupid or wrong. If you win the argument, you will lose your relationship because you proved your attacker is stupid or wrong, and you are smart or right. Remember, no one wants to be treated like he or she is stupid or wrong.

The best way to handle an argument attack is not arguing in the first place.

Examples of argument attacks:

Arguments over who is right, and arguments over who is smarter. Arguing for improvement is good, but argument for argument's sake is bad.

Arguments will destroy many good relationships and will create enemies, regardless of whether you win or lose the argument. In order to defend against an argument attack, you must first find out if it is an argument for improvement or an argument for argument's sake.

Please allow me to show you **how to defend yourself from argument attacks without getting upset or creating enemies:** Think rationally, not emotionally, and smile.

If the argument attack is for improvement:

Argument Attacker: "This is the only way to save time and money; we have to do it this way."

Response: If the attacker is right, say, with sincerity, "Thank you," and admire them, saying, "You saved us a lot of time and money."

Attacker's response: "Thank you for understanding. I feel I am lucky to have friend like you."

Personal advice: *If you are right, you need to tell that person, “Thank you for your concern, and this is not personal, but this is the only way we can save more time and money.” Remember to use facts, not emotions, to make your case and explain why your way is better.*

If an attack is just for argument’s sake:

Attacker: “Your idea is wrong, my idea is right.”

Response: “Thank you for your advice. I agree with you: I was wrong.”

Attacker’s response: Sincerely say, “I am sorry, I am wrong. Please forgive me. I really need a friend like you.”

Personal advice: *If you are involved in a legal matter, political debate, or business-related discussion or argument, you must not only defend yourself, but you must also stand up for yourself and your organization. Fight to win!*

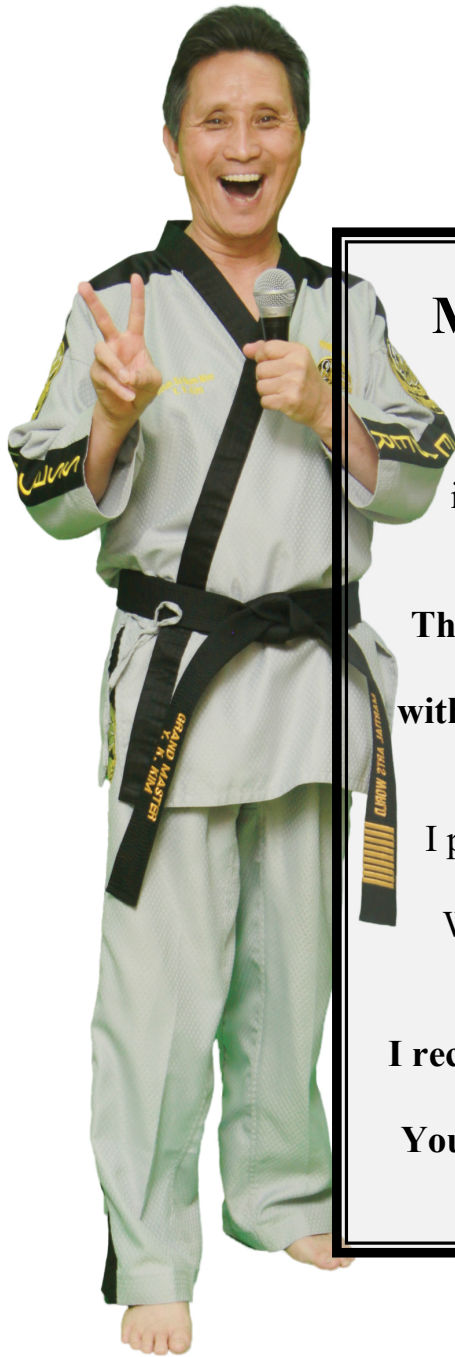
The best mental self-defense:

The best mental self-defense is not to use curses or racial slurs, not to argue or launch personal attacks, and not to humiliate other people unless you want to hurt yourself or you want to show how insecure and unwise you are. While you can’t control other people who attack you, you can know how to defend yourself.

Remember that practice makes perfect: *Practice sincerely like real, and perform properly like practice! Defend yourself from verbal attacks and create a positive life. Therefore, you can turn arguments into better relationships.*

Start Today:

Practice mental self-defense daily to build healthier relationships.



Moral Self-Defense!

I used to suffer self-attacks
and could not run away;
it didn't matter who I called
or how much I could pay.

**That little voice inside my head
attacks relentlessly
with fear, depression, doubt, and
guilt, and insecurity.**

I practiced how to handle those
vicious self-attacks.
With inner power, now I feel
peaceful and relaxed.

**I recommend you start to practice
moral self-defense.
You'll be immune to self-attacks
with super confidence.**

Moral self-defense!

Defend yourself from self-attacks to be more confident.

No matter how physically strong you are, how rich and famous, or what powerful position you have, no one can defend you from yourself because the attacker is you. If you can't defend yourself from self-attacks, you will limit yourself and have a painful life: You will have depression, anger, sickness, and heart attack, cancer, or -- in the worst case -- commit suicide. Therefore, you must learn how to defend yourself from self-attacks.

A self-attack is you attacking yourself internally, which is a moral (emotional) attack.

You can run away from fist or verbal attackers, or you can call the police to protect you, however, you can't avoid self-attacks. Wherever you are and wherever you go, self-attacks stay with you all the time 24/7. You can't call the police, and even if you call the army, navy, air force, or marines, they can't defend you from yourself because the attacker is you; you must defend yourself.

We all have one body, but two different people live inside of us: **Your best friend and your worst enemy.** They exist side by side and cooperate with each other to protect you from outside attacks, but most of the time they constantly battle inside of you for control. **Your worst enemy is poison in your brain and a time bomb in your heart** that will make you weak, indecisive, lonely, depressed, pessimistic, and even sick or a criminal. It will clog your mind, keeping you from learning, having vision, judgment, and ideas for success. You will minimize your potential, so you will become a failure in your life.

Your best friend is your inner cheerleader that leads you to better ideas, better judgment, and clearer vision. It helps you to set clear goals for success and make your dreams come true. Therefore, you must develop moral (emotional) self-defense to defend yourself from self-attacks and create a positive future.

What is Moral (Emotional) Self-Defense?

Moral self-defense is defending yourself from self-attacks.

There are the 6 major self-attacks, and they are necessary to balance our lives. Without them life will be unbalanced, and in some cases very dangerous.

The problem is excessive depression, negativity, fear, anxiety, hatred, jealousy, anger, or guilt. Just like body fat: We all need body fat, for without fat we will die. Fat is not the problem; excessive fat is the problem, which is obesity. The same principle is true for moral fat: Moral fat is not the problem; excessive moral fat is the problem. Therefore, you must learn how to defend yourself from excessive moral fat.

I am not afraid of anyone on earth except for myself, because self-attacks are the most devastating type of attacks. However, I believe in myself: I am a genius and confident, so I can defend myself from any self-attacks. Winning or losing is my choice.

Start Today!

Practice moral self-defense daily – you can turn self-attacks into an opportunity to transform your life to become wiser and stronger.

The 6 Major Self-Attacks

- 1) Defend yourself from **Incompetence attacks**
- 2) Defend yourself from **Negative attacks**
- 3) Defend yourself from **Scary attacks**
- 4) Defend yourself from **Evil attacks**
- 5) Defend yourself from **Insecurity attacks**
- 6) Defend yourself from **Natural attacks**

Please follow me. I will show you how to defeat the 6 major self-attacks. You can live pain-free and build self-confidence.

1) INCOMPETENCE ATTACKS

Incompetence attacks are **depression, self-doubt, or loneliness.**

Turn DEPRESSION into PASSION!

Depression means continually feeling sad or a loss of interest.

Depression makes you powerless, energy-less, and full of despair, so you have no desire to do anything and feel so sad that you may have no hope to live. If you don't defend yourself from self-doubt and loneliness attacks, you can't see your future. That's why you must defend yourself and energize yourself.

I will show you how I defend myself from incompetence attacks.

Depression Self-attack: I feel sad and I have no desire to do anything.

Defense: I exercise and sweat, which will exorcise toxins and negative energy, and strengthen my mental immune system. My strong energy will kick out my depression. I also find out why I have depression, look for a solution, put the solution into action, and never give in until I become passionate.

Turn SELF-DOUBT into PRIDE!

Remind yourself that everybody has strong and weak points, positive and negative qualities, and good and evil characteristics. In life, bad things happen and good things happen.

A confident person thinks with both sides; a person with self-doubt thinks only from the weak, negative, and evil side. The answer is clear and simple: Change your mind and turn self-doubt into confidence. Acknowledge and accept who you are, be proud of yourself, and tell yourself, "I can turn self-doubt into pride."

Self-doubt includes thoughts such as:

- ☹ I am poor, so I have no money to do anything.
- ☹ I am uneducated, so I can't get a job.
- ☹ I have no luck, so I will never become rich.
- ☹ I am too fat, so I can't do anything.

Please allow me to show you how I defend myself from self-doubt attacks.

Self-doubt Self-attack: “I am uneducated, so I can’t get a job.”

Defense: “I am uneducated, but I am a great self-educator and a great learner, so I have a great capacity for being competitive. I can find a job easily.” *This attitude will open the door for success.*

Turn LONELINESS into POPULARITY!

Loneliness comes from having no hope and no reliable friends. If you can have hope and reliable friends, loneliness will move away from you.

Loneliness includes thoughts such as:

- ☹ I think people hate me, so I feel isolated and sad.
- ☹ I don’t have reliable friends, so I am down.
- ☹ I think nobody understands me, so I am blue.
- ☹ My job is too tough and too busy, so I am in a slump.

I am happy to share with you how I defend myself from loneliness attacks.

Loneliness Self-attack: I think people hate me, so I feel isolated and sad.

Defense: What other people think of me is important, but how I think about myself is much more important. I love myself unconditionally and I am proud of myself. In case I make a mistake or do something wrong, I learn from my mistake or fix my fault, and become a better person. People will like me again, but if other people continue to hate me, that is their problem, not mine.

You can respond in a similar manner to any incompetence attacks: Self-doubt or loneliness attacks. It will turn depression attacks into passion, turn self-doubt into pride and turn loneliness into popularity. You will be positive.

2) NEGATIVITY ATTACKS

Excessive negativity attacks are the worst roadblocks to success. If you don't defend yourself from negativity attacks, your future will be dark. That's why you have to defend yourself to be free of negativity. There are three different negative attacks: Negativity (having a "No, I can't" attitude), being superstitious, or being negatively affected by the weather. *I am happy to show you how I defend myself from negativity, superstition, or weather attacks.*

Turn NEGATIVE feelings into POSITIVE feelings!

- 1) Smile and laugh loud until you feel positive.**
- 2) Exercise: It will energize you.**
- 3) Find a positive and wise person to talk to that will make you feel positive.**
- 4) Focus on your positive goals; you will be full of energy.**

Turn SUPERSTITION into ENERGY!

Superstition brings you fear of the future, so you must defend yourself from superstitious attacks and make a positive day.

Superstitious Self-Attack: Fear of stepping on a crack, fear of the number 13, etc.

Defense: Whenever I feel fear from superstition, I change my beliefs by thinking positively; or, with a smile, **say, "Bad things happen and good things happen."** Saying this will drive superstition from my mind. I will feel much better than before.

Turn BAD WEATHER into SUNSHINE!

Many people feel bad when the weather is bad. As a result, they let the weather control them. However, while the weather is out of their control, their outlook isn't.

Bad weather Self-attack: I feel terrible because of this bad weather.

Defense: I do not let weather control my feelings. I have control by creating good weather in my heart. Therefore, I can still enjoy sunshine... even in the rain. Attitude is everything.

3) **SCARY ATTACKS**

Scary attacks are **fear and anxiety attacks**.

If you don't defend yourself from fear or anxiety attacks, you will easily become cowardly, indecisive, and sick. Plus, you will have no energy, feel depressed, and be afraid to do anything. They are the worst obstacles to your future. That's why you must turn fear and anxiety into courage and peace in your heart.

I will show you how I defend myself from fear and anxiety attacks. Both are equally painful, but they are two different pains.

Turn FEAR into COURAGE!

Fear is about the future: You know why you have fear; for example, you have to speak in front of thousands of people, but to you, public speaking is more difficult than suicide, so you experience fear and pain.

Fear Self-Attack: I can't eat, talk, and sleep because of my fear of public speaking at the meeting tomorrow.

Defense: I exercise to strengthen myself, to exorcise fear, and bring inner power into my heart. If exercise is not helping me, I ask, "WHY," and discover the source of real my fear. Then I ask, "HOW," and I find the answer or solution; and then put the solution into action and never give up until I defeat fear.

Turn ANXIETY into PEACE!

Anxiety is about the past: You don't know why you are depressed and afraid to do anything; for example, if you were abused as a child, and your unconscious mind suppresses it, you don't know why you are depressed.

Anxiety Self-Attack: I feel energy-less, apathetic, and have no desire to do anything.

Defense: I ask, "WHY," and discover the root of my anxiety. Second, I ask, "HOW," and find a way to let it go. I remind myself that no one can change the past, but I can control now and the future. No one is perfect (we all make mistakes) so I need to learn from my mistakes. Also life is extremely unfair, and bad things happen to good people. Attitude is everything. I fight hard, never giving in until I exorcise anxiety.

You can defend yourself these ways from any scary self-attacks.

4) EVIL ATTACKS

Evil attacks are **hatred and jealousy attacks**

Turn HATRED into LOVE!

Hatred will create many unnecessary enemies; it is a toxin in your heart. If you don't defend yourself from hatred, you will destroy many good relationships, hurting yourself in the end.

The roots of hatred are a lack of self-confidence or thinking too small. Therefore, to beat hatred, you need to think big and build self-confidence. You can defeat hatred and love others unconditionally, and you can build a reliable network.

Let me show you how I defend myself from Hatred Self-Attacks.

Hatred Self-Attack: I hate my co-worker, my neighbor, and even my own family; I don't want to see them again.

Defense: I love other people unconditionally because I am confident and I love myself. Therefore, I can build successful networks. I am proud of who I am.

Turn JEALOUSY into ADMIRATION!

Jealousy will rot your heart and your relationships with others. If you don't defend yourself from jealous feelings, they will grow, turning into anger and hatred for others, eventually leading to your destruction. The root of jealousy is a lack of self-confidence, so you need to develop self-confidence.

I will show you how I defend myself from Jealousy Self-Attacks.

Jealousy Self-Attack: He is not supposed to be more rich and popular than I am. I wish something bad would happen to him.

Defense: I focus 10,000 percent on achieving my big dreams. Therefore, I have no time to be jealous of others. If my friend is doing well, I admire him and learn from him, so I can use new ideas to achieve my dreams. Therefore, I can turn jealousy attacks into stepping-stones.

You can protect yourself these ways from any evil self-attacks.

5) INSECURITY ATTACKS

Insecurity attacks are **anger and guilt attacks**.

I will show how I defend myself from anger and guilt self-attacks:

Turn ANGER into a SMILE!

An anger attack is very dangerous for your health, relationships, and future. It serves as another insidious scourge to your soul. If you don't defend yourself, you will become weak and destroy relationships. The root of anger is inflexibility or bias.

Anger Self-Attack: How dare he badmouth me? He made me mad. When I see him, I will smash him.

Defense: When I hear what he said, I will start to laugh loud and for as long as possible. Laughing will change my feelings right away. I will exercise and break a sweat. It will strengthen me to defeat anger. I will feel anger free.

*The most important thing is to put this method into action so that you can be free from anger. **You can turn anger into a smile.***

Turn GUILT into IMPROVEMENT!

Guilt attacks create depression and weakness. A guilt attack is like being handcuffed, giving you pain in your heart and limiting your ability. **If you don't defend yourself from guilt attacks**, you will become depressed and weak. That's why you must defend yourself from guilt attacks. Guilt attacks come from making mistakes and not learning.

Guilt Self-Attack: I feel guilty from what I did wrong, so I can't talk to or see anybody. I feel depressed, so I can't do anything.

Defense: I am not proud of what I did and feel so sorry. However, I have to accept that no one is perfect; we all make mistakes. No matter how strong or intelligent we are, we cannot change the past. So, I can only learn from my past mistakes. Therefore, I can change guilt into a learning opportunity to be a better person.

You can defend yourself these ways from any insecurity self-attacks.

6) NATURAL ATTACKS

Natural attacks are accidents like **disorder, car accidents, or losing your job.**

Life is like warfare: Unfair and unpredictable. Both good and bad things happen in life, and they are not always fair. Bad things happen to good people, just as good things happen to bad people.

Sometimes, accidents happen and you can do nothing about them. Even if you are strong and wise, you cannot defend against these types of attacks because they are out of your control.

Let me show you how I handle myself in natural attacks.

Turn **DISORDER** into **OPPORTUNITY**!

When the unexpected disrupts your daily routine, it can wreak havoc, making you confused or upset, sometimes even frustrated or angry. But you can turn disorder into an opportunity by adjusting your attitude. You can be flexible and change your plans, if necessary. You will have a new and fun experience.

Disorder attacks occur everywhere: At work, at home, in social situations, in meetings, and even on vacation. You must know how to defend myself, so you can enjoy your life. Remember: Attitude is everything.

For example: My routine when I arrive home from work is 1) to change into comfortable clothes and to wash my hands and face, 2) to cook and eat dinner, 3) to wash the dishes, 4) to take a walk, 5) to watch the news, 6) to prepare for work tomorrow, 7) to call, email, or text friends, and finally, 8) to go to sleep.

Disorder Self-Attack: When I arrived home from work, there was a power outage, so I had no lights and I could not cook. I got depressed.

Defense: Attitude is everything. First, I call the electric company to make sure they are working on it. Second, now I have a good reason to go out for a nice dinner. Instead of getting upset, I will have a good evening.

Turn a CAR ACCIDENT into OPPORTUNITY!

When a car accident occurs, the best thing to do is realize that accidents are unfair, but complaining about them doesn't help.

Attitude is everything. Have a positive attitude and look for solutions to turn crisis into opportunity. You might get a better car.

Car Accident Self-attack: I got angry and upset because a stupid guy crashed into my car.

Defense: Attitude is everything; I say, "Bad things happen and good things happen." Now, I can get a better, newer car.

Turn a LOST JOB into OPPORTUNITY!

Losing a job can make you feel panic, anger, frustration, or depression. After losing a job, the important thing is to defend yourself from a self-attack with these emotions, so that you don't make the situation worse.

Attitude is everything. Therefore, you should wear a smile and laugh out loud, saying to yourself, "Bad things happen and good things happen." Tell yourself, "I will find a better job because I am intelligent, positive, and competitive." With this attitude, you can make things better than before, just by thinking positively.

The modern world is big and filled with tremendous opportunity for positive and competitive people.

You want to make things better, so you put what happened behind you, start improving yourself, and look for a better and higher paying job. You will find your dream job.

Lost Job Self-attack: I feel panic and frustration because I lost my job. I don't know what to do.

Defense: I know bad things happen and good things happen. I am a genius and positive, so I can turn panic into energy to find a better and higher paying job.

You can defend yourself these ways from any natural self-attacks.



Financial Self-Defense!

**I never knew the value of
financial self-defense
until the day I realized
my debts became immense.**

The time to make some changes had
arrived with urgency;
I had to use my discipline
or file for bankruptcy.

**I cut my liabilities
until they were so few;
I looked for opportunities,
until my assets grew.**

If you desire financial freedom,
you can be like me:
Learn financial self-defense,
and practice faithfully.

Financial Self-Defense!

Defend yourself from financial attacks to be wealthier.

How fortunate are we to live in the U.S.A.? We live in the richest country in the world. However, we need to look at this picture: 87 percent of people live from paycheck to paycheck, too many college graduates have an average debt of over \$40,000, and in 2016 bankruptcies in the U.S. have skyrocketed to 911,086, including 26,130 businesses. On top of that, **some households of rich and famous people have not just lost all of their money, they have added a lot of debt, and suffer from financial pressure.**

The financial world shows no mercy. If you don't know how to defend yourself from financial attacks, you will have financial pain for the rest of your life. Therefore, you must practice financial self-defense to defend yourself and enjoy financial freedom.

Financial self-defense is defending your finances from financial attack.

The 5 major financial attacks:

- 1) Turn Self-Financial Attacks into Financial Success**
- 2) Turn Credit Card Attacks into Financial Freedom**
- 3) Turn Laziness Attacks into Financial Power**
- 4) Turn Liability Attacks into Financial Security**
- 5) Turn Enticement Attacks into Financial Sanctuary**

The best financial self-defense is to make more and spend less, which applies to individuals, companies, and even nations.

1) Turn **Self-financial attacks** into **Financial Success**

A self-financial attack means you attack yourself; “I think I am poor, so I can’t have financial success,” and close the door to opportunity. Therefore, you limit yourself and you will have financial pressure. If you don’t defend yourself from self-financial attacks, you will be poor forever.

I would like to share with you how I defend myself from self-financial attacks.

Self-Financial Attack: I believe financial success is only for rich people. I cannot have financial success because I am poor.

Defense: I believe I am a genius and positive, and success is a choice. Therefore, I can do anything I set my mind to do. I set clear financial goals and focus on those goals 1,000 percent, and never give in until I achieve financial success.

2) Turn **Credit card attacks** into **Financial Freedom**

Credit cards are a part of our modern lifestyle; without them, it is very hard to live in our modern world. However, if you don’t know how to control them properly, you will be a slave to your credit cards. This lack of control is reflected by the fact that 85 percent of Americans are neck-deep in credit card debt.

While it’s easy to use credit cards, it’s painful to pay them off when you spend more than your budget allows. Plus, the credit card interest is high, especially when you don’t pay the balance in full. In the long term, relying on credit cards will give you terrible financial pressure.

I’d love to share with you how I defend myself from credit card attacks.

Credit Card Attack: I use my credit card to buy whatever I want all the time. I can just pay later.

Defense: I cut my credit cards and throw them away; and I don’t order new cards until I can control my unnecessary spending. I **change my habits** by writing down my annual financial budget: My yearly income and yearly expenses.

From there, I can determine a budget and build a habit of staying within it. An easy trick is to put my daily budget in my pocket as cash. When the cash runs out, my spending stops.

When I am sure I can control my urge to splurge, I can have the credit cards back.

3) Turn **Laziness attacks** into **Financial Power**

A laziness attack is the worst obstacle in the way of building financial power. Laziness is the first step towards financial ruin. Laziness means closing the door to opportunity. Laziness is the best way to have financial difficulty. If you don't defend yourself from laziness attacks, you will be poor forever. *I am happy to share with you how I defend myself from laziness self-attacks.*

Laziness Self-Attack: I will do it later -- or maybe tomorrow -- or maybe I will never do it because I am too busy watching TV, chatting with my friend, going to the beach, or sleeping.

Defense: I am crazy and intelligent, so I focus 1,000 percent on my financial goals until I achieve them. On top of that, I am energetic and I enjoy working for my financial goals. I know I will be rich and happy.

4) Turn **Liability attacks** into **Financial Security**

Liability attacks open the door for financial pressure because you will spend more than you make. A liability means you spend money out of your pocket. Liabilities are roadblocks to your financial freedom. For example, if you make \$7,000 a month, but you bought a car with a monthly payment of \$2,000 and a house payment of \$5,000 per month, there will be nothing left for buying gasoline for your car and for putting food on your table. Since your car and house cost more than you can afford, they have become liabilities. Liabilities will eventually put you in debt.

Liability attacks are **over-payment and co-sign attacks.**

a) Turn **Overpayment Attacks** into **Financial Protection**

Overpayment is committing to monthly payments that you can't afford. These payments are part of our culture and can include purchasing a house or paying the monthly rent, buying a new car, life insurance, home appliances, furniture, office equipment, or any services. It is easy to say, "Yes!" to monthly payments because you can buy now and pay later, but if you don't take your budget into account, you will have financial pressure. *Please allow me to show you how I defend myself from overpayment attacks.*

Overpayment Attack: I don't care if I go over budget. Whatever I want to have I have to have, so I sign now and pay monthly.

Defense: I refuse to over pay, and I will protect my financial freedom. Therefore, even if I need something, I wait to buy it. I don't buy things now and pay later.

As a result, you can proudly say, *"I have financial freedom."*

b) Turn **Co-Sign Attacks** into **Financial Safety**

A co-sign attack is when you co-sign a loan for a relative or a friend. While it may seem easy to co-sign, in the end it may end up costing your good credit and a friendship. Why? If your relative or friend doesn't make payments, it will ruin your credit unless you pay. In that case, it will be difficult for you to afford things for yourself. The worst thing is that you will not just lose your credit... you will lose your friendship.

Co-Sign Attack: Whenever my friends or relatives ask me to co-sign for a loan, I love to co-sign for them because I like to help others.

Defense: I just say, "No," unless I think I can handle the consequences. The best way to protect myself and my friendship in the long run is just to say, "No." I am proud of my judgments to avoid co-signing, and I keep friendships and financial freedom!

Prevention is better than the cure, so I defend myself from liability attacks and build my assets to develop financial power.

5) Turn **Enticement Attacks** into **Financial Sanctuary**

Enticement attack: Greed and desire for recognition are parts of human nature, so most people dream about becoming rich overnight and showing off their newfound wealth.

Greed or desire for recognition will allow a con man to entice you to invest all your savings (maybe even causing you to borrow money) towards pyramid schemes, stock schemes, or real estate schemes, etc. You could be enticed at the prospect of making a simple monthly payment without spending any time to study the situation.

Some people lose all of their savings this way and plunge themselves deep into debt. Enticement attacks will destroy your credit and bring you financial ruin.

In order to be rich, you must have investments; but when you invest in something without learning about the investment first, you may risk financial disaster.

I am happy to show you how I defend myself from enticement attacks.

Enticement Attack: I will be rich overnight like the other rich guys. I have a chance now, even if I have to borrow money, I will invest.

Defense: First, invest enough time to study my investment beforehand, so I can make the proper decisions. Second, get advice from a person whom I trust 1,000 percent and who has a proven record with investing. This simple two-step plan will make my life much less risky and allow me to attain financial freedom.

I can protect myself to ensure financial security!

Financial self-defense and financial fitness go hand-in-hand; create financial fitness to defend against financial attacks and create financial freedom.

Start Today!

Practice financial self-defense daily to create financial success.



Life Self-Defense!

Life is like warfare: Unfair and unpredictable. Bad things happen to good people, just as good things happen to bad people.

Life is also like **a beautiful work of art:** The modern world is full of opportunity; you can be whatever you want to be.

The real world has no mercy. The only rule is survival of the fittest. If you are weak, you will lose; if you are strong, you will win. Therefore, you must build strength to defend yourself from life attacks, so you can live a happy life.

Life Self-Defense

Defend yourself from life attacks to be happier!

The real world has no mercy. In the competitive world, the only rule is, “I must win; you must lose.” It is like a jungle; I live and die according to survival of the fittest.

Even if I am right, if I am weak, I will lose; if I am strong, I will win in the competitive world. Therefore, I must be strong to defend myself from any life attacks and live a happy life.

In life: Success requires the right direction. I need clear goals to have the right direction in my life. I have to set clear goals and achieve my goals, so I can have a successful life. However, why are some people successful while other people are failures? They have various reasons, but the main reason some people are successful is because they know how to defend themselves from life attacks, which are obstacles. Some people don’t know how to defend themselves from life attacks, so they give up and become failures.

In another case, even if I am very successful, if I do not know how to defend myself from life attacks, I will lose everything and ruin my life.

Life attacks are attacks on my life goals, either internally or externally, which shackle my life like chains. If I don’t defend myself, I will lose my personal freedom, my relationships, and I can’t achieve my dreams. I can’t do what I want to do, I can’t have what I want to have, and I can’t be what I want to be. On top of that, I could lose everything I have achieved and ruin my life. That’s why I must learn how to defend myself to earn personal freedom and develop personal ability.

First, I need to learn how to defend myself from life attacks to achieve success. Second, I need to learn how to defend myself from life attacks to protect my success.

How do I defend myself from life attacks? There are two kinds of life attacks: Internal and external.

Defend myself from internal life attacks on my way to success: I will be a fighter, not a quitter, and make things happen.

When I am physically, mentally, emotionally, or financially exhausted by pursuing my goals, my worst enemy starts to think this is the chance to attack and defeat me.

Internal Life Attack: My worst enemy says to me, “It is too difficult, too hard, and too tough to continue, and it is not worth it. Quit now.”

Defense: My best friend says to my worst enemy, “Thank you for your advice, however, I am intelligent, positive, and strong, so no mountain is too high to climb.”

Result: Break the internal attack to reach my life goals!

Defend myself from external life attacks on my way to success: I will be strong and never give up until I make things happen.

Some people are jealous of my success, or if I have competitors, who try to block my success. They will attack me.

External Life Attack: My competitors and con artists are trying to threaten me: They say I am not qualified to be the Mayor of this historic city.

Defense: Thank you for your concern, but many people have told me that I am way over-qualified to be the Mayor of this historic city.

Result: Smash my external attacks to achieve my dreams. I can be whatever I want to be, I can do whatever I want to do, and I can have whatever I want to have. I will be healthier, wiser, more confident, wealthier, and happier. I will enjoy the rest of a truly successful life.

You can defend yourself from any life attacks in same manner as the models above.

Defend myself from internal life attacks once I have achieved success: I never stop disciplining myself to be strong.

In order to maintain my success and enjoy my life, I must know how to defend myself from internal life attacks. If I don't know how to defend myself from internal attacks, I may lose all of my success. I must practice life self-defense.

Internal Life Attack: I am vulnerable to drugs, alcohol, cigarettes, gambling, laziness, negativity, fear, anger, or depression. When I lose my focus and let down my guard, common temptations can seduce me.

Defense: Prevention is better than cure; I never stop disciplining myself to be positive and strong, so I do not give away control of my life.

Result: I take responsibility to take charge of my life!

Defend myself from external life attacks once I have achieved success: I will be a life-long learner to improve myself and be competitive.

First, con artists or my competitors are always looking for a chance to attack me for their own benefit.

I can stop a clock, but I cannot stop time; I can stop improving myself, but I can't stop other people from improving, which is an indirect attack.

Therefore, to protect my job or the family business, I must defend myself from any external attacks and keep my success.

External Life Attack: My competitors threaten my dream job; on top of that, con artists criticize, discourage, and try to steal my family business.

Defense: I believe prevention is much better than cure, so I never stop improving myself to be more intelligent, more positive, and be more competitive than my competitors or any con artist.

Practice the 5 Powers of Self-defense daily to protect yourself, to be a lifelong learner, and to improve personally and professionally. You will enjoy the rest of your life.



Change Your Habits and Change your Life!

**It's hard to change an older habit
that you've had for years;
people with a poor mindset
find change awakens fears.**

**Successful minded people know
they aren't afraid to move:
If a habit doesn't help,
they change it to improve.**

**Sometimes habits help you grow,
but others hold you back;
Change the bad ones into good,
and you will lead the pack!**

Chapter 10

Top 10 Successful Habits

I have motivated, trained, and educated hundreds of thousands of people throughout my life in my public speaking, seminars, and martial arts instruction.

I have received so much gratitude from my students and seminar audiences: They lost weight, healed broken relationships, turned negative attitudes into positive, became rich, found clear direction, gained freedom from cigarettes, alcohol, or even drugs, and changed their lives for the better in many ways.

These amazing results touched me; some comments choked me up; and most comments motivated me, and I was proud of what I had done. They gave me a high level of self-confidence and pride. Conversely, some people were successful, but their success was just temporary and they had financial pressure once again; some other people lost weight and got in shape, but they gained it back again; some people started smoking, drinking, or using drugs again; some people became so positive, but then went back to their old negative habits worse than before. Whenever I faced these situations, I felt shameful and terribly guilty.

After facing these bad results, I started asking myself thousands times, “Do I need to continue teaching the martial arts and should I continue to conduct public speaking seminars? What did I do wrong?” I started to doubt my instruction -- was it effective or not? Were my seminar speeches necessary or not? It was strange: I was hearing these

negative results at the same time many people were telling me I helped change their lives through martial arts training or my public seminars. I was confused.

I started seriously looking for the right answer: Why had most people improved their lives, while some people changed their lives but went back to their old lifestyle again, and some others didn't even change a thing?

Too make a long story short, I finally found the real problem, which led to the right answer. It was clear: Those that didn't change their habits just followed my instructions or speech temporarily because I didn't teach them HOW to change their habits properly. That's why some people changed their actions temporarily, not permanently. They were followers, not leaders.

After that, I started to teach them how to change their habits properly, and wow! The difference was like day and night.

If you can change your habits, you can change your life permanently. Become a leader, not a follower.

This experience helped me to change the organization of this whole book again:

First chapter: How to create and practice *The 5 Pillars of True Success*, so readers of this book could create a truly successful future.

Second chapter: How to develop and practice the 5 Powers of Self-Defense, so readers of this book could defend themselves from various attacks and achieve their dreams.

Third chapter: How to build and practice the Top 10 Successful Habits, so readers of this book could enjoy the rest of their lives in success.

Even if you read this book 10 times, if you don't develop and practice the Top 10 Successful Habits, it will help you only temporarily. But if you develop and practice the Top 10 Successful Habits, you will have a truly successful life forever.

You are Your Habits:

Your habits represent who you are. Wherever you are, wherever you go, and whatever you do, your habits count.

People judge you -- good or bad, positive or negative, even successful or ordinary -- by your habits.

For most people, the habits they had when they were three years old (whether good or bad, or positive or negative) carry over for ninety years unless they change them -- because habits are addictions. There are people in their forties and sixties who still act immature and do stupid things because they didn't change their habits. Some intelligent, rich and famous, powerful public figures do unwise things and disgrace themselves in the real world because they didn't change their habits.

What is the definition of habit?

A habit is an action or reaction that occurs without conscious effort. Your body and mind move unconsciously because they memorized specific sequences, which have become second nature -- just like eating, sleeping, etc.

Changing your habits is a natural process:

Change is a rule of nature. We all have the natural ability to change our lifestyle. There are four seasons, and if we don't change what we wear every season, we could freeze to death. Changing our habits is part of life.

When we were children, we stayed home; when we went to academic schools, if we didn't change our habits to adapt to the new culture, we would have a painful life or we would become quitters. However, we learned and adopted the new culture, so most of us survived.

As we moved from single life to married life, from being a couple to being a family with children, if we didn't change our habits, we would never find happiness or -- in the worst case -- we would divorce. In the real world, if we cannot change, we can't grow. Therefore, if we can change our habits, then we can change our lives.

When we got jobs in the real world, if we didn't adjust our habits, we would lose our jobs; however, most of us adapted to the corporate culture, so we kept our jobs.

Vise-versa

The power of habits: Habits are stronger than the fear of death; they are an addiction. Some Medical Doctors and Nurses are overweight; they know more than anybody that being overweight causes many kinds of sicknesses. However, they don't stop eating junk food because they didn't change their habits.

Marriage is meaningful and great, however, divorce is painful, and yet, some people marry and divorce five or six times. Why? They didn't change their bad habits, just like an addiction, so they make the same mistakes again and again.

Some people quit their jobs all the time because they don't change their negative habits, so they have financial pressure.

Some criminals go in and out of jail again and again because they don't change their criminal habits.

Modern success requires changing your habits:

We need to keep a balance of technology and lifestyle. In the U.S. technology is growing like crazy, so we live in the most abundant society in history. If we don't improve our lifestyle at the same rate as technology, we will become enslaved by technology. In the U.S. today, stress is a significant issue because 80% of modern sickness comes from stress. If we don't change our lifestyle, we will be crippled and face disaster. Therefore, we must change our habits.

Self-improvement requires you to change your habits:

Personal, social, and professional success requires that you improve your lifestyle. If you stop improving your lifestyle, it is the same as committing suicide in the real world. What I mean by suicide is that the real world is competitive, based on survival of the fittest: If you are strong, you will survive; if you are weak, you will fail. Therefore, if you don't change your habits with your environment, or you stop changing your lifestyle, you are headed for big trouble.

Change means to improve. Most people hate to change their lifestyle because old habits die hard. Change is not easy, or in some cases, these people don't know how to change. However, you have the natural ability to change your habits.

If anyone who changes his habits can have a successful life, then **why don't most people change their habits?**

They hate to change their habits: Staying with old habits is easy and comfortable. On top of that, habits are like rocks: They are too hard to break unless you intentionally put effort into breaking them. Therefore, they are afraid because it is too difficult, too stressful, and too painful to change.

For a clear example, 70% of Americans are suffering because they are overweight. Why? It is too tough for them to change their habits, or they don't know how to change their habits. For example: When losing weight, you can lose physical weight, but it will come back right away unless you change your lifestyle.

For these reasons you need a personal coach and a professional advisor to help you change your habits. This book will be your personal coach and professional advisor.

Changing your habit is not something you do on a whim; it is necessary to survive and flourish in life.

The past is important, but the future is much more important. Who you were or what you believed or what you did (whether it was good or bad) was yesterday. On the other hand, your future can and will be molded by your actions in the present.

No matter how intelligent and strong you are, you cannot change the past; you can only learn from it. But you can control the here and now to create your positive future. Now you can see the power of habits. Being happy or unhappy and being either successful or a failure is the result of your habits.

Successful habits will help you maximize your potential, enabling you to turn your personal dreams into a reality. Habits are powerful. If you can change your habits, you can change your life.



You are Your Habits!

Change your thoughts:
Do what you want to do!

Change your beliefs:
Be what you want to be!

Change your actions:
Have what you want to have!

Change your habits:
Live how you want to live!

Change your life:
Live your dreams!

The 3 Steps to Change Your Habits

1) Change your thinking to change your beliefs:

Belief is stronger than fact or truth. Your mind directs your actions. Thinking and believing go hand-in-hand: For example, without thinking, you cannot change your beliefs. By the same token, without belief, thinking is powerless or meaningless. Therefore, if you change your thinking to change your beliefs, your beliefs will help you think positively and wisely.

2) Change your actions:

Action makes things happen. Inaction doesn't. Your mind tells your body what to do; your body just follows your mind. If you change your actions, you can change your habits.

3) Change your habits:

Your habits are your lifestyle. Change your habits by changing your actions for 21 days in a row, and repeat those actions for 6 months to change your habits permanently. If you build successful habits, you will have a successful lifestyle. You will enjoy the rest of your life in success.

We all have room to improve our lives using The 3 Steps to Change Your Habits.

Please allow me, I will show you how to change your thinking to change your beliefs, how to change your actions, and how to change your habits easily and effectively.

1) Change your thinking to change your beliefs:

Only you have the power to change your beliefs.

How do you know you have the right beliefs?

The right beliefs mean you have a successful mindset: You follow the principles of life, which means you follow the rules of nature.

1) **Follow the principle of harmony and balance:** You believe in fairness, balance, and team work, so you try your best to support, respect, and care about others.

2) **Follow the principle of truth:** You believe in honesty, integrity, and responsibility. Therefore, you try your best to be persistent, consistent, and stand for justice.

3) **Follow the principle of survival of the fittest:** You believe in peace with strength. Even if you are right, it is too difficult to win without strength. Therefore, you never stop learning to improve yourself to be stronger.

Two simple ways to change your thinking to change your beliefs

1) **Determination:** You must believe that a change in your lifestyle is good for you. For example, if you have a poor mindset, you will fail. Conversely, if you have a successful mindset, you will be successful. Likewise, you must believe that losing weight and getting in shape are good for you. Only you have the power to change your beliefs.

2) **Commitment:** You have to believe you are brilliant and confident, so you can develop a successful mindset and have a successful life. Your beliefs will be your cheerleaders and will motivate you to build the, “**Yes, I can,**” **positive attitude** to achieve your goals. You will change your life.

The power of belief is stronger than fact or truth; it will be your strong supporter to change your life. Your mind follows your heart, so your heart controls your mind; if you change your heart, you will

change your mind. Changing your beliefs is the first step to changing your habits.

Change your beliefs to change your thinking.

If you think negatively, “No, I can’t,” you will be negative and close the door to opportunities.

If you think positively, “Yes, I can,” you will be positive and open the door to opportunities.

If you have a poor mindset, you will close the door to opportunities and have a miserable life. If you have a successful mindset, you can make a positive difference. That’s why you need to change your beliefs to change your mind.

If you have a successful mindset, keep it forever. If you have a poor mindset, you need to turn the poor mindset into a successful mindset to change your life.

Thinking is a habit. Just because you changed your belief to “Yes I can,” doesn’t mean you automatically changed your thinking. Old habits quickly return, so unless you discipline yourself, you may continue thinking negatively out of habit.

To change your life, you need to change your lifestyle; to change your lifestyle, you need to change your habits; to change your habits, you need to change your actions; to change your actions, and you need to change your mind because your mind controls your body. Success begins with thought; without thought nothing works in our lives.

Your mind is the most powerful thing in your life. As you know, without thinking, success is never going to happen to you.

No one can change your mind for you; only you have the power to change your mind.

Intentionally focus on turning your poor mindset into a successful mindset until it works, which will change your mind: Your body follows your mind, and your mind tells your body what to do. Therefore, your mind disciplines your body to change your actions.

Change your mind to change your actions.

2) Change your actions

Action makes things happen; inaction doesn't. An idea or goal is just potential power until you put it into action.

Real power is to put your plan into action and never give up until you change your habits.

If you change your actions and repeat those actions until they become second nature, they will become your habits. Remember: Action creates habits. While changing your actions, if you meet with unexpected obstacles, you need to change your plan, rewrite it, and continue your pursuit.

How do you change your actions?

1) In order to change your actions, first **change your beliefs**, and then change your mind. You will have the strength to change your actions.

2) Intentionally discipline yourself to repeat the same actions for 21 days. You can **change your actions**.

When you change your actions, you will turn your actions into habits, which means you won't need to intentionally repeat the actions because your unconscious mind will act and react. Because your body has memory like your brain, once you keep repeating the action for six months, it will become second nature.

Change your actions to change your habits.

3) Change your habits

In order to change your habits, first change your beliefs, then change your mind, next change your actions, and repeat your actions until they become second nature, which will change your habits. You will have a new lifestyle.

How much time do you need to change your habits?

21 days. Of course, you can change your actions within a second by changing your mind, but you cannot build your habits overnight. Psychological research and my own experience show that **changing your habits takes at least 21 solid days**. After 21 days, you must keep your new habits for six months to make them permanent.

Think about tomorrow, not yesterday. Don't limit yourself based on the past. Free yourself to replace your bad habits with super habits. Enjoy building successful habits to create your own successful future. If you want to be successful, you must create successful habits.

Your habits are your personality & character: When you change your habits, your personality and character will reform naturally. As I said earlier, if you have a positive personality, people like you; if you have a negative personality, people dislike you. If you have good character, people trust and respect you. If you have bad character, people distrust and disrespect you.

What is personality? Personality is visible behavior -- for example, facial expressions like a stone face or a smiling face. If you turn your stone face into a smiling face, people will like you.

What is character? Character is internal behavior, which means you can't see it, but you can feel it later by reaction or result. For example, consistency is a character trait. If you promised you will come to work on time, but you always show up ten to twenty minutes late, people can't trust you. However, if you change your habits and show up on time or even early for work, people will begin to trust you because they can depend on you.

Your personality and character are your attitude:

Personality is your external attitude. Most people love to associate with positive people, not negative people, because negative people give them stress.

Character is internal attitude. Most people trust and respect people with outstanding character because they are dependable.

Attitude is your lifestyle:

If you have a successful attitude, you will have a successful lifestyle.

Your lifestyle has the power to create a successful future.

With the 3 steps to change your habits, anyone can change his or her lifestyle to create a successful future.

Write down 3 of your strengths that you would like to improve to create a successful future:

1. _____
2. _____
3. _____

Write down 3 things you would like to change about your habits to create a successful future:

1. _____
2. _____
3. _____

At the beginning of the first chapter, I said: The modern world is full of opportunity, but it is highly competitive. Of the more than 7.5 billion people on earth, everyone wants to have a successful life. Not even one person wants to be a failure: success brings fun, meaning, and happiness in life. Failure brings frustration, pain, and unhappiness in life. However, no one can help you to succeed in your life unless you want to; you can't even help yourself unless you want to, because success begins with desire. What I mean is only you have the power to change your habit and transform your life. Success is your choice.

The 5 Pillars of True Success is part of a triangle:

**The 5 Pillars of
True Success**

**True
Success!**

**The 5 Powers
of Self-Defense**

**The Top 10
Successful Habits**

The 5 Pillars of True Success, The 5 Powers of Self-Defense, and The Top 10 Successful Habits are intimately connected. Without one you can have only temporary benefit. With the three together, you can create a truly successful future. You will be healthier, wiser, more confident, wealthier, and happier.

As we approach the end of our journey together, I am honored to say to you:

I hope you had an unforgettable and meaningful experience while reading *The 5 Pillars of True Success* and found valuable, important, and new beneficial ideas to use and improve your daily life. However, even if you found the most important information to improve your life in this book, if you don't develop permanent habits, it will help you only temporarily. That's why you must develop successful habits, so you will get lifelong benefits. Therefore, you need to develop The Top 10 Successful Habits, so you can get the maximum benefit for the rest of your life.

I am happy to introduce to you the Top 10 Poor Habits and Top 10 Successful Habits. Only you have the authority to choose your life. Success is the result of your choice.

The Top 10 Poor Habits

1. Think like *people with a poor mindset*
You will close the door to opportunities.
2. Look like *people with a poor mindset*
You will have the wrong direction.
3. Listen like *people with a poor mindset*
You will be biased.
4. Speak like *people with a poor mindset*
Your future will be dark.
5. Act like *people with a poor mindset*
Failing will be on your side.
6. Feel like *people with a poor mindset*
You will limit yourself.
7. Write like *people with a poor mindset*
You will waste your time and money.
8. Dress like *people with a poor mindset*
You will have a negative image.
9. Network like *people with a poor mindset*
You will have a lot of enemies.
10. Fight like *people with a poor mindset*
You will be a loser.

The Top 10 Poor Habits will give you a poor lifestyle, but the good news is that you can develop the Top 10 Successful Habits to create a successful future.

The Top 10 Successful Habits

1. **Think Like Successful People**
You will open the door to opportunities.
2. **Look Like Successful People**
You will have the right direction.
3. **Listen Like Successful People**
You will be a keen decision maker.
4. **Speak Like Successful People**
The sky will be your only limit.
5. **Act Like Successful People**
Success will be on your side.
6. **Feel Like Successful People**
You will break your own limitations.
7. **Write Like Successful People**
You will save time and money for success.
8. **Dress Like Successful People**
You will have a successful image.
9. **Network Like Successful People**
You will have many supporters.
10. **Fight Like Successful People**
Ultimate success will be yours.

The Top 10 Successful Habits will support you as you practice and utilize *The 5 Pillars of True Success* and The 5 Powers of Self-Defense daily. You will be healthier, wiser, more confident, wealthier, and happier. You will enjoy the rest of your life in success.



Think Like Successful People!

Success begins inside your head:
Be careful what you think!
For every time you think small thoughts,
Your prospects start to shrink.

**If you choose to think poor thoughts,
your future will be bleak,
but if you choose to think rich thoughts,
you'll reach the highest peak.**

So throw away your mental limits:
Think big and deep and wide;
free your mind and you will find
success is on your side.

**Nothing is impossible,
so set aside your strife,
and dream and wish to set big goals,
to find success in life!**

(1) **Think Like Successful People**

Successful people have a Successful Mindset

Thinking big and thinking about possibilities will open the door to many opportunities. If you can think what ordinary people can't think, then no mountain is too high to climb, and the sky is your only limit. You can create a successful future.

Think positively: "Yes I can!" -- nothing will be impossible.

Think wisely: Think about why (causes) and how (solutions), and you can turn any crisis into opportunity. No obstacles will be too tough to overcome.

Think sincerely: You can discover how intelligent, positive, confident, capable, and strong you are. Focus on your dreams and you will have positive energy to create a positive future.

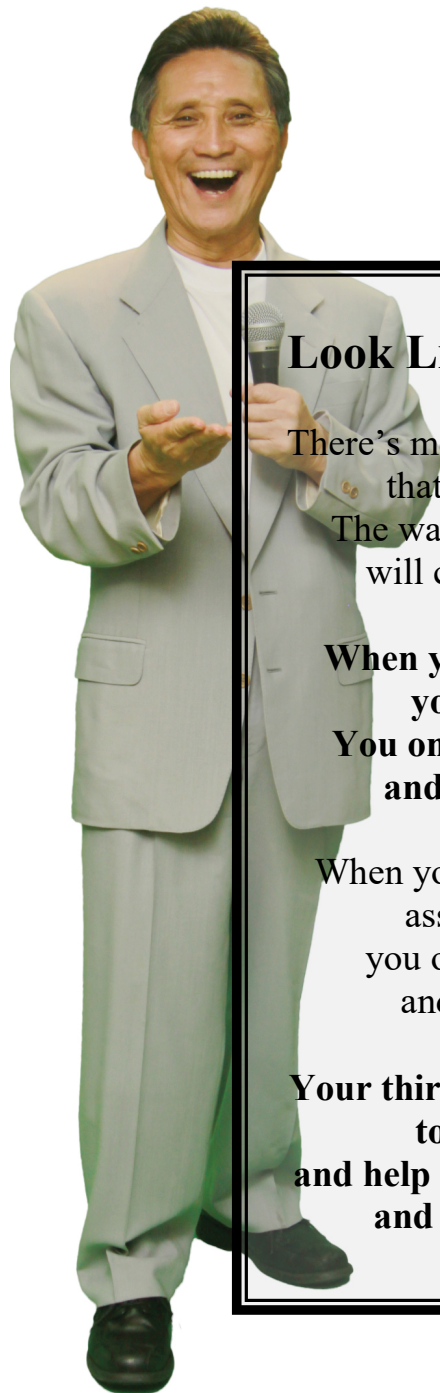
When you think big and think about possibilities, and you think positively, wisely, and sincerely, then wherever you are, people will welcome you. Your life will be fun, meaningful, worthwhile, and you will enjoy a successful life.

Failures Have a Poor Mindset

Think small, negatively, carelessly, or stupidly: You will feel incapable and painful, and therefore you will do stupid things. You will limit yourself and close the door to opportunities. On top of that, you will doubt yourself; you won't achieve anything, you won't build relationships, and you will have a painful life. Wherever you are, people will avoid you and you will suffer.

Can you think like successful people?

- 1) **Keep your dreams alive:** Intentionally practice *The 5 Pillars of True Success* until they become your second nature. You will have a successful mindset.
- 2) **Keep your successful mindset alive.** How? Exercise daily to get in shape: A positive body brings a positive mind. When you think like successful people, you think positively, wisely, and sincerely.



Look Like Successful People!

There's more to you than meets the eye,
that changes what you see:
The way you apprehend the world
will change what you will be.

**When you look with just one eye,
your bias will control:
You only see your point of view,
and cannot see the whole.**

When you look with both your eyes,
assessments can be thin;
you only see the surface view
and not the depth within.

**Your third eye gives you X-ray vision
to see the truth inside
and help you make the right decision
and be your lifetime guide.**

(2) Look Like Successful People

Successful People Have an Open Mindset

Look with three eyes (like an MRI): You can see what other people can't see. You will see endless possibilities and opportunities for reaching your highest potential.

Look positively: Look for the silver lining in every cloud. You can open the door to take every opportunity.

Look wisely: See both the valuable and the worthless sides of things. You will gain the right information. You can take advantage of opportunities, handle any situation, and make important decisions. You can create an unimaginable future.

Look sincerely: See the big picture and perspective -- what other people can't see. Success will be yours.

When you see with three eyes -- look positively, wisely, and sincerely -- you will be an exceptional visionary.

Failures Have a Closed Mindset

Look **negatively, carelessly, or stupidly** with one eye, and you will set up your own roadblocks to personal and professional success. On top of that, you can see only one side of things; you become biased and make wrong decisions on important matters. When you look with two eyes, you can see only the surface, not the values or rubbish under the surface. You will gather incomplete information and make mistakes in important decisions. You will close the door to opportunities.

Can you look like successful people?

1) **Intentionally** look with three eyes (X-ray vision) until it becomes a habit. Right away, you will see a different world.

2) **Keep your dreams alive and practice *The 5 Pillars of True Success*** until it becomes your habit. It will endow you to look like successful people.



Listen Like Successful People!

How you listen to the world
transforms your way of thinking:
Will you rise up to the top
or doom yourself by sinking?

**Listening with just one ear
can make you so uncouth:
Your prejudice will take control
and filter out the truth.**

Listening with both your ears
can sure reduce the blockage;
although you're hearing all the words,
you still may miss the message.

**Listening with all three ears
is never taught in college,
but it will help you find success
and fill your life with knowledge.**

(3) **Listen Like Successful People**

Successful People Have a Big Mindset

Listen with three ears (like a stethoscope) so you can understand the other person's meaning more easily. Whatever you do in life, you can make better decisions.

Listen positively, wisely, and sincerely: You will not just understand the true meaning behind the message; you can take advantage of opportunities, handle any situation, and make important decisions. On top of that, you can build good relationships with others. Most people appreciate positive and sincere listeners.

When you listen with three ears -- listen positively, wisely, and sincerely -- you will be smarter, wiser, and a better person.

Failures have a Small Mindset

Listen negatively, carelessly, or stupidly with one ear, and you will miss details or nuances. You will be biased. On top of that, you will hear negativity even when others say something positive. Therefore, you can make the wrong decisions in important matters.

When you listen with only two ears, you hear only the words, but you can't understand the real meaning behind the words. For example, during a job interview, if you listen carelessly, you cannot respond properly and you will miss this new job opportunity. Most people hate a careless listener because it makes them feel unimportant.

Can you listen like successful people?

1) **Intentionally listen with three ears** (like a stethoscope), **and focus on positive goals**, until it becomes second nature.

2) **Practice *The 5 Pillars of True Success*** until it becomes a habit, which will empower you to listen like successful people.



Speak Like Successful People!

The way you speak about yourself
and others is so crucial,
that it can ruin all your dreams,
or make your lifetime special.

**Do not speak indulgently,
without regard for feeling:
Embarrassing or hurtful words
will never be appealing.**

When your words are rational
they might attract the mind,
but self-interest will cause doubt,
no matter how refined.

**When you speak from principle,
others will reflect;
you will build relationships
and earn yourself respect.**

(4) **Speak Like Successful People**

Successful People have a Successful Communication Mindset

Speak with C.C.U.L., and your third mouth (your heart). You can even save people's lives. On top of that, you can turn obstacles into stepping-stones.

Speak positively: Speak about possibilities and big hopes; motivate, recognize, and admire others with respect and care, and talk about future dreams and goals. You can open the door to opportunities.

Speak wisely: Speak about why (problems) and how (solutions) while understanding others' situations. You can even turn negative into positive.

Speak sincerely: Speak truthfully based on principles, and you will earn trust and respect. You can build reliable networks.

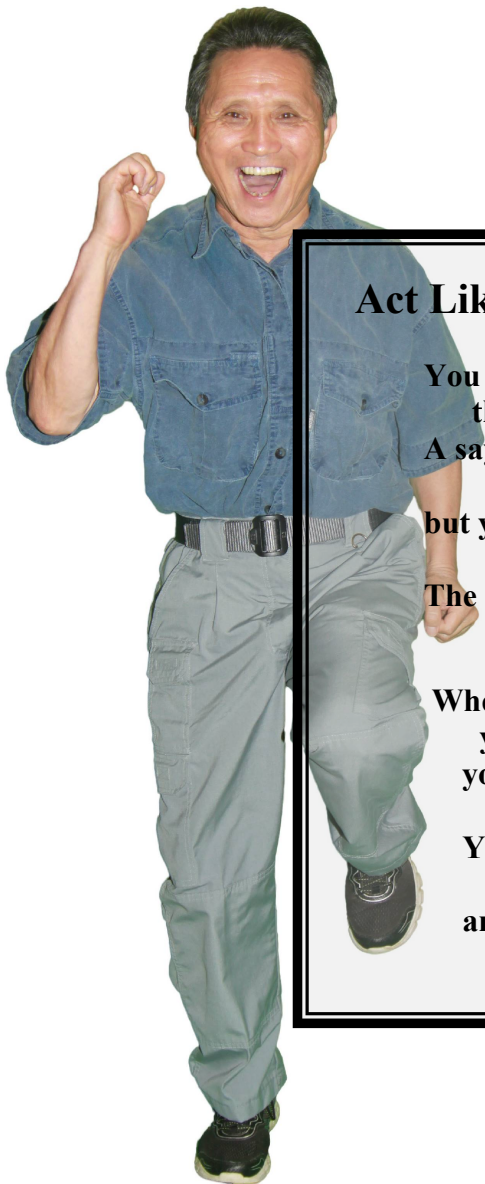
Speak **positively, wisely, and sincerely** with C.C.U.L. You can create an unlimited future.

Failures Have a Poor Communication Mindset

Speak negatively, carelessly, stupidly, unfairly, or arrogantly with your first mouth, and you will offer excuses, rude comments, and bad mouth others. On top of that, you will speak indulgently in any situation. You will confuse and irritate other people. You will break many relationships and close the door to opportunity both personally and professionally. You will limit yourself and block your own successful future.

Can you speak like successful people?

- 1) **Intentionally speak positively, wisely, and sincerely** with C.C.U.L. until you speak like successful people.
- 2) **Intentionally put yourself in other people's shoes**, until it becomes second nature.
- 3) **Practice *The 5 Pillars of True Success*** until it becomes a habit, which will empower you to speak like successful people.



Act Like Successful People!

**You may have been told
that “knowledge is power.”
A saying like that
has charming attraction;
but you must recall
the seed and the flower:
The power’s achieved
when put into action.**

**When you set a goal,
you will face frustration;
you may get knocked down,
like every beginner.
You must get back up,
without hesitation,
and never give up,
‘till you are a winner!**

(5) Act Like Successful People

Successful People Have a Positive Mindset

Act with passion: Always look for possibilities and never give up until you make things happen.

Act positively: Act confidently and passionately, with consistency and persistence; you will build indomitable spirit and will be unstoppable. No matter how many times you fall down, you will get back up and maximize your potential to make things happen.

Act wisely: Apply your intelligence properly and effectively in the real world, and you can make your dreams become reality.

Act sincerely: Act truthfully, carefully, and think twice about the consequences before acting; you will say, “Yes,” to priorities and say, “No,” to trifles. You can create an amazing future.

People need positive, wise, and sincere people, so people will welcome you wherever you go. You can create successful networks and will win in life.

Failures have a Negative Mindset

If you act negatively, carelessly, stupidly, unfairly, lazily, inconsistently, or lack persistence: Most people will avoid you because they can’t depend on you. You will limit yourself. You can’t achieve anything and will have a painful life.

Can you act like successful people?

- 1) **Intentionally act positively, wisely, and sincerely** until it becomes a habit.
- 2) **Intentionally focus on your positive dreams** and goals; they will motivate you to **act positively, wisely, and sincerely**.
- 3) **Practice *The 5 Pillars of True Success***, which will give you personal power to act like successful people.



Feel Like Successful People!

When bad things happen in your life,
depression may arise,
but trouble may turn out to be
a blessing in disguise.

**The world is full of good and bad --
you can't control it all.
You can control your attitude,
so try to stand up tall.**

Be optimistic when you find
yourself in some ordeal.
You do not need to fight yourself:
Control the way you feel.

**Negativity will bring
you failure, loss, and strife.
Changing how you feel will bring
success throughout your life.**

(6) **Feel Like Successful People**

Successful People Have a Strong Mindset

Belief is much stronger than fact or truth, that's why we must follow values and principles, which is the foundation of a successful life.

Feel positive, wise, and sincere: Believe in yourself (that you are positive, intelligent, and confident) and you will feel that you can be whatever you want to be, and you can do whatever you set your mind to do.

On top of that, treat other people fairly, not equally, and apply your intelligence properly and effectively, so you can earn trust and respect. You can build reliable relationships.

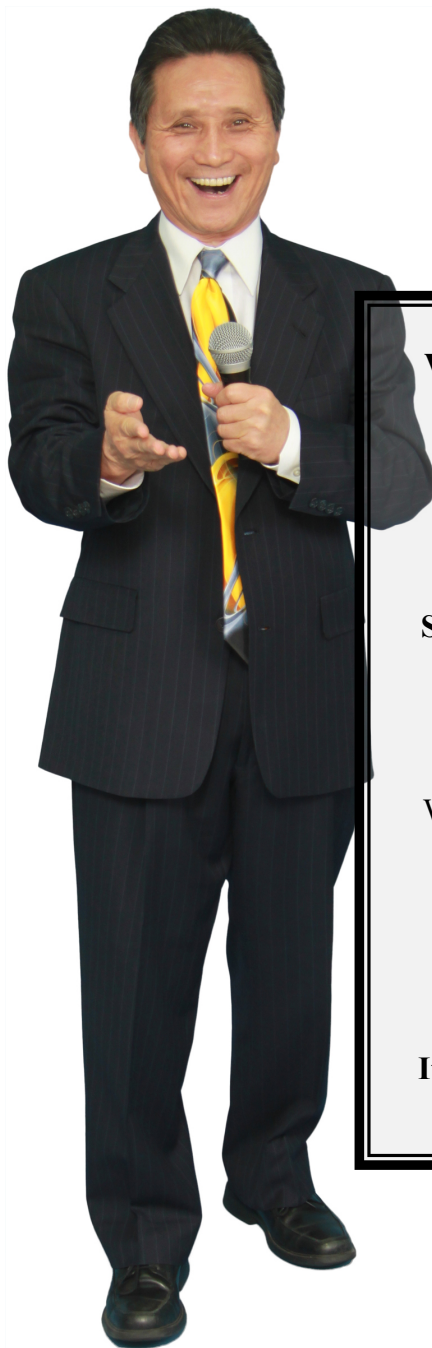
Positivity, intelligence, and confidence empower you to maximize your potential and create a remarkable future.

Failures Have a Weak Mindset

Feel negative, careless, and stupid, and you will doubt yourself because you think about your weak points. If you feel you are incapable, you can't do anything, even if you are well educated. Negative belief is the worst roadblock in a successful life. On top of that, you won't care about whatever you do because you lack self-confidence and have no clear direction in your life, so you will think, speak, and act stupidly. You will destroy yourself and others.

Can you feel like successful people?

Convert your beliefs to change your feelings: If you convert your feelings, you can turn anger or depression into positive feelings and enthusiasm. When bad things happen, you can convert your feelings by changing your mind. Say something like, "When bad things happen, good things happen." When you believe that, you will feel better right away. You will have a successful mindset like successful people.



Write Like Successful People!

Counting on your memory
is risky at the least:
As time goes by you just might find
the details have decreased.

**Spoken words and sounds you hear
might only last a day,
while sights you see stay longer,
they, too, may fade away.**

Writing down your thoughts can help
your memory be better;
the added act of writing down
will make things last forever.

**The writing habit is a skill
that leaders all possess:
It brings you wealth and confidence
and ultimate success.**

(7) **Write Like Successful People**

Successful People Have a Productive Mindset

Write positively, wisely, and sincerely: First, write down your dreams and plans to achieve your goals, so you can prioritize your tasks. You will be motivated to maximize your potential and make your dreams become reality. Second, write down your daily goals, review and prioritize which ones to do first, and execute your plan, and -- if necessary -- adjust your daily plan, and review the list at the end of the day, so you can have a productive day. On top of that, write down important things when you think of them, see them, or hear them, which will help you achieve your dreams.

Failures Have a Careless Mindset

Failures don't have clear dreams and goals, so they have nothing to write down or any plans. Therefore, they'll have the wrong direction, no hope, and no priorities. They will minimize their potential. On top of that, they do not write at all because they think they are too smart to need to write down their daily goals (or they are too lazy to write down important things and plans.) They will be confused and have unproductive days.

Can you write like successful people?

Success and prioritizing go hand in hand. Prioritizing and writing go hand in hand. Intentionally write down your daily goals; organize, evaluate, and prioritize your thoughts. You can get things done in the right order. Prioritizing will reduce your stress and save your time, money, and energy. Practice the writing habit to create a better future!



Dress Like Successful People!

Life is like a feature film
where you can choose your role:
The makeup and the wardrobe
are under your control.

**With dirty clothes and messy hair,
you've no chance to impress;
but when you dress up for success,
it shows you have finesse.**

A positive impression starts
with how you feel inside:
Express your finest attributes
with purpose and with pride.

**Coordinate inside and out
to show off who you are:
In the movie of your life,
you should be the star!**

(8) Dress Like Successful People

Successful People Have a Valuable Mindset

Dressing means a balance of positive attitude and attractive appearance. **A Positive Image** is much more powerful than knowledge or wealth. It can open the door to many opportunities.

Dress positively: Think, speak, act, and feel confidently, and project a clean and neat appearance. Have a balance of a positive inside and outside. You can build a positive image.

Dress wisely: Treat other people fairly and dress appropriately, which creates a wise image. You can create a brighter future.

Dress positively and wisely to create a better-looking future!

Failures Have a Sloppy Mindset

Dress negatively: Think, speak, and act harmfully. Dress with a sloppy and dirty appearance. You will build a negative image and block the road to a successful future.

Dress carelessly: Treat other people unfairly and dress inappropriately. You will have a stupid image and destroy your relationships.

Can you dress like successful people?

1) **Intentionally think, speak, and act positively**, and dress appropriately until it becomes your habit.

2) **Practice *The 5 Pillars of True Success***. It will guide you to dress positively and wisely.

Special note: *Don't judge other people by your standards (hair, dress, or facial expression) and try to understand others. Some people dress a certain way because of their job, and some people because of their religion or ethnicity. In addition, everyone has difficult or stressful days. Don't count one or two mistakes, but principles and habits count.*



Network Like Successful People!

**You cannot see behind your back,
unless you have a mirror.
You need another's point of view
to see yourself much clearer.**

**A network is the best resource
to help you solve a problem,
as long as they are positive
and council you with wisdom.**

**Invest your time and energy
to build a winning team,
and listen well to their advice,
to help you reach your dream.**

(9) **Network Like Successful People**

Successful People Have a Network Mindset!

Successful life begins with a successful network; the purpose of social media is building a successful network. Building a successful network means creating a successful future.

Network positively: Choose positive and intelligent people. Motivate, recognize, and support one another to build a successful network. Positive networking creates a productive future.

Network wisely: Choose confident and wise people. Treat other people fairly, not equally, depending on their abilities, strengths, talents, skills, and education. On top of that, recognize and admire others with respect, understanding, and true care. You will have reliable relationships.

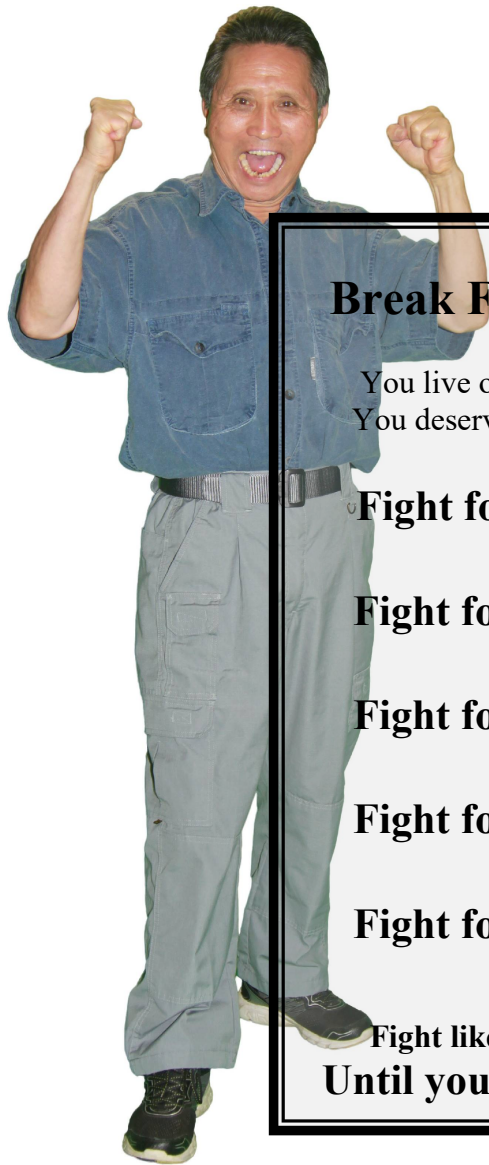
Failures Have a Destroying Mindset

Network negatively: Associate with pessimistic people, criticize and discourage others, and you will destroy many relationships and make lots of enemies.

Network carelessly: Associate with stupid and careless people, and you will do stupid things together. You can't have any reliable relationships.

Can you network like successful people?

- 1) Invest your time to find positive and wise people and treat them fairly. Think twice about the consequences before speaking or acting, and put yourself in other people's shoes. You will be surprised. You will have many reliable relationships.
- 2) Recognize others genuinely, care for them deeply, and treat them fairly until it becomes second nature.
- 3) **Practice *The 5 Pillars of True Success*.** It will guide you to network positively and wisely.



Break Free to a New You!

You live only once, not twice;
You deserve to live in paradise:

Fight for your body
to energize,

Fight for your mind
to become wise,

Fight for your heart
let confidence arise,

Fight for your finances
economize,

Fight for your life
to revitalize.

Fight like a successful person
Until you reach true success!

(10) **Fight Like Successful People**

Successful People Have a Winning Mindset

In a war, if you lose, you will die; if you win, you will survive.

Fight positively: Fight vigorously for physical, mental, moral, financial, and life success. Never give up until you achieve your dreams, no matter what obstacles are in front of you. An unimaginably bright future will be waiting for you.

Fight wisely: Fight intelligently for your body, mind, heart, finances, and life. First, you will get the right information to win; second, you will make a plan to win; third, you will execute to win. Therefore, if you fight 100 times, you will win 100 times and create a winning future.

A positive fighting spirit creates a triumphant future.

Failures Have a Losing Mindset

Fight negatively and carelessly: Fight for the right to be lazy, negative, ignorant, and fearful, and on top of that, complain, look for excuses, and drag others down. If you hate to fight to improve yourself and love to stay “inside the box” where it’s comfortable, you will limit yourself and close the door to opportunities. You will waste your life and live in pain.

Can you fight like successful people?

1) **The ultimate success is won by competing within!** Intentionally compete within vigorously and never give in until you win. You will be an ultimate winner!

2) **Keep your dreams alive!** Practice *The 5 Pillars of True Success* consistently. You will energize yourself and become victorious.

Start Today

Practice the Top 10 Successful Habits daily to build a successful mindset and create a successful future.



True Success is Sharing with Others!

Share with everyone you love
the Pillars of Success:
Help them become healthy;
eliminate their stress.

**Give them wisdom, confidence,
and financial steam,
so they achieve life success
and realize their dream.**

When you give a helping hand
to someone who's in trouble,
you also help improve yourself:
The blessing becomes double.

**Share this book with all you can --
Don't hesitate to give:
Together, we can make the world
a better place to live.**

Congratulations and thanks to you!

I salute you and truly appreciate your effort and dedication. You finished what you started, which means you have an exceptional winning spirit and successful habits. I hope you enjoyed reading this book as much as I enjoyed researching and writing it over the last 39 years; and that you discovered some necessary, valuable, and practical ideas for your life. As your best friend and professional advisor, I would like to ask you to do four more important things:

First, please read this book at least five more times. Each time you read it, you will enjoy it more and discover new, fresh, and valuable insights to help you become healthier, wiser, more confident, wealthier, and happier; so you can create a truly successful future.

Second, keep this book on your desk so that you can use it whenever you need motivation, and continue to read it once a year.

Third, enjoy self-discipline to improve yourself, and practice what you have learned until it becomes a habit. That way, you can create a brighter future.

Fourth, form study groups to meet three hours a week; success will be yours.

Only then, will it help you to make your personal dreams into a reality by giving you health, wisdom, confidence, wealth, and happiness in your life. The most important thing is to share what you have learned with other people. Success means sharing with others.

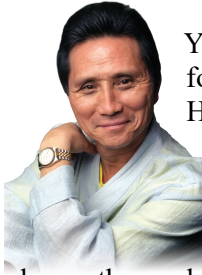
Once again, I truly appreciate your commitment and dedication. I will wait for you to email your comments and your own success stories based on this book. You can also follow me on Twitter and Facebook. Maximize your potential and create a successful future!

Thank you.

Your best friend, Y.K. Kim

To send comments and success stories, please email me at ykkim@ykkim.com, find me at [Facebook.com/grandmaster ykkim](https://www.facebook.com/grandmasterykkim), or follow me on Twitter [@GMYKKIM](https://twitter.com/GMYKKIM).

Who is the author, Y.K. Kim?



Y.K. Kim is a modern philosopher, and the chairman and founder of Martial Arts World: The home of life champions. He has over 2 million followers on social media.

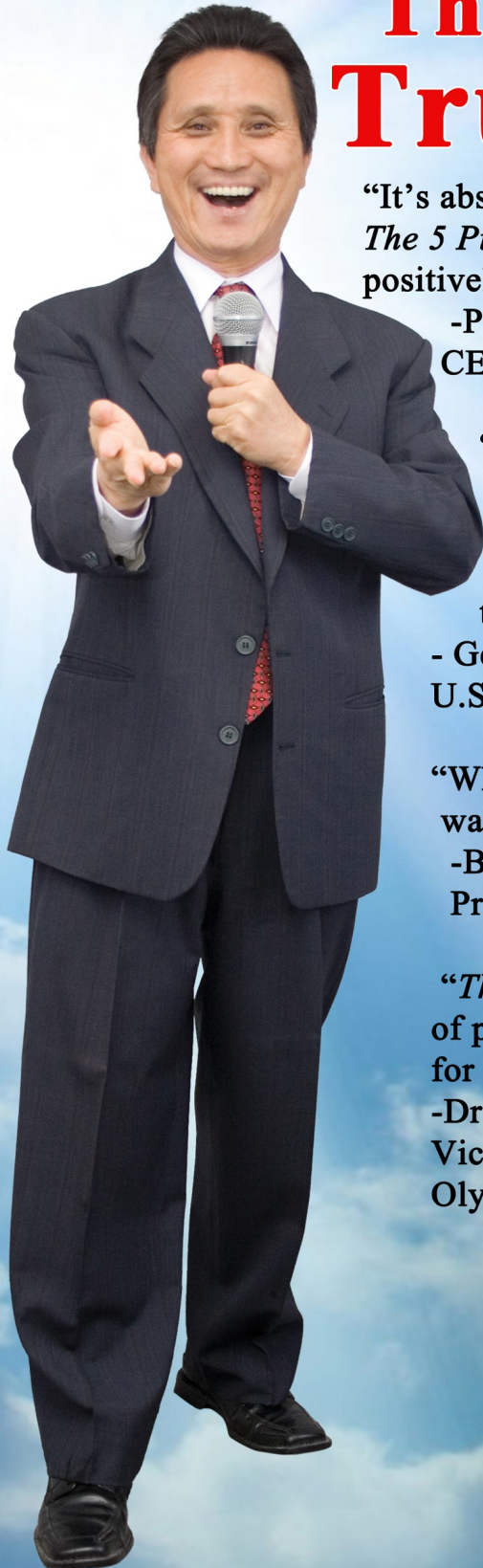
There is no one quite like Y.K. Kim. People call him crazy or a genius. He is proud that people call him these things because he works like crazy to transform our society one life at a time. He wants to revolutionize YOUR life and change the world with *The 5 Pillars of True Success*.

A native of Seoul, Korea, Y.K. Kim serves as a living testament that the American dream is alive and kicking. He left his homeland in 1976 to come to the U.S., with only his black belt and a heart full of hope. Homeless and without a green card, but imbued with a pioneer spirit, he worked hard, shedding blood, sweat, and tears to overcome cultural shock, financial difficulties, and a language barrier in order to achieve the American dream. He has reached a rare level of success that includes:

- ☺ **Author** of *Winning is a Choice, Success in Martial Arts Business, Tae Kwon Do, Health is the Foundation of Success, Tae Kwon Do World*, 6 Martial Arts World books, *Join the Millionaire Club, U.S. National Exercise*, and *The 5 Pillars of True Success*.
- ☺ **Motivational speaker** on topics such as: Leadership, motivation, success, and “The 5 Pillars of True Success.”
- ☺ **Producer, writer, director, and star** of the action movie epic *Miami Connection*,
- ☺ **Publisher and editor-in-chief** of *Martial Arts World* magazine,
- ☺ **The proclamation of Y.K. Kim Day** in Central Florida and the Commonwealth of Virginia,
- ☺ **Hall of fame inductee** into the Grandmasters Society,
- ☺ **Chairman** of a consulting company that specializes in marketing, seminars, and software.

Grandmaster Y.K. Kim’s next goal is to build a four-year Martial Arts University in order to provide future leaders for the world. He wants to extend Martial Arts World to every corner of the earth. His goal is to have over 100 million members worldwide and an over \$100 billion organization. He has a strong burning desire to spread *The 5 Pillars of True Success* and make the world a better place to live.

The 5 Pillars of True Success



"It's absolutely incredible. Everyone needs *The 5 Pillars of True Success*. It will positively transform your life!"

**-Peter Lowe,
CEO of Get Motivated business seminars**

"In this thoughtful, inspiring book, *The 5 Pillars of True Success*, Y.K. Kim offers insightful motivational strategies for the present times."

**- George Allen,
U.S. senator and governor of Virginia (R)**

"What a phenomenal read. I couldn't wait for the next page"

**-Bob Vander Weide.
President / CEO Orlando Magic (R)**

"*The 5 Pillars of True Success* is full of passion. It is timely and appropriate for America today."

**-Dr. Un Yong Kim
Vice-President. International
Olympic Committee (R)**

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