

The Personal Success Handbook

Everything You Need
to be Successful

Curly Martin
The Achievement Specialist

"truly inspirational"
Zoë Fakouri LLM, MCIPS

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Curly Martin



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Disclaimer Notice

This book offers personal development information and guidance only and is not intended as direct advice. The author and publishers have no control over the way that you use the information contained within these pages – you alone are responsible for the outcomes of any actions that you take.

This book is a valuable guide; however it is recommended that you always employ qualified professional specialist advice. Remember, the responsibility for the way that you apply the information contained in this book is yours.

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Introduction

Some personal notes from Curly Martin

This introduction is a vital part of the book.

Even if you typically skip pages like this, now is a great time to change the habits of a lifetime, because you are about to discover strategies that can deliver success in any area of your life. This introduction will help you to get the optimum benefits from the ideas and concepts that follow, so stay with it for a few moments longer.

The fun begins

This book is for you if you are ready to make changes in your life, to define success on your own terms, and to take the actions that can bring it about. You deserve the life that you desire rather than the life that you have been given.

Your focus and needs will change as you change and evolve, so remember to revisit the chapter summaries from time to time as some ideas will become more meaningful to you when you begin to create positive results.

It can be infuriating to read about a good idea and then be unable to find it again later, so I invite you to personalise your book by making margin notes that apply to your life. Put a date on each note so that you can monitor how your thoughts change. Keep a pen handy as you read so that you can circle your significant page numbers as an additional rapid reference guide.

Ideas for success will come to you as you read and may well be forgotten by the time you turn the page. Ideas are as fragile as wispy white clouds which can appear on a beautiful summer day, and vanish almost as soon as you can say 'look at that beautiful cloud'. Any one of your ideas could be a breakthrough moment of 'Aha!' brilliance that can ignite your imagination. Use a small notebook to capture key word reminders of your ideas as they come to you and then refer to them later when you have more time to develop them into actions.

You will find several text boxes that are designed to make you think about your personal success and prompt you to consider how you will improve it. Spend time with the questions and write down your answers as you go along.

The boxes are deliberately small because they should work as reminders and motivators. Make more detailed observations in your notebook as soon as ideas are generated, as this will strengthen your commitments and act as your silent coach. There, I have said it, that magic word 'coach'. Coaching may not be magic, but the outcomes it can create may seem nothing less than magical.

You will probably have come across coaching in a sporting context. Success coaching works just as effectively in every area of your life. Self-analysis without a support system can be difficult and demoralising. You can only start on a journey from where you are now and your journey to personal success follows this rule. Similarly, you must have a defined destination in mind otherwise you will drift off course and, even worse, will not know when you have arrived!

Whether you opt for self-coaching or invite external help, it is all about knowing where you are, where you are going and the actions that you will take to get there. Coaching is not a quick fix; it is a process that provides a constant and continuous drip-feeding of information to fuel your motivation, to plan and make any changes that are needed, and to keep you on track by making the most of what you have.

Please set aside at least five minutes each day to spend time with this book, your notebook and pen. Plan and write down the actions you will take—no matter how small the steps may seem, they will lead you towards your goals, aims and success objectives.

If you keep doing the same things in the same ways, you will always achieve the same results. If those results correspond exactly to your definition of success, then congratulations. If not, then the following chapters offer you a series of signposts to point you in the right direction of change.

Effective coaching uses metaphors, examples and analogies to deliver results. That is why you will find a brief real-life story to launch each chapter. As they say in some movies, 'The stories are true, only the identities have been changed to protect the innocent.'

Are you ready to start writing and living your own story? It has a three-word title: *My Successful Life*. I want you to share a system that I have been using for a long time and which I created as a quick reminder/reference guide to inspire me to greater achievements.

Each time I unearth a new or unexplored area I apply a system I call the RAWPOWER model to accelerate my development in that area. As you check it out now, and when you use it later, consider how it applies to your own current success and future success progress.

- R** – Read as much as I can on the subject
- A** – Attend seminars, courses, talks, demonstrations etc.
- W** – Watch audio visual materials on the area
- P** – Personal insights that apply to me
- O** – Open my mind when I approach the topic
- W** – Work on my weaknesses in this and related areas
- E** – Enjoy what I am doing
- R** – Reproduce consistently high results

Chapter Two

Goal Success

If you do not know where you are going, you cannot plan a journey or know when you get there.

This is true for your life journey as well.

Synopsis

This chapter reveals the ‘secrets’ of successful goal setting and achievement as it spells out exactly what you must do to achieve every goal that you set for yourself on your life purpose—with purpose.

Like the rest of his school pals, Patrick Ian Calhoun would pass his most boring lessons by doodling with his initials. Very soon every book cover, ruler, school bag and anything else that he owned was emblazoned with a stylistic ‘PIC’. Unsurprisingly, he was soon known by everyone as Pic which he agreed was a welcome change from Paddy, a name which had plagued him until then and was not really appropriate for someone of his ethnic background.

Although he was not a spoilt child, he received the camera that he coveted for his thirteenth birthday. At Christmas, he was given a box of gadgetry so that he could temporarily convert the family bathroom into a darkroom where he taught himself the arcane art of film processing. The years passed slowly until it was time to leave school and Pic’s father and the careers master both told him that there was no security in photography, so he had ‘better shape up and seek a proper job’. Pic was accepted as a trainee in the marketing office of a local furniture factory.

He still followed photography as a serious hobby and covered his costs by taking pictures of the firm’s outings and various sports and social events, which he sold to his co-workers. His enthusiasm and

talent allowed him to create some spectacular shots which came to the notice of the marketing manager who offered Pic an assignment to photograph the forthcoming range for a new catalogue. Pic's reward was an invitation to the annual Florida motivational seminar that the company had arranged to keep the sales team focused. The speaker who discussed goal setting made a particular impact on him and it was one that was to transform Pic's life over the next three years.

As a direct result of following the speaker's instructions and setting goals, he was soon covering local weddings and then, from conversations with seasoned professionals, he discovered that serious money could be made at the high society end of the market. He set a new goal that he would be the best in the area, which would also mean that he could charge top rates.

Pic offered a silent prayer of thanks to that seminar speaker every time he went to the bank. He was solidly booked for big weddings each weekend of the year and then shared any extra bookings out to two trusted associates that he had trained in his style. They would pay him half the fees they earned. His standard fee now starts at £4,000 a booking, which means that he grosses at least £8,000 every weekend. Pic has four days a week free to enjoy his luxury beach front home and sports car. In just four weekends he earns more than his father or careers master could earn in a year. He wonders what the motivational speaker is earning but, alas, he cannot recall the man's name.

Pic, in addition to the wedding shoots, now runs marketing seminars for struggling professional photographers and always makes a point of telling them that the key to his success was learning to set goals and then to take action to achieve them. He tells them never to believe that there is no security in their chosen job because you create your own security by being the best.

This will sound familiar to you. You have a thought that becomes a wish. Then the wish becomes a dream. However, because you know that dreams are the stuff of fantasy, you forget it and get on with your life. Only every once in a while, you will have a dream that is so powerful that you cannot forget it. It can become a nagging desire. More than that, it can become an obsession.

Walt Disney conceived and perpetuated the idea that ‘when you wish upon a star, your dreams may come true’. His dream of setting up an amusement park where you charged people to enter became a reality because of his beliefs and commitment to continue to take action regardless of setbacks. So what will you do with your thoughts and wishes? You can dismiss them forever, or you can act upon them. So consider this easy formula:

WISH + DESIRE = GOAL

GOAL + ACTION = FULFILMENT

That is what goal success is all about. If it is that easy, then surely everyone would do it and enjoy a successful life of happy fulfilment? Well, it is that easy and I am about to give you the tools that will allow you to set and achieve your goals. Not for everyone, just for you, and that is the first vital point that you must engrave indelibly on your mind—you can only set goals for yourself and never attempt to do so for other people. Goal setting and achievement demand a degree of selfishness.

The opposite of selfishness is selflessness and you can have that too when your goals bring you such success that you have quality time and valuable assets to share with your nearest, your dearest, and with as many others as you decide to include. Are you ready to be selfish for a few minutes each day when you know that the end result will justify the means? Before you answer that question, consider what a ‘no’ answer means.

‘No’ means that you are totally content to drift through life with little or no sense of purpose. ‘No’ means that whatever will be, will be. ‘No’ means that you relinquish control of your life to others who may be total strangers. ‘No’ means that you may never achieve what you desire or deserve in life. ‘No’ means that you will have an existence but you will not have a full spectrum life. ‘No’ also means that you are totally satisfied with every aspect of your life and have achieved perfection, which is highly improbable and may require a quick but thorough examination of your conscience.

Chapter Five

Self Success

Knowing your strengths, weaknesses, beliefs and values will empower you to have absolute control over your future.

Synopsis

This chapter reveals the secrets of controlling your personal power to be who you want to be, when you want to be.

Josef and Carlo Benrimo were identical twins who were born and lived their childhood in Gibraltar. Although they were identical in appearance, they were poles apart in personality. Josef, who was the elder by some two minutes, grew up to challenge whatever he was told and soon gained a reputation as a difficult teenager. Carlo however, would do all that he could to please everyone around him.

If a parent or teacher told Josef not to do something, he would ask why not. Carlo would say 'OK' and just get on with his peaceful life. The twins achieved very similar grades in their school leaving examinations and it was assumed by their extended families that they would both work in their parents' successful restaurant. Their father, Antonio, suggested that Josef should train to be a cook whilst Carlo could use his happy temperament as front-of-house manager. Antonio hoped that he would be able to retire happily leaving his boys in charge.

Although Josef was headstrong, he had great respect for his father. Even so, he declared that he was going to become famous and that even Gibraltar's most successful restaurant could not offer him the future that he craved. The family discussions were long and difficult for all concerned, but eventually it was agreed that Josef could indeed relocate to Britain whilst Carlo would follow in his father's footsteps.

Both boys are now grown men with families of their own. Carlo inherited the family house and restaurant, simply because that was what was expected of him. But it gradually declined and lost its place as one of the best restaurants on The Rock, all because of his frustration and what he perceived as limitations of parentage, fate and location. This led him to become dissatisfied, then irritable, and eventually he sought his escape in alcohol. His was a classic example of grasping defeat from the jaws of success.

Josef was a free spirit who travelled the world, never accepting that the word 'cannot' would ever apply to him. Indeed, whenever he was told that he couldn't do something he would take it as a challenge and set out to prove the notion wrong. It was this attitude that earned him a place in a televised debate about whether Britain should relinquish sovereignty of his homeland to Spain. His firm stand for the 'against' lobby and his eloquence, despite having had no formal media training, came to the attention of a watching television producer.

Although a career in politics could have been open to him, Josef chose to honour the memory of his father by becoming not a cook, but a chef. He changed his name and is now famous in Britain and the US as one of the first in a long line of celebrity chefs. The brothers were reunited when Josef was the subject of *This is Your Life*. All the participants in the show mentioned his strong self-belief, his confidence and his refusal to accept that there was anything that he could not do if he set his mind on it.

As for Carlo, well Josef used the royalties from his books to buy the freehold of that original family restaurant. He completely refurbished it, promoted it heavily using his assumed name and sent his slightly younger twin to a rehab clinic. Then he gave him the business lock, stock and barrel. If you ever visit Gibraltar you will recognise it by the words carved into the lintel over the front door: 'Believe you can and you will'.

There are many facets to our personalities and the amazing mixture that makes us who we are. This chapter will not delve into deep psychological theories or behavioural science. Instead it reveals some insights into the 'what' and 'whys' of your behaviours and how these colour the results that you create in your life. You will also discover some powerful tools and techniques for taking control

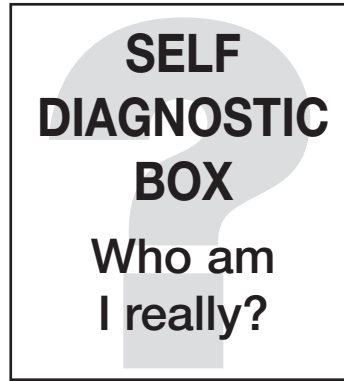
of your life and destiny. We will be looking at your beliefs, values, self-esteem, confidence, personal development and understanding.

Who are you?

You get to choose this and have already chosen your life so far. This might be a bit of a hard pill to swallow as we have often been taught to give the responsibility of our lives to others. We learn the apparent effectiveness of the illusion of a blame culture at a young age and, sadly, we also learn dependency. You only have to look around you at the media to see that every day the 'government' should be doing something about it! Not you, not I, not the victims or perpetrators, just 'the government' or worse, an undefined 'they'. Until and unless you decide to take back the total responsibility for your successes and failures you will never feel successful.

You may have all the trappings of modern day material success—the luxury car, a big house, designer clothes and expensive holidays—but you will always feel that there is something missing. Some of my 'successful' clients have expressed the fear that, some day, they will get the tap on the shoulder that they have been dreading—the one which says 'you have been found out as a fraudster'. This is because they lack real inner self-belief and avoid taking full responsibility for their own lives. Others who appeared to 'have it all' have confessed to the anti-climactic feeling described as 'is that it then?'

Your self-image is the accumulation of every attitude and opinion that you have ever been told about yourself since birth. You have perpetuated and reinforced this by repetition until eventually it has formed the subconscious picture of your self-image. This has become who you believe you are; it determines how you respond to life and what you believe you are capable of doing. It has become your comfort zone.



Chapter Ten

Neuro-Linguistic Programming Success

Once you know how to use NLP tools and techniques you have some of the most powerful keys to success.

Synopsis

In this chapter, you will discover the reasons for using NLP to influence someone towards your outcomes. You will understand why you are successful sometimes and how to be more consistently successful.

It was a week before Annie Cheung's thirtieth birthday. It was also nine weeks since she had started looking for a job. She had deliberately stopped work following the birth of her daughter Amanda to be at home to look after her during the important early years. Now Amanda was eight and becoming more independent.

Annie's educational record was better than average and her CV was impressive because she had achieved rapid promotions at a relatively young age. These facts alone meant that she had been invited to several interviews. However, although she felt that she had performed well, none had resulted in a job offer.

It was also the end of a school term for Amanda and time for the annual parent and teachers' evening. She need not have worried for, like her mother, she was a bright student gifted with a sunny disposition.

Annie obediently did the rounds of the teachers who were seated around the edge of the school hall. She glanced up and read, 'Miss Brown – Drama'. After the usual favourable comments, Miss Brown

said that there was something that Annie could do to help her daughter: 'We have all noticed that when Mandy is nervous, tense or angry, her voice takes on a stridency and high pitch that is most unattractive. That's why she is never given speaking parts in the school drama productions.'

Much later that night, relaxing in bed, Annie had a flashback to her own childhood in Hong Kong. Once again, she heard her own father telling her, and not for the first time, 'Annie, if you keep screeching like that you will have every cat in the island coming to investigate.' Could it be that people thought she still screeched, just like Amanda and those alley cats?

She got up and found her ancient cassette tape recorder and then amused herself for an hour or more, trying various readings and sounds and then playing them back. The next day she visited the library and carried home several books with chapters on voice training and breath control. She grinned to herself as she read how Britain's first female Prime Minister had been coached to modulate her voice from 'bitch pitch' to 'middle register' so that she could project an air of gravitas, strength and apparent wisdom.

Annie's best friend gave her a book as a birthday present. 'It is about something called NLP and it sure helped me in so many different ways,' she said. Annie read the book from cover to cover over the next couple of evenings and then again, more slowly, whilst making notes.

She had three interviews the following week. Just before each of them she smilingly visualised Miss Brown repeating her own father's words, she became conscious of her breathing rate and then, during the interviews, she gently applied the rapport building techniques that she had been reading about. She was offered all three jobs and wisely chose the one that was closest to home—it offered the highest salary too. Annie wrote in her diary: 'This cat stopped screeching and got the cream.'

Once you have the power to influence another person you have the key to success in achieving your outcomes. Neuro-Linguistic Programming (usually referred to as NLP) has been defined as 'the art and science of personal excellence'. At its simplest level, NLP is a series of techniques and procedures for coding human

behaviour. It suggests how to use the information gathered in aiding the understanding of what people do and how they perform with excellence.

NLP is both an art and a science. The art component is how we make NLP personal to us when we practise it. The science component is based on detailed research of the methods and processes used by outstanding individuals in many fields to deliver outstanding results. I have already explained that, to be successful, you need to define what success means to you. NLP is an accelerated pathway to formulating your definition.

Background

NLP was identified and developed in the early 1970s, in the US, by John Grinder and Richard Bandler. Richard Bandler was a psychology student working with John Grinder, an assistant professor of linguistics at the same university. They studied and analysed the astounding results being obtained by top people in various therapy practices.

They hypothesised and then proved that any given procedure or conduct can be replicated and modelled. This led to the breakthrough reasoning that we can even control our automatic programmed responses to given situations and deliver predictable outcomes or results.

In practical terms and plain language, Bandler and Grinder showed that anyone can use straightforward NLP processes and use them to achieve excellent results in all their communications and personal development progress—including the achievement of success.

To give you a taste of NLP and to hopefully stimulate your own interest in further reading on the topic, I have selected just a few of the basic techniques here. Others are touched on in the individual chapters, where their use is more relevant. Do not be put off by the jargon because NLP really is rational, simple, proven, powerful and easy to use.

What's it about?

The *Personal Success Handbook* contains techniques, methodologies, tips, ideas, inspiration and practical guidance needed for success, and covers topics such as health, wealth, happiness, leadership, entrepreneurship, careers, spirituality, relationships and emotions.

Who's it for?

Aimed at the individual, *The Personal Success Handbook* leads readers on a journey to define success. We are all different and success means different things to different people in many different elements of life.

What do experts say about it?

"This book, written in such an infectious and enthusiastic style, is extremely easy to pick up and read. It has approached the subject in a straightforward and logical manner, breaking it down into thought provoking readily digestible, manageable sections. Approaching the subject, as I did, with little knowledge of life-coaching, one cannot fail but to have one's usual mind-set challenged and to be inspired and stimulated onto a path of self-analysis and diagnosis and self improvement and increased personal aspiration."

Kim Hakin FRCS FRCOphth, Consultant Ophthalmologist

"I love books that make a difference - easy to read, free of jargon, thought provoking and purposeful - a book for those people serious about life improvement."

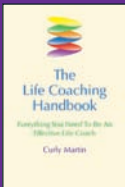
Gill Fielding, The Wealth Company, (The Secret Millionaire, Channel 4)

"No hype, just great easy-to-use ideas and strategies."

Zoë Fakouri LLM, MCIPS

"Her first two books were great, this is even better. *The Personal Success Handbook* is fun, informative and potentially life-changing."

Joe Benitez, IKEA Business Manager (UK)



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Curly Martin is the founder of Achievement Specialists Limited. She is a bestselling author, a sought-after international speaker and a pioneer of life coaching in Europe. She intuitively combines accepted methodology with cutting edge innovations to create exciting, entertaining and effective approaches to individual and business growth potential. She held senior management positions within global corporations and has over 20 years experience in training, consulting and coaching.

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