

April 2016

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# excellence

Your Inspiration to



Achieve Personal Success and Reach Your Potential

ISSUE 006

**HARMONY  
OF PURPOSE**

**Deidre Edwards**

**Winning Habits**

**Michal Stawicki**

**FACES OF ART**

**Paula Holland**

**Detouring  
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**Joe Rossini** shares his views on the importance of an employer-focussed attitude during job interviews.

**Amy Oestreicher** commences a column on the concept and art of *Detouring*; our wellness writer, **Deidre Edwards**, author of *Toolkit for Wellness*, shares her reasons for using the Power Stance in her day.

In *FACES of ART*, **Paula** interviews Katrina Jeffries.

There are two book reviews and our serial *Marooned*, to entertain you.

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If you would like to write for us, please get in touch and let's see if we're a match.

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## Today You Can

Here we are in April 2016 already. I know I keep saying this – and so, too, do lots of other people – but time really zips by.

Just six months ago we created our very first [e](#) magazine and here we are celebrating half a birthday already!

I have a theory for why time seems to speed up as we get older.

Let me share it with you and you can have a think about it and see if it makes sense to you.

Let's take a one year old child. A year passes by and the child turns two. That year represents half of its life. Now, take a ten year old. A year passes by and that year represents only ten percent of his or her life.

Let's say that you are fifty years old. A year goes by and one-fiftieth of your life 'passes on by.'

Can you see why one fiftieth seems so much shorter than one tenth or a half?

And, of course, the older you become the more life you have behind you and the more distant all sorts of experiences and memories become.

That is why life simply appears to pass by so much quicker as you get older. It's an illusion, obviously, because every year consists of exactly the same amount of time.

Well, you could argue that leap years contain an extra day every four years but, essentially, time is constant.

It's just how we perceive it.

Also, as we get older we gain more responsibilities.



We take on—or are given—more responsibilities to our children, parents, friends, employees, employers, companies etc, etc.

Those responsibilities create a further illusion that there is never enough time, thereby making it appear scarcer and scarcer.

Time is something you can NEVER get back. Use it wisely.

Realize that there is no better time than RIGHT NOW to start working on yourself to become the very best version of you that you can possibly be.

By becoming a better person, everything around you becomes better. This is because you begin to focus on the important things in life. You repel the disturbing negative influences that threaten to unsettle you.

By focusing on the positive, we draw towards us the positive things in life.

One thing you can start with is making a list of all the things you should be grateful for.

Then you could make a list of all the wonderful relatives and friends you have.

## Begin to Improve

It doesn't matter if your lists are small to start with. All that is telling you is that you are not thinking hard enough or positively enough.

I'm reminded of a poem I have enjoyed for many years, which sits in a frame on my desk.

It's called *A New Day*.

### A New Day

*This is the beginning of a new day,  
God has given me this day to use  
as I will.*

*I can waste it or use it for good,  
But what I do today is important  
because*

*I am exchanging a day of my life  
for it!*

*When tomorrow comes this day  
will be gone forever,*

*Leaving in its place something that  
I have traded for it.*

*I want it to be gain, and not loss,*

*Good and not evil; success and not  
failure;*

*In order that I shall not regret*

*The price that I have paid for it.*

- **Anonymous**

I love the words of that poem simply because of the truth they contain. In fact, I incorporated it into one of the 50 lessons in my [Journey, Life, Destiny](#) personal development course. [Take a look.](#)

I want you to think seriously about becoming a better and more capable person, starting TODAY!

What can you do – even if it is just one small thing – that will improve you? [e](#)



# Mindset Mastery

## Create Action:

### Reduce the Fear that is Holding You Back

by Gary Simpson

**F**ear prevents us from doing many things in life. You have probably heard the well-known acronym for FEAR - **False Evidence Appearing Real.**

Often the things that we fear are built up in our minds to become much greater than what they really represent.

For instance, take a common fear that many women have (and some men too): mice.

What can a mouse do to hurt you?

The answer is - virtually nothing. So most of the fear of mice comes from something that is falsely believed in the mind.

#### Lots of people fear success

They believe, also falsely, that money is evil. It is not. Money is a neutral commodity used as a means of exchange.

How can such a thing be evil? That's like saying that chairs are evil so I will not sit in them.

These people do not want to become successful because of the 'tainted' money associated with it.

To such people I always ask this question:

*"Do you believe that you are evil?"*  
Invariably they reply:

*"No. Of course not!"*

Then I ask:

*"Do you believe that having money will make you evil?"*

Again they answer no.

But, even in the face of such logic, they are still convinced that the money itself is evil.

This is because most of them have been mis-quoted a saying from the bible, which they then perpetuate by repeating that misconception themselves.

That misquote is this:

*"Money is the root of all evil."*

The bible does **not** say that at all. Here is what it really says:

*"For the love of money is a root of all kinds of evil.*

*Some people, eager for money, have wandered from the faith and pierced themselves with many griefs."*

You'll find that at 1Timothy 6:10.

Check it out for yourself.

Type 1Timothy 6:10 into an internet search engine or, if you have a bible handy, just look it up.

So, many people repeat a misquote as their justification for not being successful. In reality, it is just another very lame excuse, mostly for being lazy.

#### Action Reduces Fear

I have consistently found that action reduces fear.

The longer you delay something the longer it has to fester into fear.

In my own life, I was frightened of the big, threatening and violent boys in the schools that I attended.

That led me to what has become a life-long study and practice of martial arts. It also led me into body-building so I could become bigger and stronger.

***I DID SOMETHING about my fear!***

A little bit of action removes a little bit of fear. Keep going and more fear is removed. The more you do the more fear is removed.

Things often build up in our minds disproportionately to the reality that they represent.

And, as previously cited, sometimes that fear is cemented in place by a falsehood.



**Gary Simpson**, Zenith Self Mastery co-founder, and publisher of **excellence**, lives in Western Australia.

As well contributing to excellence, Gary produces many of ZSM's self-improvement tools, drawing on decades of involvement in personal development and shotokan karate.

Website: [ZenithSelfMastery.org](http://ZenithSelfMastery.org)

Incidentally, if you're avoiding success due to beliefs that money is 'evil', here is another way of looking at it. If you believe that you are a good person who does good things then you can collect all this 'evil' money and remove it from the grasp of people who really are evil and who would do evil things with it.

Take it out of their reach. Or, earn the money and then donate it to some of your favorite charities.

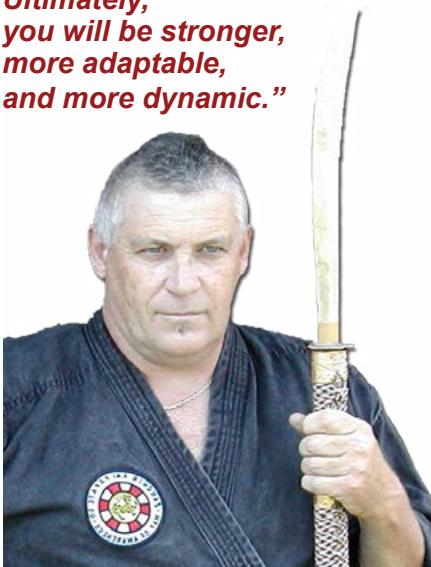
**Create some action**

***"Never be unwilling to test yourself in the cauldron of fire.***

***Temporary defeat gives you valuable feedback.***

***It teaches you new strategies.***

***Ultimately, you will be stronger, more adaptable, and more dynamic."***



Reduce your fear - real or imagined. By injecting more and more action you will eventually eliminate your fear.

Test my belief. Find something that causes you fear.

Chip away at it.

You will find that the only fear there is will be the false evidence that appears real. **e**

**Do YOU want RESULTS This Year?**

Imagine finally succeeding at **ALL** the things you want to have influence in? **You CAN.**

**Are you SICK AND TIRED** of being left behind by people who—let's face it—often have less intelligence and skill than you?

From **David**, one of Coach Gary's students:

***"You taught me more physically, spiritually and mentally than anyone else ever in my life."***

I'm available **NOW** for readers of **excellence**

My vision: a worldwide community of motivated high achievers. Come and join us. The more you associate with winners, the more you will become like them. **The catch: you'll have to apply.**

And be aware: I cannot help whiners or wannabes.

 A man in a white martial arts gi with a red belt is in a dynamic, low-to-the-ground pose. He has a serious expression. The background is dark with some faint patterns.
 

The Results you get in life are in **YOUR** hands!

That's right!

Your **SUCCESS** is entirely dependent on **YOU!**

I can help. But only if **YOU** want to change.

Contact me, but only if you want to make things happen **NOW!**

**I WANT TO APPLY**

# Harmony of Purpose

## A Power Stance Will Invigorate Your Day

Give Your Self-Confidence a Boost Every Morning

Do you smile because you are happy? Or, are you happy because you smile?

Are we being authentic if this is what we do?



Perhaps you have begrudgingly smiled and jumped into a fun activity when feeling foul, only to come away from it in a positive, more jubilant mood.

Everyone has baggage. In my former life as a nurse educator, I was acutely aware how this worked. My high school students were no exception and probably excelled in personal drama.

But I trained them to plaster on a “full-body smile” before entering their clinical locations.

A shift in their focus from self, to discerning and meeting the needs of their patients, produced happier, energized, and more balanced teens.

The smile they left with at the end of their shift was genuine.

by **Deidre Edwards**

Amy Cuddy’s book, *Presence*, puts science into what I’ve known all along.

We are so stoked in the ‘mind over matter’ dogma—which is certainly well documented—that her work is a welcome reinforcement of these ideas.

I know we can work miracles if we back up our intention with persistence and focus.

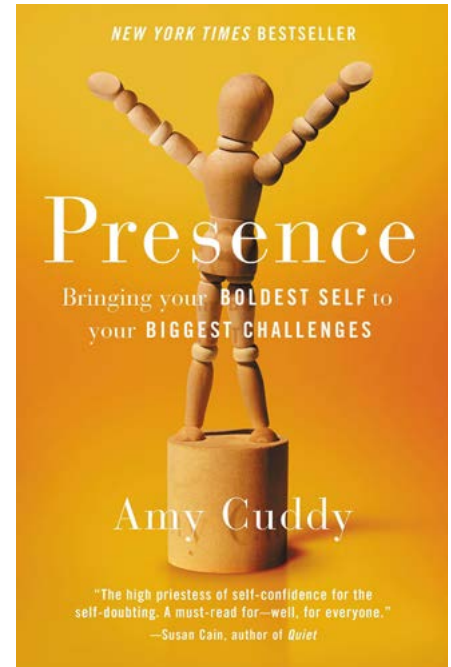
Cuddy’s proven approach shows that the body can lead the mind.

Her personal transformation is beautifully told in her TED talk (the 2nd most viewed talk).

[**TED** is a nonprofit that spreads ideas, by providing a forum for short, powerful talks (18 minutes or less). **TED** began in 1984 as a conference that explored the meeting of **T**echnology, **E**ntertainment and **D**esign. Today, talks cover science, business and international issues, and are delivered in over 100 languages.]

Watch Amy’s TED talk [here](#).

Cuddy shares studies she and others have conducted.



She gently peels away each application of how we view ourselves, present ourselves, and how others perceive us as a result of our ‘presence’.

As she methodically builds her case for the ‘body over mind’ path to a stronger, more positive personal presence, she shares the famous quote of William James (1842-1910) who was a renowned psychologist at Harvard:

*“I don’t sing because I am happy. I am happy because I sing.”*

Why not do that on purpose?

The act of smiling directs body chemistry into a positive flow.

Why not boost your confidence by holding a power pose for two minutes at the start of your day?

The studies which Cuddy shares demonstrate that strength positions result not only in a mindset of strength, but actual positive brain chemistry changes.

We see these poses in 'action figures' such as Superman and Wonder Woman; they are also expansive sitting positions with arms away from the body and legs not intertwined.



The 'victory stance' is genetically ingrained. People around the world, across cultures—and even the blind who have never seen a 'victory stance'—naturally assume that pose after great personal accomplishments.

Feet apart, chin slightly elevated, hands thrown up in the air outstretched. It's universal.

## Make Today Great

Are you looking forward to a challenging day?

In private, assume your Victory Stance and hold it for two minutes.

Claiming that victory – in advance – helps assure a more positive approach on your part and sets up those you are working with or influencing to see you as a person of strength.

Victory Stance pre-event poses do not supplant being prepared for a speech, proposal, or interview.

Being well prepared for life's challenges is still a must.

In fact, as you prepare to put yourself in front of others, precede even your preparations with a Victory Stance each time you practice.

Do note, however, that showing up in front of others looking like Superman may be off putting. Do your 'victory claiming' in private before the presentation.


No speeches to give?

Whatever the agenda, we carry our 'presence' everywhere we go and it colors how we look at the day and how the world views and receives us.

Give victory posing a try! Put away those minimalist postures.

Straighten your stooped shoulders, and unfold your self-hugging arms.

Practice in private to be 'bigger' so you'll take more space. Hold that chin up, open up your chest, and thrust your arms skyward.

Create a more positive YOU before you start the day. And *sing* to make yourself happy! 

## Expanding Your Vocabulary

We hope you are enjoying this little section and are using it to expand your vocabulary.

### This month's selection:

**argute** — shrewd.

**gnathic**  
— to do with the jaws.

**ingurgitate** — to swallow something greedily.

### You just needed to know those, didn't you?

If you practise using these words in a sentence, you will have a much better chance of remembering them.

### Here's Your Challenge:

Put all three of these 'unusual words' in a sentence that makes sense, (or at least the best sense YOU can make of them).

We'll choose the best entry.

The winner will receive a copy of Gary Simpson's manual:

*How to Write the Perfect Storm of an e-book*

Send your entries to: [editor@zenithselfmastery.org](mailto:editor@zenithselfmastery.org)

Closing date for entries: 20 April 2016



**Deidre Edwards** lives in North Carolina. She knows from experience that it is never too late for self-growth and transformation. Deidre shares her discoveries, about the path to total mind-body-spirit wellness, through her writing and *Designed for Health Seminars*.



Her Amazon Author Page Her website: [Foodtalk 4 You](http://Foodtalk4You.com)



## Inspirational People

# J K Rowling

## Extraordinary Storyteller

by Anthony Smits

You probably won't have to think very long before naming the most influential contemporary children's book author. Joanne Rowling has been wooing children—and adults—since 1997.

Her best-selling Harry Potter series has sold over 450 million copies, in more than seventy languages.

On her website today, she recalls always wanting to be a writer.

*“... as soon as I knew what writers were, I wanted to be one. I've got the perfect temperament for a writer; perfectly happy alone in a room, making things up.”*

Portrait by Paula Holland

The last four (of her seven-book series) set sales records that each surpassed the previous. The last one sold over 10 million copies in its first 24 hours alone.

Rowling's first 25 years reflected the struggle many go through, though you wouldn't know it now. After Harry Potter hit the shelves, she transformed like the third sister in Cinderella.

She is now one of the richest women in the world. She has the resources to contribute to any causes she chooses.

### Life Before Fame

She's 50; Joanne Rowling was born in 1965. What a life of two halves it's been! However, the seeds of a successful writer—persistent promotion of your own words—were visible early. She has recounted the tale of her first story: it was about a rabbit who had measles, and she says she urged her mother to get it published.

After experiencing a more-or-less happy childhood, Rowling went to Exeter University, and read Classics and French.

Her life's path then took her through a succession of jobs, including time with Amnesty International, a charity she supports today.





And then her mother died. Rowling says this event affected her more than any other single happening in her life up until then. She had just begun writing Harry Potter but had not shared the fact, and regrets that her mother never knew about her work. The theme of 'death' recurs in her work; her character Harry also suffers the death of his parents.

For a new start, she moved to northern Portugal, where she taught English as a second language. She also married her first husband Jorge; their daughter Jessica arrived in 1993. But the relationship didn't last. Rowling left Portugal and returned to Scotland, where state assistance helped this young solo parent to survive.

## A Legend Begins

There's a story often recounted that tells how Joanne Rowling wrote her first *Harry Potter* story in an Edinburgh coffee shop while her baby slept. And yes, she did sometimes write in cafés.

In a Harvard commencement speech in 2008, she said:

*“An exceptionally short-lived marriage had imploded, and I was jobless, a lone parent, and as poor as it is possible to be in modern Britain, without being homeless ... By every usual standard, I was the biggest failure I knew ...”*

The Edinburgh Elephant House takes full advantage of having served coffee to Jo Rowling, despite Rowling having begun the *Harry Potter* saga some time before setting foot in the place.



A prominent sign in **The Elephant House** front window announces the *'Birthplace of Harry Potter'*.

Reality is less romantic than café owners might have us believe.

Rowling first conceived her story about Harry Potter while travelling by train from Manchester to London's King Cross. That railway station was also where her parents met at the age of 18.

In her books, the connection continues: the story's mythical 'Platform 9¾' at King's Cross is the jumping-off point for a trip to Hogwarts, the wizard school.

That train Rowling took from Manchester was delayed some hours. During her drawn-out journey, despite the lack of a pen to make notes, her vision of three youngsters named Harry, Hermione and Ron took shape in her mind.

*“To my immense frustration, I didn't have a pen that worked, and I was too shy to ask anybody if I could borrow one.”*

Once home, she started her story, but it would be a few years before she finished it, and several rejections to recover from before a publisher bought it.

## Finally Publishing

Rowling liked the sound of literary agent Christopher Little's name, and he accepted the task of promoting her.

It took over a year before Bloomsbury—a publisher which pre-Potter was a lot smaller—took her on.

She got an advance of £1500 and a suggestion to continue training as a teacher because children's book writers didn't tend to be well-paid.

That's probably a memory she smiles widely about today.

Bloomsbury printed 1000 copies; half went to libraries. If you're lucky enough to find one of these first edition copies in a second-hand shop, snap it up. You might get as much as £25,000 for it.

*Harry Potter and the Philosopher's Stone* was out! **And people began to talk about the author.**

Scholastic, an American publisher, paid £100,000 for the American rights. And soon afterwards, Warner Brothers bought the film rights for a sum with seven figures.

Book two, *Harry Potter and the Chamber of Secrets*, was published to wide acclaim in July 1998.

By the following July, when book three, *Harry Potter and the Prisoner of Azkaban*, was released, the world was watching.

Bloomsbury printed a record quantity of copies for the launch of book four, *Harry Potter and the Goblet of Fire*—one million books—and then they broke records for the number sold on release day.

***“I would like to be remembered as someone who did the best she could with the talent she had.”***

Readers all around the globe had to hold their breath for a couple of years between installments for the rest of the series: book five, *Harry Potter and the Order of the Phoenix*, was published in June 2003; *Harry Potter and the Half-Blood Prince* followed in July 2005; *Harry Potter and the Deathly Hallows* completed Rowling’s magical saga in 2007.

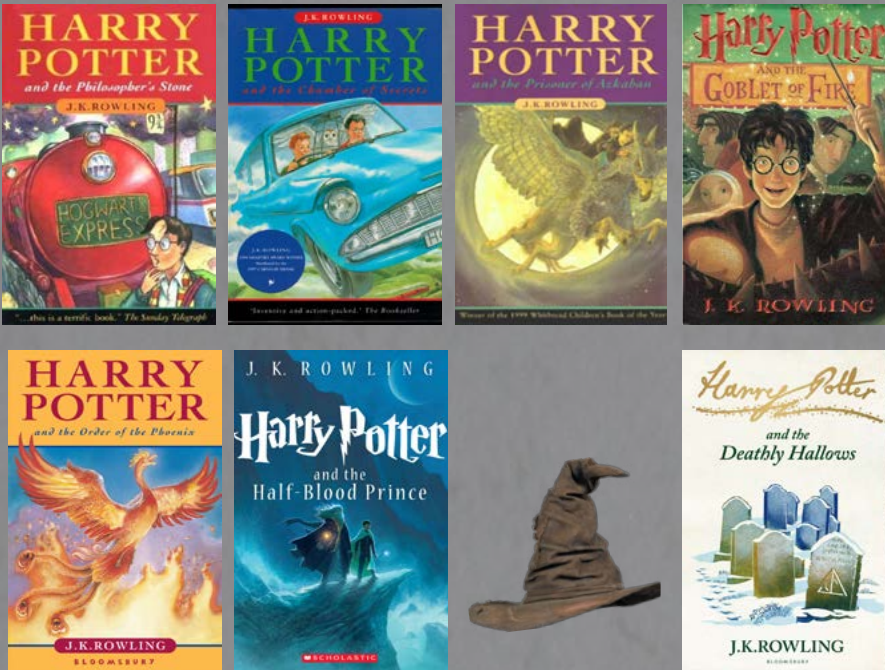
With the release of movies closely following each book, interest remained high, and sales broke all previous records.

But criticism has come, too.

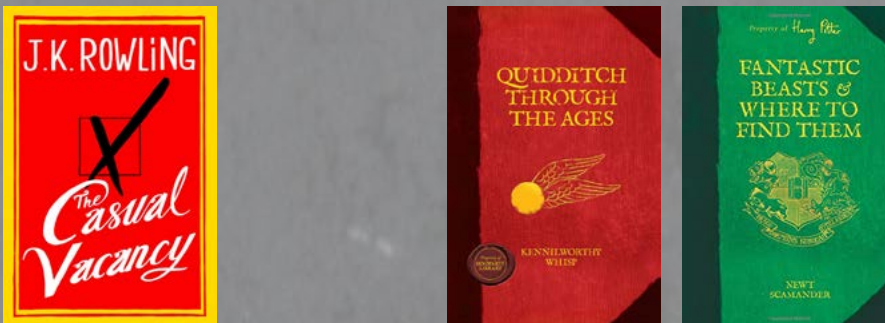
Objections have been raised about the quantity of violence in the books, and the graphic descriptions used. As the child characters grew through each successive story, the plots became more convoluted, and the tone considerably darker.

Nevertheless, readers loved them.

***“There’s always room for a story that can transport people to another place.”***



**Over 450 million books sold ...**



**J K Rowling has also published as Robert Galbraith**



## Life after Harry

Rowling may have finished with Harry, for the moment. But she isn't finished with writing.

In 2012, she released an adult book, *The Casual Vacancy*.

With JK Rowling on the front, success was almost assured, and so it proved. Records were broken; millions of copies sold. The book was adapted for television. But was it any good?

Rowling said, in an interview for *The Guardian*:

***"I just needed to write this book. I like it a lot, I'm proud of it, and that counts for me."***

*The Wall Street Journal's* review included the line: "... a positively propulsive read." *Time* said: "... brilliant ... bereft of bullshit."

Many more gave positive reviews.

Yet, writing in *The New York Times*, Michiko Kakutani said:

*"We do not come away feeling that we know the back stories of the 'Vacancy' characters in intimate detail the way we did with Harry and his friends and enemies ..."*

Jan Moir, in the *Daily Mail* went further: "...500 pages of relentless social manifesto masquerading as literature."

You'll have to read it and decide for yourself. The book is now published in over 40 languages.

Next, Joanne Rowling elected to try publishing under a pen name.

Could she be successful if she wasn't 'JK Rowling'?

It's a somewhat ironical question. Joanne 'K' Rowling wasn't known either, a few years ago.

Published under the name of Robert Galbraith, her crime novel *The Cuckoo's Calling* was published in 2013, and two further volumes, in a trilogy, soon followed.

The novel barely registered; 'first novels' rarely do. And then something interesting was unearthed—or leaked. Galbraith was really Rowling.

Bingo!

Sales took off.

**Read Gary Simpson's review of *The Cuckoo's Calling* in this issue.**

Rowling also went in other creative directions. Her current projects (2016) include a stage play and a screen play *Fantastic Beasts and Where to Find Them*. According to her website, the screen play is the start of a new collaboration with movie-makers Warner Brothers.

*Harry Potter and the Cursed Child*, a play in two parts, is a collaboration based on Rowling's Harry Potter stories, written by Jack Thorne, J. K. Rowling, and director John Tiffany.

The planned opening will be in July 2016, in London.

Large quantities of tickets for a nine month season have already been sold.

***"The moment you are old enough to take the wheel, responsibility lies with you."***

Rowling believes in setting a good work-ethic example for her children. There will be a lot more writing to come.

## Philanthropy

Rowling knows what it is to have nothing. She's given a lot of her wealth to others, and supported many charities since 'making it'.

In 2000, she established the Volant Charitable Trust. It supports work against poverty and inequality, and organisations and one-parent households. Volant also supports Multiple Sclerosis research, in memory of her mother, who died from the disease.

Lumos, a charity she founded, provides assistance to disadvantaged children. She also supports Amnesty International.

As a celebrity, Rowling has often been asked to contribute work for charity auctions and fundraisers worldwide, and has done so.

Two books in the Harry Potter oeuvre: *Fantastic Beasts and Where to Find Them* and *Quidditch Through the Ages*, (supposedly copies of books in the imaginary Hogwarts library), were produced as fundraisers and have raised millions for causes supporting young people in crisis.

She's been in 'the light' less than twenty years, yet has received too many plaudits from reviewers and readers to count, and gets sacks full of fan letters. And she's picked up some significant awards for her work and philanthropy.

Joanne Rowling has an OBE for services to children's literature, several honorary degrees, the Hans Christian Andersen Literature Award, and France's *Légion d'Honneur*.

*Believe!* Rowling did. 



Book Review - FICTION

# *The Cuckoo's Calling* by Robert Galbraith

(Robert Galbraith is a pen name of JK Rowling)

This is the first volume of a trilogy.

Reviewed by **Gary Simpson**

I decided that this month I would review a book by the fabulously popular JK Rowling of *Harry Potter* fame.

I have a confession to make though – I have never read any of the *Harry Potter* books. For some reason they just don't interest me.

However, because this month we are featuring JK (Joanna) Rowling, I decided it was time to read some of her work.

This novel is a big departure from her usual fare. It's about a central character called Cormoran Strike.

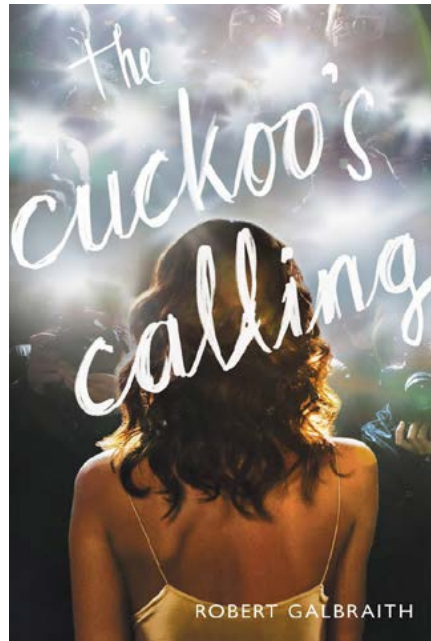
I have to say that name grated on me right from the outset but, throwing that aside, I persisted.

Strike is a private investigator down on his luck. Creditors are calling on him to pay his bills, he has few clients and because of his dire circumstances he must live in his office after-hours.

But it gets worse. He has recently broken up with his long-time girlfriend and he has a prosthetic leg – courtesy of stepping on a land mine in Afghanistan.

Could it get any worse?

Well, no. Things take a turn for the better when in through the door of his meagre office-living quarters walks one John Bristow. Bristow hires Strike to investigate the death of his sister.



She is the legendary super-model Lula Landry, also known as 'the Cuckoo.'

Now the title of the book began to make sense, though I still didn't quite 'get it.'

With his ever-painful artificial leg switched to after-burn, Strike takes on the case like a man possessed. But that's enough plot.

The book itself was reasonably well written. The story was adequate but – and I almost don't like to say this – the character of Strike is about as wooden as his prosthetic leg.

Actually, I'm fairly sure his leg is made of some sort of high-tech polymer but you get my meaning.

I didn't like him.

To me, one all-encompassing thing affects whether I like a novel – I have to have some attraction or endearment for the lead character.

I have to care about the fictional persona. The character has to be real – a person with qualities and (some) faults. Sadly, Strike strikes out in this regard.

When it was first published, this book was released under the pseudonym of Robert Galbraith.

Nobody knew this new author.

Sales were dismal, until someone 'leaked' the author's real name. Rowling!

Voila!

The glitzy Kardashian-effect took place. Sales went sky-high almost overnight. Can you see how fickle so many readers are?

This is my first review for a female author. So I was hoping it could be a good one. Bear in mind that I gave poor reviews to three of my five previous fiction reads. I really wanted to give a good score to this book.

But I can't. Honestly, I just can't.

I didn't 'hate' the story. I just had no feeling or empathy for the lead. He wasn't boring, he was just, well, adequate.

Therefore, even amid all the later fanfare over the revelation that Robert Galbraith was, in fact, JK Rowling, I rate this novel at a mere 5 out of 10.



I know it is disappointing to write thorny reviews, but I write it as I see it. I'm not one of those people who jump on the 'popular' opinion band-wagon.

If I like something, I'll say so.

If I don't, I'll be up-front about it.


As a novel, *The Cuckoo's Calling* was just so-so.

There are plenty better than the adventures of strike-out Strike out there. Don't waste your precious reading time on this glib offering.

What next?



I am getting desperate to write a glowing review so I'm going to go for a John Grisham novel for excellence 007. I've read several of his offerings in the past and have generally liked them.

So, stay tuned... 

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Yes, *breathe a sigh of relief.*

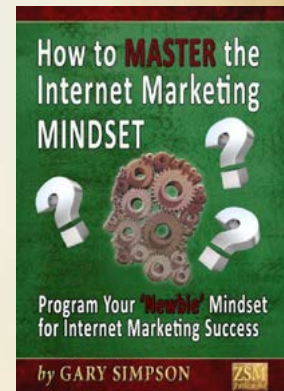
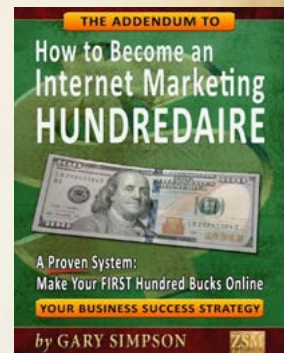
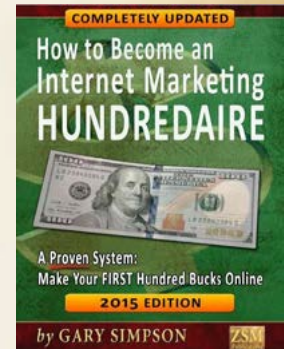
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Already convinced? Click the **SHOW ME** button to see your options. **You can do this so ... Go for it!**



# If You Want the Job, Do Your Homework

Consider What You'll Bring, Not What You'll Get

by Joe Rossini

In almost any relationship you engage in, I believe it's a good practice to exceed the other individual's expectations.

But this practice is truly essential when you want to have success in obtaining a position with a potential employer.

I write from personal experience: as a former employee of several companies, including a short stint as an employment consultant for a job search agency; and as an employer for over two decades.

I would like to share some of my observations, philosophies and lessons to be learned regarding this subject.

Most successful employers always have an eye open for an exceptional hire, whether they are in the market for more employees or not.

If they are really impressed by all of the details of a new applicant or referral, their minds begin to wander.

They search for a position in the company to place this individual.

Too often, an individual searching for a job position produces a single resume, makes lots of copies and sends them out to dozens of potential companies with the hopes that someone will respond.

In this scenario, these applicants rarely take the time to research the history or even the products sold by the companies that they are applying to.

Another good practice ... place **BOLDLY** a specific follow-up date and time in your brief letter of introduction; then make a call at the exact time you stated.



Thus, their standard resume must fit all the needs of many different companies.

However, after doing a little company research, a standard resume residing in a word processor can be customized to the specific needs of each company you are applying to.

Mentioning the potential company—in bold print throughout your resume—can also work wonders if someone takes the time to read it.

This practice can potentially work wonders if you can connect with the right individual. Seek to exceed expectations from the very start of your interactions with a potential employer.

If you are fortunate enough to get an interview with a specific company, it's time to get back to researching this company further.

Try to learn as much about the job you are applying for, as well as any other job opportunities you feel qualified for in the company.



Business and Advertising Consultant **Joe Rossini** built an efficient chain of auto parts stores in New Jersey and Pennsylvania.

He sold the company at age 50, to realize a retirement goal he set when he was 23 years old. Now married for 42 years, Joe helps others set and reach their dreams and goals using proven standards of EXCELLENCE.


Really do your homework.

Prepare for potential questions you might be asked at the interview and always answer decisively. Your first impression MUST be impressive, in order to move on to a second interview or further consideration.

Preparation and attention to every detail is imperative. You can't be too meticulous on issues such as promptness, grooming, company knowledge, and the way you convey your ability and willingness to contribute to the success of the company.

During my years as an employer, I conducted many interviews with applicants who were only concerned with their starting compensation, benefits and vacation time. Too many applicants are only interested in how the company can serve them, as opposed to how they can serve the company. This does not make a very good first impression on an employer who can be selective in hiring. These types of interviews never lasted very long and were a waste of my valuable time.

However, when I interviewed an applicant who had invested time learning about my company, and steered the interview to show how they would be an asset to my company, the interview not only lasted longer, but the applicant usually found themselves in line for further consideration.

Putting extra effort into customizing, research, and all the meticulous details mentioned above, can help in exceeding the expectations of a potential employer. It really enhances your chances of being hired. 



## Imagine it...

I'm sure you have seen people in dire or tragic circumstances and you have thought: *"There but for the grace of God go I"*, or words to that effect.

You see, there are always people who are far worse off than you. You just need to open your eyes and see these things for the reality they represent.

Not everybody was born with a 'silver spoon' in their mouth. But we were all born with vivid imaginations.

The problem for most people is that their imagination has been turned off.

I have a personal credo I have had printed on my business card which reads: "Imagination is infinite." I believe it is.

When you imagine something you create the embryo for bringing that thing into the real world. Just like a child.

Everything that is made by human hands was first conceived in the human mind.

Say to yourself: *'What if...'*

What if I could...?

People like Walt Disney said that. So too did the woman featured on our front cover this month, JK Rowling.

Florence Nightingale did the same. So did Amelia Earhart. And Judy Garland.

Benjamin Franklin said that. So did Mother Teresa and Mahatma Gandhi and Oprah Winfrey.

Some of the people I mentioned above came from dirt-poor families.

Many people who have risen to greatness in their own fields have done so by overcoming massive obstacles and, often, massive criticism.

What is your excuse?

Do something for yourself. Start your conquest now. Not next month, next week or even tomorrow.

Start it NOW!

Gary

Click the Images!





# Detailed *and* Driven

by Paula Holland

This month, I'm featuring **Katrina D. Jeffries** who lives and has a studio in Brooklyn, New York.

*~ Paula*

Katrina Jeffries is a multi-talented artist with eclectic interests, who has trained and worked in many disciplines, both two- and three-dimensional.

I'm showcasing her most recent works, and a brief biography follows:

Katrina grew up immersed in the culture of Columbus, Ohio, surrounded by art and literature.

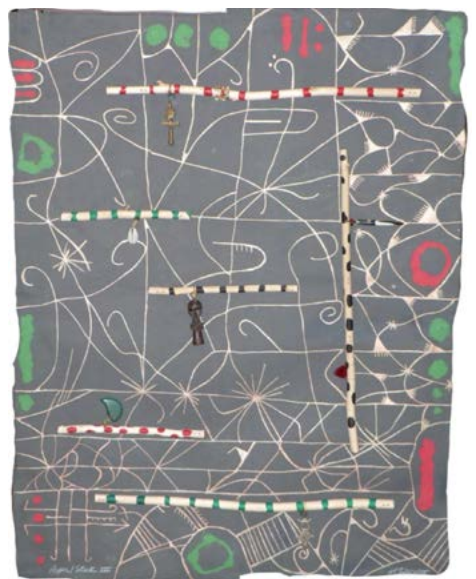
In her first year at Columbus College of Art and Design, she quickly outgrew the traditional curriculum of anatomy, figure drawing, painting, and lettering.

She transferred to Ohio State, where she thrived.

She concentrated on theater design, and found herself drawn to work in glass and clay.

After receiving her BFA, Katrina continued her studies at Parsons School of Design, Urban Glass in Brooklyn, Penland School of Crafts in North Carolina.

There, she focused on painting, drawing, ceramics and glass blowing as a way of expressing her deepest creativity.



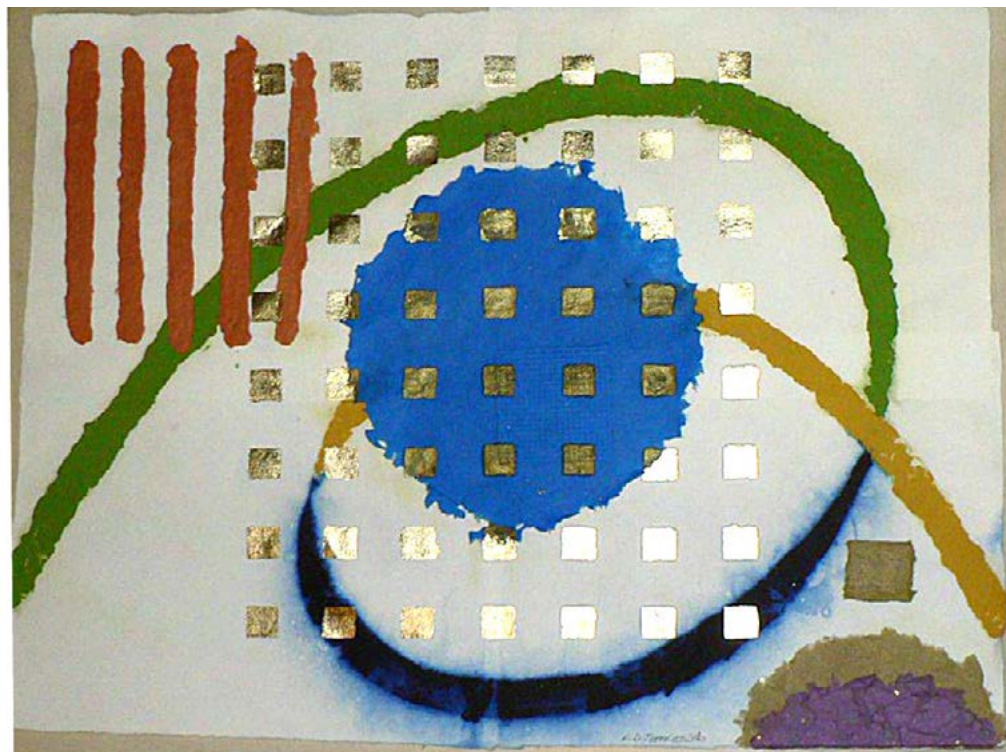
PAPER /STICK III- TAKE IT SLOW AND EASY  
Cotton paper, pigmented linen, wood, paint, beads, copper wire, ink - 20.5 x 27.5 - framed to 23" x 30"

*"People buy art for many reasons. I buy art because I love it." ~ Katrina D Jeffries*



ORANGE COMPOSITION No. 1 [above]  
Cotton and abaca handmade paper, Pigment, metallic leaf, mica, 18 x 18 framed to 20 x 20"

BLUE RISING [left]  
Cotton and abaca handmade paper, pigmented linen, gold leaf, mica - 21 1/2 x 28 framed to 24 x 30"



**Featured Artist**  
**Katrina D Jeffries**

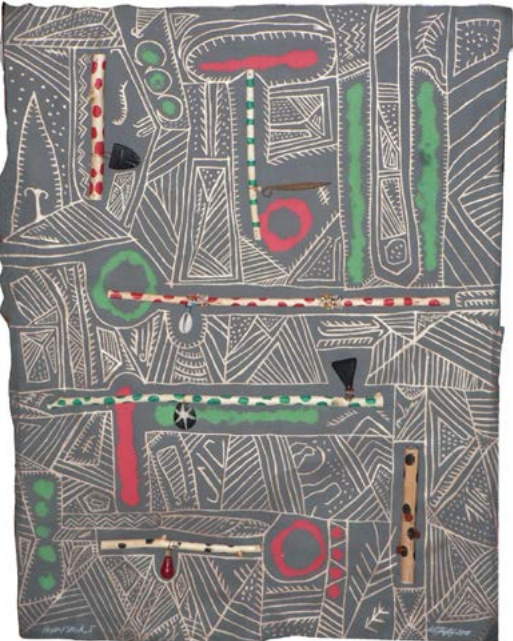


Katrina can be contacted here:  
[mawustudio@aol.com](mailto:mawustudio@aol.com)  
[www.artistsites.org/katrinadjeffries](http://www.artistsites.org/katrinadjeffries)

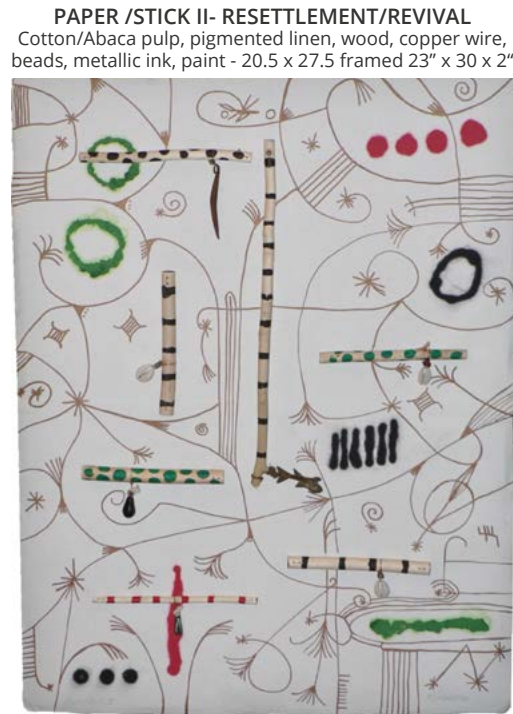




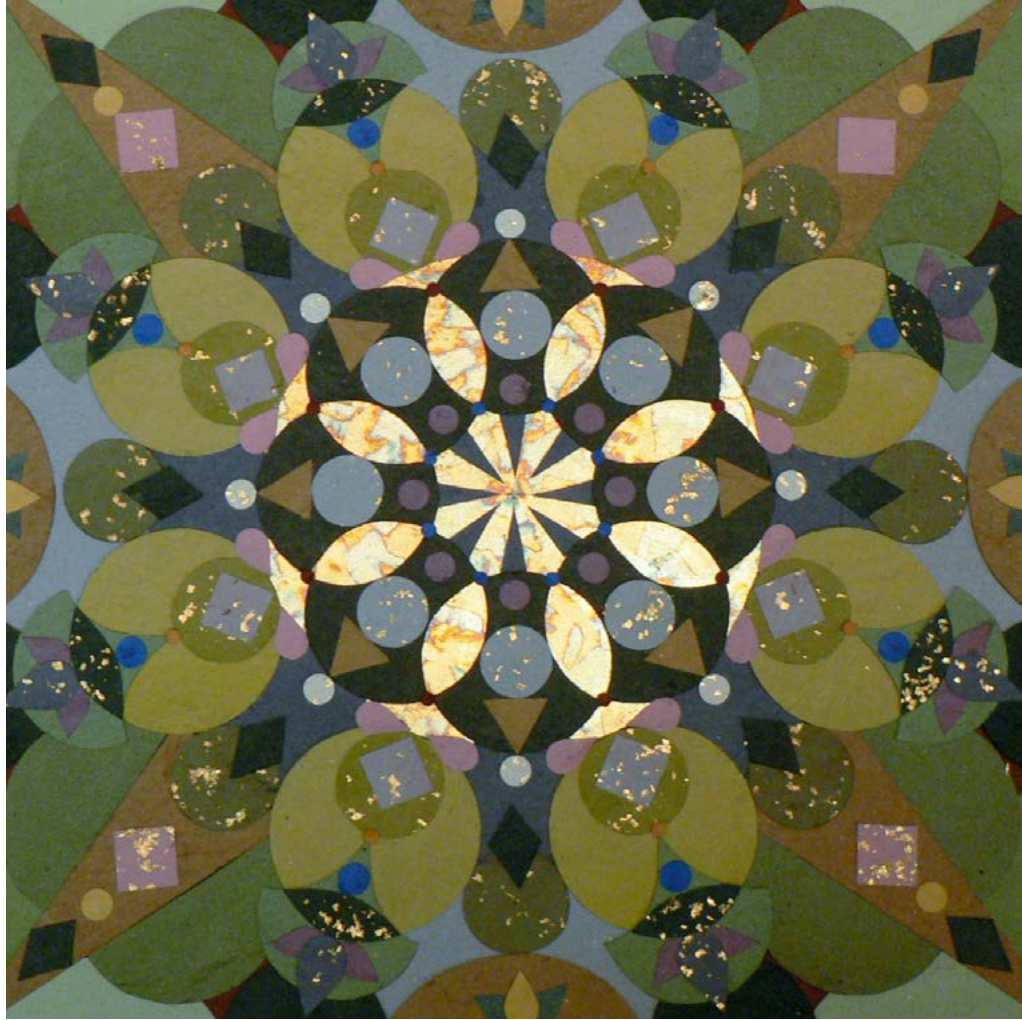
**PAPER /STICK V - ONE FINE DAY**  
 Cotton paper, pigmented linen, wood,  
 paint, beads, copper wire, ink  
 12 X 12 X 1 1/4 framed to 13" x 13 x 2"



**PAPER STICK I - A TIME OF DARKNESS**  
 Cotton paper, pigmented linen, wood, paint, beads,  
 copper wire, ink, 20.5 x 27.5 x 1.25 framed to 23 x 30 x 2"



**PAPER /STICK II- RESETTLEMENT/REVIVAL**  
 Cotton/Abaca pulp, pigmented linen, wood, copper wire,  
 beads, metallic ink, paint - 20.5 x 27.5 framed 23" x 30 x 2"



**RADIANT GARDEN II** - Recycled paper, composition gold leaf, mica powder - 20" x 20"

Those with whom she studied include some of the most talented makers and respected teachers of studio craft in our time.

Her journey continued as she worked with costume creation for Broadway shows, and for films and television. She has also pursued photography and has exhibited her photos as well as her other works extensively in New York.

An African American, Katrina has always maintained awareness of her heritage. This, added to her interest in literature, history and sociology, has contributed to her creating complex and thought-provoking art installations combining these disciplines with her personal ancestry.

More recently, she has broadened her skills to include arts management, as in the management of art collections: documentation, valuation and conservation of fine art objects for artists and private clients. She is available for consultation in this arena.

Katrina's newest work has been creating handmade paper, using it not only as a medium but also as the work of art itself. I've included a range of these beautiful and complex pieces here for your enjoyment.



Artist **Paula Holland** trained in New York. She has worked in many places, including Greece, Switzerland, New Zealand, and The Netherlands. Paula seeks to evoke an emotional response and reflection in the onlooker, a sense of joy and wonder.

# Winning Habits



## Beginnings Are Hard, But You Can Make Them Easier

Find a Reason to Succeed, and Someone to Watch

by **Michal Stawicki**

**W**hen you begin any project or routine, you are at your lowest point of capability. This is true for any task.

Capability comes from your experience. When you begin, it is equal to zero.

You can substitute experience with knowledge you have attained, and the strength of your character or other personal qualities like willpower or creativity.

However, usually, in order to attain those traits just mentioned, you require personal experience.

Besides, they are only substitutes. Anyone without willpower, intelligence, character, and theoretical knowledge, *who has the right experience*, will perform better than you in any new venture.

### Beginnings are hard

You need to gain experience, but you can only gain it by doing, and you won't perform optimally until you have it.

But we haven't yet considered the possibility of *failure*. You **will** fail: it is unavoidable. But if you can deal with failure, and still try again, you have another factor—apart from experience—which will support you in starting out.

If you are afraid of failure, you can't succeed. You have enormous inertia to overcome. The great resistance of fear must be dealt with before you can do the first step, and when you finally do it, you will fail; it's unavoidable.

When this happens, you'll then stop right in your own tracks.

Fear of failure restricts your ability to gain experience. You cannot progress without failing from time to time and learning from your mistakes.

On the other hand, if you deal with failure well and learn from it, you are bound to boost the process of accumulating experience. You'll also be better at internalizing those lessons.

### Consistency

What else helps in gathering the crumbs of life's wisdom? It is consistency. Keep going and you will gain new experiences.

If you are indifferent to small successes and failures on your way forward, and focus solely on doing your job every day, your capabilities will grow.

I find that the biggest enemy of consistency is impatience. You are the product of the culture of instant gratification. You want everything yesterday.

Reality doesn't match this paradigm. You can't do one pushup and suddenly become the fittest guy on the planet. You can't replace a chocolate with a carrot and suddenly lose 100 pounds.

You don't read the first page of a textbook and become a proficient mathematician.

You. Just. Don't.

Ten pushups, carrots, or book's pages may not be enough. Maybe a thousand? It all depends on what you want to achieve.



However, doing 1000 repetitions of anything takes a lot of time. You need patience to "actively wait" during this time.

## Accountability

Another tip to help you past the initial move from “beginning” into “process,” is getting the support of people who actually have experience in the area.

**Coach.me** has recently discovered that having an accountability coach quadruples the chances of success in habit creation.

You have four times more likelihood of establishing a new habit and performing it up to your expectations if someone with more experience than you is helping you.

Moreover, Coach.me’s system for accountability is far from fancy.

Your accountability coach is simply obligated to check on you once a day.

A personal coach or mentor who checks on you once a day will *dramatically* increase your chances of success.

I think that the lack of such a resource is one reason behind the big rate of failure among writers. It’s a lonely job.

Only two kinds of people generally succeed at it:

1. Those with an inhuman internal drive who will do the job working alone no matter what, such as George Bernard Shaw, who wrote for decades solely for the drawer; or Cormac McCarthy, who avoids media and readers alike and creates outside the world’s turmoil.
2. Those who are clever enough to realize that they need others and who are reaching out to other authors.

Ha! While writing this article, I decrypted my writing success: I persevered through my first lonely months of writing by connecting to a few writing communities and to my mentor.

In fact, I wasn’t completely alone when starting. I didn’t have support from anyone successful, but I did have my own small circle of cheerleaders and supporters.

We interacted only online but it was enough to keep me going when the going got tough.

## Design the end in your mind, and focus on it

My last tip to help you do more than merely “begin” is to start with the end in mind.

Ponder the “why” behind your start. Whims and pipe dreams won’t do you much good.

Caprice is not a good motivator; you need a heartfelt reason.

Find your own reason.

Do some soul searching upfront or right after the first surge of enthusiasm. Find something more powerful than just a wish that pulls you to the finish line.

I ingrained a habit of doing short and excruciating exercises every morning. Doing them is no fun at all. I don’t like the feeling that my heart is gonna explode the very next second, or the lack of breath, or the pain in my muscles.

However, I have an agenda for my life. I need a strong body to keep going. I have the end in mind while forcing myself to do another pushup or pull up.


## Never give up

My life is now objectively judging a big mess full of pain and struggle. It has been this state since my transformation. I read less captivating fiction books. I play less strategic games on the computer. I eat less yummy sweets. I work 12+ hours, five days a week, and often during the weekends.

My results? So far, meager. Sure, in some areas, like fitness, my results are quite significant, but heck, fitness is not a significant part of my life.

I torment my body just to sustain my performance, not to become a model, personal trainer, or sportsman. In case of the areas of my prime focus: spirituality, time, and money, results are pitiful. In my first Buck Books event, I earned about \$3 per hour.

Nevertheless, I won’t give up. I’ll keep going forward. I have the end in mind: a better life for my family; a better world left behind influenced by my existence.

I have my personal mission statement to remind me everyday why I hussle. And if I stop, if I don’t go beyond the beginning, I won’t achieve the end I seek. 



Author **Michal Stawicki** lives in Poland. He writes passionately about integrity, positive action and persistence. He records his journey meticulously and shares it with great humor, lots of real examples and concrete strategies you can copy.

Website: [Expand Beyond Yourself](#)  
 Michal’s Books: [His Amazon Author Page](#)

## Book Review - NONFICTION

# You Were Born Rich by Bob Proctor

Bob's Bestselling Book is Just as Relevant Today as it was 50 Years Ago

Reviewed by **Gary Simpson**

Every so often, a very special book comes along and it changes the way we think.

One such book for me was Bob Proctor's *You Were Born Rich*. I have owned one of the first copies of this book for over 20 years, the cover of which you see here.

Bob doesn't look like that now. He's much older; this book has been around for a long time. It has been reprinted and reprinted.

Amazon claims that more than 30 million copies have been sold since its original publication in 1960.

That should tell us something. What it tells me is that it has become a classic because of the timeless wisdom it contains.

***"Relax and see yourself already in possession of the good that you desire."***

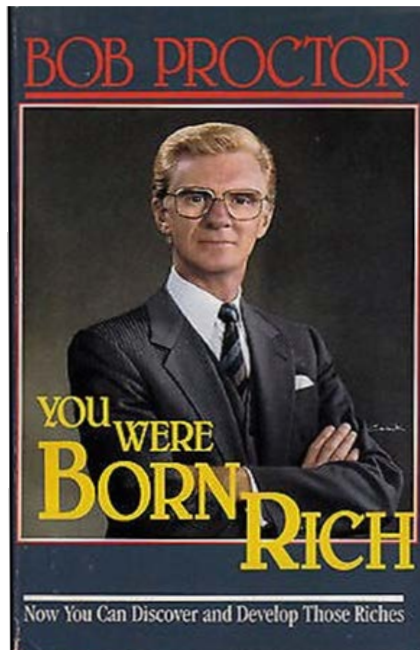
***~You Were Born Rich, p.87***

## ABOUT THE AUTHOR:

Bob Proctor was born in 1935 in Ontario, Canada. He was the middle child in what could be described as an ordinary family.

Bob was not an exceptional student and dropped out of high school after only a few months.

He joined the Canadian Navy and later the Toronto fire department.



During this time he had very little money he and was unwell and depressed with life.

Then he obtained a copy of *Think and Grow Rich* written by Napoleon Hill. [This was reviewed in [e](#) December 2015]. That turned his life around.

He says that he has read this book yearly since 1961.

Proctor's first big success was an office cleaning business which grew into a nationwide chain in just one year.

He travelled to Chicago to work with Earl Nightingale, who introduced him to the Law of Attraction.

Here are some powerful excerpts from *You Were Born Rich*:

## ON PROSPERITY CONSCIOUSNESS:

from page 10:

*"The question you should now be asking yourself is this: 'how do I go about developing this prosperity consciousness for myself?' Let me explain. The best way to develop a prosperity consciousness is to start seeing yourself, in your mind's eye, already in possession of the amount of money that you desire. The reason this is so is that since the subconsciousness cannot distinguish between the actual possession of money and mere visualisation, you will soon become very comfortable with the 'idea' of money and, as a result, you will start attracting it to yourself.*

*This may sound like a game you are playing but let me assure you, it is one of the wisest things you can possibly do. For when you succeed in convincing your sub-conscious mind that you are wealthy and that it feels good to be wealthy, your sub-conscious mind will automatically seek out ways of making your 'imaginary' feelings of wealth manifest themselves in material form."*

***"Failing does not make us a failure."***

***~You Were Born Rich, p.133***

from page 14:

*"... we did not enjoy the luxury of travelling in airplanes at tremendous speed until the Wright Brothers became consciously aware of "how to fly."*

*Thomas Edison developed the conscious awareness of the moving pictures and introduced us to a brand new form of entertainment.*

*Dr Jonas Salk became consciously aware of how to develop a serum that would combat the dreadful disease of infantile-paralysis – more commonly referred to as polio – and as a result of Salk's new awareness, you very rarely hear of anyone contracting that disease today.*

*Alexander Graham Bell became consciously aware of how to transmit the human voice over metallic wires, and as a result, we all now enjoy the telephone.*

*Needless to say, I could go on and on citing example after example.*

*However, the point I want to bring to the forefront of your mind is that these inventions – or the knowledge to bring about these inventions – have always been there. In fact, all the knowledge there ever was, or ever will be, is evenly present in all places at all times. But it took an individual to bring those thought-patterns together and form ideas which developed into what we call consciousness, before we could begin to benefit from them.*

*We are floating in an 'ocean' of thought-energy, where all the knowledge there ever was or ever will be, is present."*

***"Keep reminding yourself that you have tremendous reservoirs of potential within you."***

***~You Were Born Rich, p.147***

**ON TAKING ACTION:**

from page 68:

*"No amount of reading or memorizing will make you successful in life. It is the understanding and application of wise thought which counts.*

*Understanding and application are the keys which will unlock the door to a truly abundant life."*



**Bob Proctor**

[ 1935 - ]

**ON THE LAW OF ATTRACTION:**

from page 119:

*"When you hold the image of your goal on the screen of your mind, in the present tense, you are vibrating in harmony (in resonance) with every particle of energy necessary for the manifestation of your image on the physical plane.*

*By holding that image, those particles of energy are moving towards you (attraction) and you are moving towards them – because that is the LAW."*

**ON RISK TAKING:**

from page 132:

*You should understand, that in truth, no genuine satisfaction in life can ever be attained by you, or anyone else, who simply refuses to take risks."*

**ON UNLIMITED POTENTIAL:**

from page 179:

*"Even as far back as the turn of the century, William James (1842-1910) – one of the world's most distinguished early psychologists – reached the conclusion, the average individual was using only a small portion of his or her real potential (perhaps as little as 10%). He considered this to be one of the most important psychological discoveries and, in this connection, he wrote: 'Most people live, whether physically, intellectually, or morally in a very restricted circle of their potential being. They make use of a very small portion of their possible consciousness and of their soul's resources in general, much like a person who, out of their whole bodily organism, should get into the habit of using and moving only their little finger.'"*

**ON SCARCITY VERSUS ABUNDANCE:**

from page 203:

*"You must reach the point where you realise that your 'true self' knows no limits; that in truth you are quite capable of having, doing or being, virtually anything you desire to be."*

**SUMMARY:**

*You Were Born Rich is one of my top ten self-help books of all time. Easy to read and comprehend, this book is packed with information on the Law of Attraction.*

*I rate this book an 8.5 out of 10. A bit of research at the Amazon site shows that 53 readers gave You Were Born Rich a whopping 9.43 average.*

*You should read this book!*



# Detouring

## Depending on Your Viewpoint, 'Bad Luck' Could Bring Changes and Advantages You'll Love

by Amy Oesteicher

When I think about “luck,” a few things come to mind. I think of the lottery, and bingo – neither of which I won as a kid. I think of chance. I think of the odds magically working in your favor, and hitting the jackpot when you least expected it.

Luck makes me think of unpredictability – anything could happen – either the worst of circumstances or the best surprise you could ever ask for.

I think of unfairness – how if bad luck happens to you, it's just not fair. “Of all the people in the world, I had to get this rotten luck?”

However, if something wonderful miraculously happens in your life out of the blue, landing in your lap with bells and whistles, that's great luck – unfair or not.

Life only feels unfair when you've been jolted with bad luck time after time, seemingly with no release.

Just when things can't seem to get any worse – they do.

You could say that I've had a lot of bad luck over the past ten years.

Nearly thirty surgeries, a decade in and out of hospitals, medical traumas galore, and the “burden” of mapping out a new path for myself after life clearly had different plans from what I had expected growing up as a teen.

### However ...

You could also say I'm so lucky that surgeons were able to create a makeshift digestive system for me so I would finally be able to eat and drink again after years of living off of IV nutrition.



### I Count My Blessings

And I *am* lucky – I take time every day to count my blessings and remember what it felt like to not even be able to wet my lips with an ice cube in the dry heat of summer.

Then I think about what I've lost. I think of what I might have been able to accomplish in the years I spent bouncing from surgeon to surgeon.

I think about my grandparents who died while I was still in a coma. I think about the wonderful oblivion of only going to doctors for yearly physicals.

I think about and being petrified of a finger-prick, and being frightened by monsters under the bed, not a wound being unable to heal.

I think about my old body and long for the feeling of running my fingers down smooth, baby-soft skin free of scarring and wounds.



I lament about the permanent physical changes that so many life-saving interventions have caused.

But before I go too far down that “Why Me?” path, I stop myself.

It is a daily practice, and an ever-evolving one, but slowly I am learning to love the life I have.

I love it enough to have written a musical about it ...

Often, when people hear my entire medical saga, their first instinctive reaction is to reach out with their condolences,

*“I am so sorry you had to go through all of that’ and “these years must have been terrible for you.”*

Immediately, I get defensive and want to fire back,

*“Don’t be sorry; I’m happy this happened to me!”*

I’ve never been comfortable pitying myself, and have tried to stay determined to find the blessings in what has happened to me.



One day last week, I was thinking to myself, is “happy” the right word? Do I think to myself,

*“I am so happy all of these surgeries happened to me and I wouldn’t have it any other way!”?*

Then I realized – “happy” isn’t the right word ...

I got out a pen and started to map out the past ten years on a newspaper lying out on the table.

### Creativity saved my life...

It started with a dot – my first emergency surgery, April 25th 2005.

The dot turned into a shaky line, following a tumultuous path, as I recalled doctors fighting to save my life.

That wobbly line gradually branched into different directions as I recalled people I met, and experiences I had that had happened as a result of my life’s detour.

My line grew thicker and bolder as I pressed my pen harder onto the newspaper.

I realized the strength I’d acquired, the wisdom I’d gained, and the maturity I’d grown into because of my experiences.

Suddenly, this line turned into a splatter all across the newspaper, as I saw one “unlucky” event unfold into millions of tiny little branches – more people I had met, places I had been, things I had done, lessons I had learned, feelings I had experienced, all because of one initial breaking point that separated the life I had “planned” from the life that followed.

I stepped away and looked back at the newspaper – now a mess with frantic scribbles, lines and arrows. One event had snowballed over ten years into a whole series of experiences that have made me who I am today. And then it all became clear to me ...

Looking back on the “unlucky” events in my life, I still wouldn’t have it any other way.

And it’s not because I’m “happy” with everything that has taken place.

But, those events have created the person I am today.

If I hadn’t gone through A, B and C, maybe I wouldn’t have all of these scars, but would I still have met the amazing people who have come into my life?

Would I still have accomplished so much, learned what I have, and be where I am today?



“Bad luck” has put the color into my life, the crazy new directions, the splattering lines on the newspaper of my life, branching out into newfound directions.

And quite luckily, it’s made me the woman I am today. **e**



Amy Oestreicher is a PTSD peer-peer specialist, artist, college mental health speaker, actress, author, writer for The Huffington Post, playwright, and award-winning founder of the Fearless Ostomates. Visit [www.amyoes.com](http://www.amyoes.com) for more information on her show, art, speaking and private coaching.

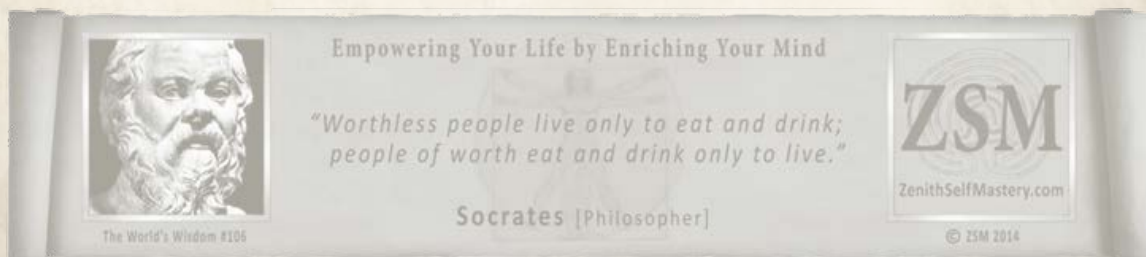
Another letter from Myles, the 'marooned' adventurer.  
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To whomever finds this message:

### The Great Socrates Encourages Me ...

Before I tell you what I did with the manta ray, first I must tell you what I found in this marvellous book that is helping me to become mentally strong.

I studied the page and saw an oblong shape. Taking it further into the shadows of my hutch and focussing strongly on it I discerned an image. And here is what I found...



I know it is faint and difficult to read. Can you see it? Focus on it. There is no way I consider myself a "worthless" person.

I am a person of worth. I truly believe that – even in my current predicament and my emaciated state. I deserve to survive.

I have things of value to offer the world. I MUST survive and so I will find a way to eat this ray. I smiled at that. It rhymed. It was then that I realised this was the first time I had smiled since my ordeal began. Smiling made me feel better. So I smiled again and it had the same effect. I resolved to smile more – even in my dire circumstances.

Back to what I did...

I found a sharp stone and used it to carve pieces from the ray. And then I did something remarkable. I worked two sticks together and created enough friction until some leaf matter began to smolder. I blew upon it and smoke began to rise. I kept at it until I had a tiny flame. Then I fed it with small twigs. Fire! I toasted pieces of manta ray in the flames until it was barbequed. And it was the sweetest meat I had ever tasted. I wanted more but I restricted myself to two steaks only. I must practice restraint and conservation of my resources. I am disciplined.

Thank you Socrates. Even so long after your death you are still inspiring people.

Myles

(Miles away from anywhere) – I smiled again at my lame joke.