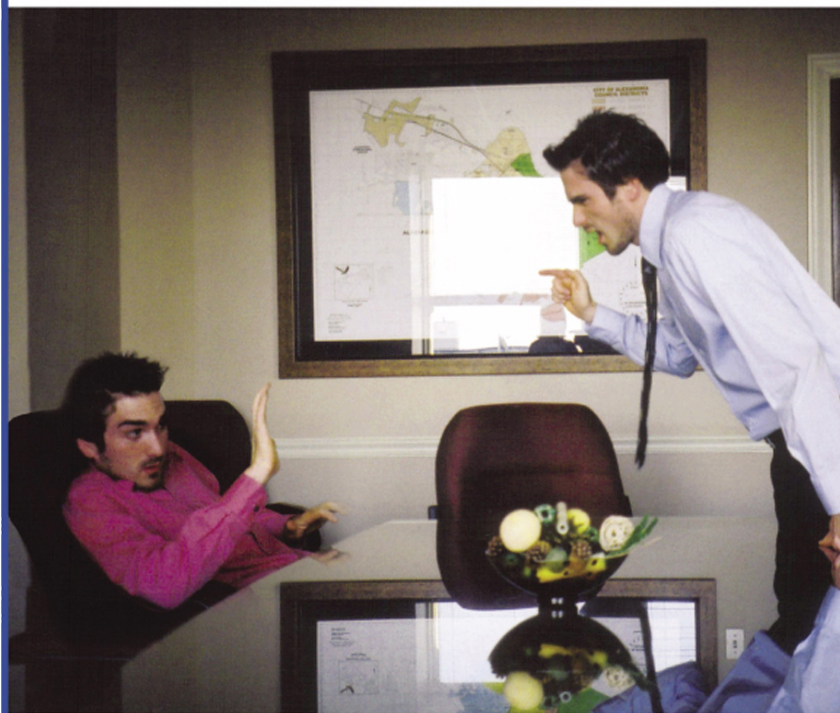

FIRE YOURSELF

Before Someone Else Does



The Book Your Boss Does Not Want You To Read

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Chapter 1

Define Your Why

What is your "why"? Can you define your "why"? Did you know that defining your why is crucial to your success? Once you can define your why, obtaining success becomes much easier. Your why gives purpose and direction for your life. I remember those days my mom would tell me to clean my room and I would always ask, Why? Then I would hear those famous words, "because I said so." I'm sure that you remember hearing the exact words. Let's begin by figuring out your why.

After years of being trained not to ask why, it is time for you to reprogram your thinking and begin asking yourself why. You must be able to answer questions such as "why do I want a new job?", "why am I reading this book?", or "why do I want to start my own company?" Learning to ask yourself similar questions will help you determine your why.

A man once approached three brick layers who were laying bricks and asked the first brick layer what he was doing, to which he responded "I'm working for \$7 an hour". The man then asked the second brick layer what he was doing, to which he responded "I'm providing income for my family to eat." The man finally approached the third brick layer and asked what he was doing, to which he responded "I'm building a beautiful chapel in which hundreds of people will one day come and worship in".

What was the difference between these three men? They were all doing the exact same task, laying bricks. Yet

they all had such different perspectives. Why did they each have a different perspective? They all had a different "why". The first brick layer was working for \$7, the second for food for his family and the third was working to build a beautiful chapel for others to enjoy. When you work everyday doing something you love, it is no longer.

What is your perspective about your job? What is your perspective about your life? Are you like the brick layer who only sees \$7 an hour or are you like the brick layer who builds a beautiful chapel. How do you define your why?

To become successful you must understand why you want success and exactly what success is for you. Does success look the same to everyone? Success does have a few similarities; however, success looks different for each and every person. **The one thing about success that is consistent is that, everyone who obtains it has defined "why" they want success.** They know the reason they want to be successful. These people are not pursuing success for the sake of success.

In his best selling book *The Millionaire Mind*, Thomas Stanley says that most millionaires do not view their work as a job, they view it as fun. These millionaires have clearly defined their why? They understand that they are working for more than just a pay check. If the sole purpose of your job is to earn a paycheck then you have the wrong job. Do you know what **job** stands for? Just Over

Broke. And that's no way to live your life. Successful people have defined their why.

So what's your why?

So if I asked you why you want to start a business or receive a promotion, would your answer be that you want to make more money? Sure that sounds great and that definitely answers why, but that doesn't go far enough. You still need to continue asking yourself why? Why do you want to make more money? Is it to buy a new car or pay for your child's college education? Here are a few questions to help you find your passion and define why:

- If you knew that you only had six months to live how and with whom you would spend those months?
- If you just inherited five million dollars how would you spend each day of your future?
- If you never had to work again in your life where and how would you spend your time?
- What are your hobbies and your passions?
- If you could live anywhere in the world where would you live?
- If you could work with anyone in the world whom would you work with?

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- What type of schedule do you enjoy? Early morning or late night?

These questions should help you to discover your true passions. You really need to spend some time today reflecting and discovering your passions. For your own sake **stop reading the book right now and spend some time finding your passions.** For a free worksheet to help you find your passions go to www.fireyourself.com and click on free downloads.

How big is your why?

How do you determine how big your why is? Measuring your why is not necessarily about assigning a specific numeric measurement to your why; it is more about comparing one why against another why. Let's say that two people have the same goal of retiring by the age of 50. The "why" for the first person is because he is ready to stop working and to be able to sleep late everyday. The second person wants to retire at the age of 50 so that he can pick up his grandchildren from school everyday and volunteer more at his church. Which person's "why" is bigger? They both have defined their why, but both "whys" are not equal. Both of their "whys" have the same goal yet they are for completely different reasons. Which of these two people

will work the hardest to make sure that he reaches his goal? Which person will continue working towards their goal even when obstacles arise? The answer is the person with the biggest why. **Your why must be bigger than the obstacles that will arise.** Anytime that you set out to accomplish anything worth while you can guarantee that obstacles will arise. If your why is not bigger than the obstacles that arise then you will give up on reaching your goal.

“Passion will get you going, purpose will allow you to finish.” Zig Ziglar

Passion is important, without passion most people never take the first steps necessary to get started. Passion usually motivates people to act in spite of their fear. Passion is important, but purpose will allow you to reach your goals.

Let's assume that the Wright brothers had a lot of passion about building an airplane, but they lacked purpose. With only passion the only flight they would have completed would have been the one at Kitty Hawk. Assuming they had enough passion to overcome the numerous obstacles which arose before the famous Kitty Hawk flight. As you know, Kitty Hawk was only the beginning for the Wright brothers. Not only did they have passion about building a flying machine but they had a purpose. The purpose of transforming the way that people traveled was greater than the obstacles. Passion allowed them to get started but

purpose allowed them to finish.

Without purpose small obstacles will get you off of the course towards your goals. Do you think that the Wright brothers faced obstacles? They definitely had their share of obstacles and setbacks. While attempting to gain a military contract, they had a crash which killed a lieutenant. Did they just give up and go home? No! They had a purpose. The obstacles that arose did not prevent them from reaching their goals; it just made them more resilient.

Plan for obstacles

“If anything can go wrong, it will.” Murphy’s Law

Because of the simplicity of Murphy’s Law it does not need much explanation. Usually it’s the small insignificant set backs that throw most people completely off their path toward success. This happens because most people fail to plan for these events. **People who fail to plan are people who plan to fail.** Before you begin your success journey you must plan how you are going to overcome the obstacles that arise.

Is your “why” big enough to keep you going even when obstacles arise? I challenge you to not only pursue your passion but also pursue your purpose. Spend a few minutes identifying some of the obstacles that will arise during

your success journey. Here are a few questions to help you with this process.

- Who will discourage me from pursuing my dreams?
- Will finances be a problem during my journey?
- How will I overcome the financial obstacles that arise?
- What will happen if reaching my defined success takes longer than I had planned?
- Who can I identify that will help me overcome obstacles that arise?
- Who will offer me encouragement when obstacles arise?

Start today developing a game plan to overcome obstacles that are going to arise. Take time today to find what you are passionate about, but more importantly take some time to figure out your purpose.

Beginning Your Journey

How can someone go from where they are, to where they want to be, without daily taking steps in the direction

they want to go? It is undeniable that obtaining success is a journey. It is impossible to go on a journey without taking the first step.

The biggest problem with the success journey for most people is taking the first step. In order to take the first step of your success journey you have to at least know which direction to step. Knowing which direction to step does not seem like a problem; however, it takes preparation and research. This is where the inaction begins for most people.

Most people never commit the time and energy necessary to take the first step. Since they have no idea which direction to step they decide to do nothing. The lack of the first step is what prevents most people from ever reaching their desired success. Most people do not realize the importance of the first step, even if the step is in the complete opposite direction from where they should be heading. Stepping out of your comfort zone is the key to obtaining success.

“Ninety-seven percent of people operate in their comfort zone, three percent operate in their effective zone which is outside of their comfort Zone.” Krish Dhanam

Proper direction for your success journey will come during the process of the journey. Most of us are afraid

and do not want to take a step until we can see the entire path. Life does not work that way. Never in life do we have the security of seeing the entire path that will lead us to our success.

In life we can usually see only the very next step in front of us and we do not even know where this step will lead us. Once we reached the end of our journey, an amazing thing happens, we are able to look back and see the entire path that we have been on.

The most successful people in the world make a habit of continually evaluating the path that they have been on.

Today you can look back and see exactly where you have been and you will know if the path you are on is leading you in the direction you want to go. Looking back at the path that you have been on, does it look like you are going in the direction you should be going? Spend a few minutes today evaluating the path that you are on, is it bringing you closer to, or further from the success that you want to achieve. If the path that you have been on has not brought you any closer to the success that you desire then it may be time to change paths. So let's begin changing the path that you are on.

Chapter 2

Fire Your Friends

Foundations on Friends

Your friends can have a tremendous influence on your success. This section is going to enable you to see which of your friends are helping you achieve success and which friends are hindering you. In this chapter, you will discover how you can remove certain friends from your life and find friends and mentors to help you reach your dreams.

1. What person(s) in your life gives you the most encouragement and support?
2. What person(s) hinders your growth and discourages your progress?
3. How you can spend more time with those who encourage you.
4. How you can avoid those who discourage your growth.

Make it a point to spend time each week with someone who will encourage your growth and success.

Henry Ford

I once heard a story about Henry Ford being interviewed by a journalist who believed that Ford was an arrogant man. The reporter bombarded him with questions that had nothing

to do with car manufacturing. He asked Ford if he knew how many troops the British sent over during the revolution of 1776. His response was, "I'm not sure. I do know that fewer went back to Britain than came over." After a few minutes of this type of questioning, Henry Ford said "I have a small black box on my desk with several buttons which I can push to summon several men who can answer any of the questions you may have."

Henry Ford understood that the people he associated with helped him to achieve the level of success that he desired. He surrounded himself with people who knew more than he did. This chapter is not only about removing friends from your life that may be hindering your success, but also about finding friends and mentors that will encourage and help you reach your dreams.

If this principle worked for me, it will work for you. With the proper mentors you can achieve and accomplish more than you ever imagined possible in a far shorter time than you ever dreamed. If you desire to be successful, you must have successful people among your friends and mentors.

Birds of a Feather

"Birds of a feather flock together." We have all heard and made that statement, but most of us have not given it much thought. Most people do not realize the powerful

truth that is in that statement. Not only do the people you associate with influence your life, but they also reflect some of who you are. People are creatures of habit and tend to associate with people to whom they are similar. If you are not currently satisfied with whom you are then you must change the people that you associate with.

I am not saying that you have to give up all of your current friends, but I am saying that it may be time to find a few new friends. I have a friend who was ready to take his career to the next level. He had the opportunity to spend some time with a multi-millionaire. During their meeting my friend said that he wanted to take his career to the next level, and asked what steps he should take. The multi-millionaire answered him by asking, "Who is currently in your master mind group?" My friend replied, "Well, they're all millionaires." The multi-millionaire answered, "That is your problem. You need to find some billionaires and put them in your group." Since their visit, my friends businesses and personal wealth have grown substantially. If this principle has worked for me and my friend, it will work for you. With the proper friends and mentors you can achieve and accomplish more than you ever imagined possible in a far shorter time than you ever dreamed. If you desire to be successful, you must have successful people as your friends and mentors.

Free Education

Education is vital to your success in your personal and business life. Formal education can be extremely expensive. The best education that you can possibly obtain is from the school of experience. The amazing thing is that you personally do not have to have all the experience, but you can learn valuable lessons from the experience of others. I have learned more from my mentors in one year than I learned in five years of college. The great thing about learning from mentors is that it usually is very inexpensive.

“Study anyone who’s great, and you’ll find that they apprenticed to a master, or several masters. Therefore, if you want to achieve greatness, renown, and superlative success, you must apprentice to a master.” Robert Allen

When my lawn and landscape company was at a major transition point, I found a mentor with more experience in the area than I had. He was gracious enough to invest a day teaching me everything that had made his lawn company successful. He was able to teach me in six hours, what he had learned in over twenty years of running his business. The principles and techniques that I learned during those few hours have saved me thousands of dollars, from the

mistakes that I would have made.

The great thing about learning from mentors is that you can custom tailor for your education according to your learning needs at the current time. If you need to improve your time management skills, then you can find someone to teach you the valuable skills of time management. If you need to grow your business, then you can talk to someone who has successfully grown his own business. So how do you find a mentor and get them to teach you what they know? I have a few ideas that will make this process a little easier.

1. First you must determine which area in your life you want to grow in and learn more about.
2. Make a list of people that you would benefit from in that particular area. Write down every person that comes to mind, even if you do not think that they would be willing to help you. They may not be able to advise you, but they may open a door to someone who can help.
3. Prioritize your list according to who would be the most knowledgeable to the least knowledgeable in that particular area.
4. Develop a "sales" plan: for how you are going to approach them? (Remember that most people are motivated by what will benefit them, and that people like to be treated as if they are experts.)
5. Go to your potential mentor and ask specific

questions. Remember that their time is valuable.

6. Begin by asking the person at the top of your list and then work your way down. Do not get discouraged by people telling you that they do not have time. (If you are not having very much success, then you may need to revise your "sales pitch".)

A good friend of mine has an uncle who understood the importance of the friends that he associated with. His uncle was an engineer for a major oil and gas company. In his thirties, he decided that he wanted to start his own oil company. He knew that it would take him years to learn every aspect of how to drill for oil. So he did what all successful people do; he partnered with people who knew more than he did.

His oil company has been extremely successful. He is now a multi-millionaire. I've visited one of his homes, which has its own private golf course. It isn't a small, low quality course. His course has island greens and its own maintenance crew. He also has a softball field, basketball court, swimming pool, and tennis court. He has his own private plane and yacht.

His uncle always talks about how important it is to surround himself with people who are smarter than him. If this multi-millionaire is careful about the people who he surrounds himself with, don't you think that you should do the same?

The 20% Rule

The twenty percent rule states that **people earn within twenty percent of their five closest friends.** This principle was definitely true when I first learned it. Now my income is about forty percent under my five closest friends and mentors. Since learning this principle my friends and mentors have changed and as a result my income is up almost one hundred percent.

Take a minute and see if the twenty percent rule is true in your own life. Average the approximate income of your five closest friends and see if your income falls within twenty percent of that amount.

Look Early, Look Often

Too many times, we step back and look at our lives, and say, "I'm so far from where I want to be, that I'll never be able to get there." We want a million dollars or we want to be the manager, but these goals seem so far away. You cannot go from the stock room clerk to the CEO in one day, one week, and usually not in one year. The process of advancement and promotion can become very frustrating if

you do not know how to play the game.

Can you realistically expect to become the CEO if you do not even have a clue what the CEO does? Can you expect to become a millionaire if you cannot save one thousand dollars?

If your goal is CEO, then you need to begin preparing to become CEO. You need to view your current job as part of your CEO training. To reach the top in the business world requires much more than just showing up for work. You need to examine your life and see if becoming a CEO or a millionaire is really what you want to accomplish. Find a CEO that will mentor you. If that is your desire, then you will need to be ready. One way to prepare yourself is by asking for more responsibility. Begin looking for the many opportunities that surround you.

You have to "fire" your old way of thinking. Stop saying, "life's not fair" or "the boss doesn't like me." Stop making excuses for yourself. In order to become someone that you are not, you must first believe that you can become someone you are not. In order to accomplish a goal that you have never accomplished before, you must be willing to develop a new skill or ability that you never had before. If you want your surroundings to change, you must be willing to change something on the inside. So how do you change what's on the inside?

Changing the inside will always cause the outside to change. If you were to begin a diet of only fudge brownies

for one year, do you think it would have an effect on your outward appearance? You would probably see several extra pounds during that year. On the other hand if your diet consisted of fresh fruits and vegetables for an entire year, your outward appearance would change, your health would be improved, and you would have more energy. Changing the outside begins by changing things on the inside.

Dream Impossible Dreams

I have always dreamed of going back to my ten year high school reunion in my own personal Lamborghini. My ten year high school reunion is approaching and I do not have my Lamborghini so should I give up on my goal? Think back to some of the big dreams you have had in the past. Why have you given up on these dreams?

It is very easy to give up and not accept responsibility for your dreams. I've talked with numerous people about their dreams and a most of the time people will say that their dream is just not that important to them anymore. This may be true, but I believe that their "why" was not big enough to overcome the obstacles that arose. Without a big enough "why" they do not have the motivation and desire to pursue their dreams. Many people reason that it is not important to them anymore. This is

usually just an excuse to give up on their dreams.

Success is a direct result of making the best use of the resources and time which God has given you. The exact opposite of that statement is true as well. Lack of success is poor use of the time and resources in which God has given you.

Achieving the Impossible

If Orville and Wilbur Wright had been afraid to dream the impossible, then we would probably still be driving across the country and taking ships across the oceans. They dared to dream the impossible - that humans could fly like birds.

I am sure that Orville and Wilbur were teased on a regular basis. Most people of their time could not dream big enough to see people flying like birds. The Wright brothers chose not to listen to their critics. Instead, they continued to pursue their "impossible" dreams. The Wright brothers had defined their "why".

On May 30, 1899, Wilbur wrote to the Smithsonian Institution for information on aeronautical research. After having read everything that was available concerning flying, he began laying out plans for his glider.

The next step was a small one. The Wright brothers

built a sixteen foot glider. However, their glider did not work as they had hoped it would. So they quit trying and gave up their dream. No, I am just kidding. They had designed their glider based on the tables for air pressures on curved surfaces that existed at that time. After testing their glider they knew that something was not right. So they set up a wind tunnel in their bicycle shop so that they could study air pressure on curved surfaces. They tested two different wing models and then gave up. Just kidding. They tested over two-hundred wing models in their wind tunnel. From their studies, they re-wrote the tables on air pressure. The Wright brothers took their newly found information and built the first 747. Not really. The Wright brothers built another glider. This glider covered distances of over six hundred feet. From this glider, they built their first plane with a wing span of over forty feet. This was the same plane with which they made history.

December 17, 1903 was their first flight and it was not until 1908 that the Wright brothers signed a contract with the United States Department of War to manufacture airplanes.

The Wright brothers' story is a clear example of success, perseverance, discipline, and being committed to their cause. It is also an example of two people who stood out in a crowd and not because of their looks or clothes. They were not spending frivolous time socializing. They were working on their businesses or building their

airplane. The Wright brothers understood that they would have to sacrifice their friendships for the short term so that they could devote their time and attention to achieving their dreams. How serious are you about reaching your dreams? How much are you willing to sacrifice?

What do you want?

If you closely examine what the majority of "successful" people in America have, you will discover that it may not be exactly what you are looking for. In J.B. Fuqua's "*How I made my fortune using other peoples' money*", you get a clear picture inside the fascinating life of this billionaire. You will notice that throughout his life, Mr. Fuqua stood out in a crowd. The biggest hobby Mr. Fuqua had during his life was reading. He was not reading romance novels he was reading business books and biographies. He was a continuous student. As you look at the lives of the ultra-successful, you will see that they were continuous students during their lives.

Mr. Fuqua surrounded himself with people who were successful. He studied the things that made them successful and then tried to copy these same principles into his own life. Reflect on your life for a minute, what type of people are you emulating? Are trying to keep up with the "Jones"? Are living paycheck to paycheck like

most Americans? Have you taken any time to study the lives of the truly successful people around you?

For a minute, let us take a trip down memory lane. Do you remember the T.V. show about a cowboy who would save the day? No, not John Wayne, but *The Lone Ranger*. The amazing thing about the Lone Ranger was that every time he got into trouble, his friend was always being there to rescue him. Do you remember who that was? Yes, Tonto.

If the amazing Lone Ranger had to have help, doesn't it make sense that you might need help from others? No one, not Donald Trump, J.B. Fuqua, Steven K. Scott, Zig Ziglar, or Bill Gates could have accomplished a fraction of the success they did without help from other people.

The problem for most people in America is that we are very independent and prideful. Too often people believe asking for help makes them look weak and incapable. We want to do it on our own and take all the credit ourselves. Independence and pride can be a big hindrance in achieving success.

As Steven K. Scott in his book, *"Mentored by a Millionaire"*, discusses how effective partnering can make or break your chances of success. Steven begins by discussing the importance of determining your personality type so that you are able to determine your strengths and weaknesses. By learning the skill of determining others' strengths and weaknesses you are able to effectively partner with others. You will be able to find partners

whose strengths compliment your weaknesses.

We must learn to “fire” our individualistic and prideful way of thinking and force ourselves to think in terms of partnership. With the discipline which you have already established you will be able to think in terms of partnership.

Without partnership I would not have been able to write this book. Many people, even without their knowledge, have offered me a tremendous amount of encouragement. By reading their books and listening to their audio tapes, they have encouraged me to continue pushing and growing.

Begin today surrounding yourself with successful people. Read books and listen to tapes that will encourage you during your success journey. Find friend and mentors that will encourage you when obstacles arise.