

9

Special Reports for Your Success

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Table of Contents

Special Report 1: Stop It!	3
Special Report 2: It's OK to Do Dumb Thigs	5
Special Report 3: Top FBI Agent Spills Guts	7
Special Report 4: How to Create Self-Esteem in Children	11
Special Report 5: Love or Not Love... There Is No Try	14
Special Report 6: Dying to Succeed	16
Special Report 7: Business vs. Busyness	18
Special Report 8: Knowing Is 1/2 the Battle	21
Special Report 9: Teenage Dating and Premarital Sex	24

STOP IT!

Many people are in a vicious and tiring cycle of mediocrity and failure. The rut they are in seems so deep that it has, indeed, become a long grave without ends.

The dictionary defines a cycle as “a reoccurring set of events.” A *vicious* cycle is a reoccurring set of unpleasant, even horrible, events. According to the dictionary, a rut is “a fixed, routine procedure or course of action.” Done often enough, a deep rut is formed and is hard to get out of.

Some people have created cycles of success and others have created cycles of failure. Some have created deep ruts in their lives through fixed, routine procedures that result in something less than what they want or could have.

What is it that the successful people have, or are, that those not so successful do not have or aren't? Why is it so hard for some and apparently so easy for others? Is there a way to acquire these success attributes?

You must trust me when I say that any vicious cycle can be stopped and that getting out of the rut can happen quickly on the condition that you do, and become, certain things. I know that you can stop the cycle of failure and unhappiness creating a rut so deep that is hard to see out of it, let alone get out.

Some people have paradigms and perceptions that they think are the truth, so they make decisions and operate from those paradigms or perceived truths. But what if they are wrong? And most of the time they are.

If they are wrong but don't know it they will never change anything. That is why being a humble (teachable) person is so valuable. One with a teachable attitude is never closed to looking at things another way if it might help them get their Core Desires[®]. They don't say things like, “That's just the way I am.”

How do I know? The evidence speaks for itself. If you are not getting the results you want you must draw the conclusion that whatever you are doing, or being, is not working.

If that is true — and it is — you must *change* what you are doing or change yourself so you can get different results. Duh.

If you plug a lamp into an outlet you can expect to get light — unless you don't have a light bulb or the bulb is burned out or there is no power to the outlet or there is a short in the wire. In this parable it is obvious that without making some kind of a change, if not many changes, you will never get the light to come on. It is the same with you and your circumstances.

One of the mainline religions in the world with millions of members quotes a scripture that is applicable to what I am sharing with you right now. It goes like this: **“There is a law irrevocably decreed in heaven before the foundation of this world, upon which all blessings are predicated — and when we obtain any blessing it is by obedience to that law upon which it is predicated.”**

If this is true, and it is, then it is necessary, even critical, that we learn as many of the laws as we can and be obedient to them so we can get the blessings. If you are not getting the blessings you desire, simply acknowledge that it must be as a result of not obeying one

9 Special Reports for Your Success

or more laws. Disobedience can be done willfully or out of ignorance of the laws. Either one brings the same end result.

If it is out of ignorance then learn the truth. Learn the laws. This world and all things are governed by truths and laws that when obeyed bring the blessings no matter who it is. Ignorance of those laws is *not* bliss.

Stubbornness or being unteachable must be thrown out the window. You must become humble, which means teachable. A hungry student combined with a good teacher/mentor will work miracles, and change is a foregone conclusion. It is only a matter of time. Sometimes it can be instantaneous and other times it takes several months or years.

Here are some of the steps you must go through to stop a vicious cycle or get out of a rut.

You must accept and embrace truth when you hear it. Do not argue with it, just accept it in your heart. To be able to do this you must trust the source of the truth, so be very careful whom you choose as a teacher or mentor.

Don't listen to most of the self-help gurus of today. They promise you success if you will but follow them and do what they tell you to do, but evidence has proven that millions have done what these people have instructed and still don't have what they want. My tapes and book explain this in great detail. I teach the truth about the real cause of all success and it's not what has been taught for over half a century.

You must believe that you have the ability to change yourself as well as your circumstances. The question isn't do you have the ability, it should only be "How?" and "Do I really want to?"

How can I say this with such certainty? Because I know that you have the ability to learn whatever you want to learn. That is simply a fact. So it boils down to what do you want to learn about? If you really want to learn something that will create change in yourself or your circumstances then you will. Change will be automatic. This is also known as growth.

This is very hard to define for about 97% of the people. Therein lies the biggest problem of all. Not knowing what you really want keeps most people in the rut of experiencing cycles of effort followed by failure. This report is not designed to help you determine your Core Desires®, but my tape program and book cover it in detail.

You must understand and accept that you *do* have choices. Your ability to choose is innate. It is something that God gave each of us. The question should be what should I choose? If you think you don't have choices you are wrong. You must change that paradigm. Replace it with the truth. You do have choices.

Lastly, you must choose to implement the truths you learn about. You must be obedient to the laws you discover. The only way you will be willing to do this is if it is a Core Desire®... if it is "worth it to you."

May God bless you to learn about all the eternal laws that, when obeyed, will bring the blessings you so richly deserve.

Jack M. Zufelt

"Mentor to Millions" and
Author of **The DNA of Success**

It's **OK** to Do Dumb Things

For some people it is so embarrassing to do dumb things that they almost die. Others can just laugh it off. It doesn't seem to faze them one bit. Yes I spelled the word "things" incorrectly. I did it to make a point. The dumb things that we do have nothing to do with the wonderfulness of who we are... and sometimes the dumb things we do are really funny.

I saw a t-shirt one time that said "It's ok to be stupid. It just not okay to *stay* stupid!"

If you requested this free report I must presume that you are in the first group or someone you know is. It's time to make a change by learning the truth. My main mentor said that if you know the truth it will make you free, so I will share with you some truths that can help make you free.

Everyone does dumb things. Everyone. That is the first truth to understand.

The second one is that dumb things that are often considered improper, atypical, even a bit strange, are usually not bad — just different. With the proper self-image, the person who does or did the dumb things is even loved and appreciated more by others. (This does not apply to bad, mean, or rude behavior.)

My book, *The DNA of Success*, addresses in great detail how to obtain a proper, healthy self-image. I will also address questions and concerns pertaining to things like this in my monthly E-zine, *The Z Report*.

From time to time I have made it a point to rattle the comfort cage of proper-minded people just to see what would happen. I wanted to see what the people would do or say.

The response was always one of laughter and joviality. People would be in absolute shock at some of my antics yet love me more because I was so "real" and made things like "that" okay to do. Some even said they wish they were freer to be that silly or unafraid of what others think.

But it wasn't always that way for me. At one time I had such a poor self-image that any snickering, finger pointing or laughter about me, or something I did, caused me great distress. I would want to run away and hide... or be perfect so that wouldn't happen. I found that I couldn't do either for very long.

Until about 15 years ago I would not play board games. I always felt dumb because often I didn't understand the game quick enough as it was being taught to me, which always resulted in my making dumb mistakes. Then people would laugh at me. I would want to leave and go home. Now I love them and have a ball and laugh right along with everyone else at my dumb mistakes. Theirs too, by the way.

What changed? The only common denominator in the two examples was me. I was the one who decided how I felt. In the beginning I had the wrong paradigm that people looked down on me if I did dumb things. That was my truth but it wasn't the truth. Some did. But most didn't.

People didn't look down on me, I looked down on me.

9 Special Reports for Your Success

Once I tested the water and found that dumb/silly/off the wall/so-called mistakes can actually be funny and that everyone else does dumb things too, I became comfortable with doing dumb things and in fact learned how to point them out so they would elicit laughter. That made me kind of popular. Surprise!

Here are just two of the dumb things I have done and the results:

Using an overhead projector in one of my seminars I tried to center the picture on the screen by turning to the huge screen behind me and push up the crooked picture from there. Hundreds saw me do this and it was, indeed, a dumb thing to do. But I pointed out what I had just tried to do and said, "Did you see what I just tried to do? I can't believe I tried to do that. That is sooooo stupid. You obviously don't have to be smart to make a lot of money or help people."

The audience laughed with and at me, and many told me later they appreciated my candor and realness. They said they felt more at ease with me as a person just like them, not some super human who never has any problems or never makes a mistake.

At a prestigious dinner meeting where I was the guest of honor, I was seated next to some very successful socialites. One was one of the top bridge players in the world. The 10th top ranked chess player in the world was there, as well as a famous medical doctor. Their wives were all there, too. All were dressed to the nines. It was a place where propriety was expected.

I reached for the salt and accidentally knocked it over and spilled some. The wife of the doctor quoted an old fairy tale about luck

and said, "Now you have to throw some salt over your shoulder for good luck." I said, "Really? Okay, if you say so. I need all the luck I can get."

I then picked up the salt shaker and tossed the whole thing over my shoulder. You should have heard the gasps. The woman who advised me to toss salt over my shoulder said, "Jaaaack! You're not supposed to do that!!" Then one of the husbands started to laugh. He commented on how refreshing it is to be around someone one who is not so stuffy. He wished he could have that kind of fun again.

Again? "What do you mean?" I asked. He reminisced about how as a kid he used to do dumb and fun things like that and have so much fun doing it. But now all of it is considered not appropriate. Everyone chipped in and all agreed that they missed being more free to "get silly" and do "dumb things" like I had just done for fear of judgment.

After learning that everyone at the table felt the same way, they loosened up and we had a roaring good time. Someone actually tossed a piece of their salad to another tablemate saying that it was after all "tossed salad."

The laughter emanating from our table caused nearly all the other people at nearby tables to say they wished they could be at our table, too. All this just from doing something dumb like tossing a salt shaker over my shoulder? Yes.

Trust this. You are the one who has the power to turn all dumb things into learning experiences, a chance to laugh at yourself, or ice-breakers. They can make people love you because you are so real and love to play. I

think we need more of that in our busy, sometimes stuffy boring, adult lives.

Your paradigm of the dumb things you do is what controls how it turns out.

I know some dumb things aren't funny, but most are or can be. All are okay if you handle them with forthrightness and openness. I know a woman who patted her husband on the fanny as she walked past him only to find as she looked back that it wasn't her husband!

Mortified, she immediately interrupted the group of men he was visiting with and told them, "Hey you guys! I can't believe what I just did! I thought he (pointing at the guy) was my husband so as I walked by I patted him on the butt! Then I saw he wasn't my husband! I just didn't want him or any of you who saw me do that to get the wrong idea!"

They all just laughed about it and as the party wore on her faux pas was the source of much merriment and some teasing. They all loved her more for being so open and honest as well as a good sport.

We all enjoy people like that. You can be like that too if you accept the fact that everyone is usually okay with dumb things. Change your paradigm and you change your life. My book goes into great detail on how to change your paradigms.

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TOP FBI AGENT SPILLS GUTS!

This man was responsible for helping track down and capture the Unabomber and convict Timothy McVeigh, the notorious Oklahoma City bomber. He was the agent called in during the bombings in Atlanta during the Olympic games. He leaned over to me and quietly but very firmly and bluntly said that I cannot, ever, divulge his name because of security and safety issues.

What was disclosed to me by this top FBI agent was very interesting and quite exciting. He willingly and openly shared with me his "secret weapon" that caused the FBI to be able to get "probable cause" to detain Timothy McVeigh and later see him convicted. He became known for getting results that others thought were impossible.

The first thing he shared with me is a principle that everyone needs to do. As a new agent he had a Core Desire[®] to become a really great agent, so he observed agents who he respected; agents who were known to be very good at what they did. He identified what it was that made them successful and copied them. If people would follow this simple procedure of finding a mentor and copying him or her, success levels would rise dramatically in their lives. My book, *The DNA of Success*, goes into great detail about how to do this and how to find mentors.

Simultaneously, he took every course there was on interviewing and interrogation. Many were not mandatory but held the promise of

9 Special Reports for Your Success

helping him attain his Core Desire[®], so he went the extra mile and took them. Good example. Continue to learn. He became so effective at interviewing and interrogation that he was asked to teach other FBI agents. As his reputation grew, he taught it to other agencies such as the DEA and Customs Department. He taught it at prisons, to the Highway Patrol, and to state and local law enforcement.

The principle trait that was so predominate in all of these outstanding agents was that they had the ability of obtaining the cooperation of others.

He said, “We go out and we ask people to talk to us and tell us things that are not in their best interest to tell us. If we talk to a banker who has embezzled money, it is not in his best interest to talk to us, let alone admit anything because it means 1) he is going to be fired, 2) he is probably going to lose every penny he has because they usually have bought things with the embezzled money and they must give it up as well as pay back the money they took, and 3) he will, in all likelihood, go to jail.”

He taught me that there are various techniques you can use to obtain cooperation. The purpose of an interview is to gain information so you never do anything to stop the flow of information. This sounds like a great way to find out what your prospect wants and needs so you can fill his or her need with your product or service. This applies to your wife, husband, teenager, boss, employees, and customers as well.

He said that you never place them in a threatening environment. You shouldn't make anyone feel threatened, pushed, or pressured.

Does this sound like good advice for all interaction with others?

He said the exact opposite is done in an interrogation. Now they do threaten them. Now they are trying to intimidate them into cooperating and basically confessing that they have done the crime. Obviously interrogation is not a concept that should be used in the normal course of business, family, or life in general.

There are 5 principles of persuasion he shared with me, but the first one is the main one that works every time with all people. It is his “secret weapon.”

Here are the five principles he shared with me.

- 1) The principle of **reciprocity**.
- 2) The principle of **friendship**.
- 3) The principle of **comparability**.
- 4) The principle of **common interest**.
- 5) The principle of **association**.

I am sure you can see the value and benefits of establishing each of these principles with prospects, clients, patients, spouses, children, and friends. But in this report I will only focus on the principle of **reciprocity**.

The principle of reciprocity is the secret weapon that works on all of us. He called it a “fixed action response,” which means that for specific stimuli you can count on a reaction or response to be fixed or the same every time. He described reciprocity this way:

If someone shows us an act of kindness such as bringing us a plate of cookies or helps us in some way, we in turn feel bound to reciprocate — to return the kindness. We feel a debt of responsibility to do something for them as well.

He told me this story that dramatically reflects the principle of reciprocity. There was a massive earthquake in Mexico some years ago. Nations throughout the world rushed to provide aid to the victims. Even the poverty-stricken country of Ethiopia sent \$60,000 to help out.

A news reporter went to the Ethiopian government and said, "Ninety five percent of the populace in your country are going hungry and you send \$60,000 dollars to Mexico. How can you justify that?" The response to that query was that during their revolution some 22 years earlier, Mexico had helped them so they felt a debt of responsibility to help in return. In spite of the fact that they faced one of the most widespread droughts in their history and civil war was raging and thousands were dying of starvation, they gave back.

Here is how the principle of reciprocity was used by this top FBI agent in the Oklahoma bombing case, and it is what caused Timothy McVeigh to be detained permanently. The Alfred P. Murrah building was literally blown to pieces by a terrorist assault. It was the largest and most deadly attack that has ever occurred on the American continent.

A massive investigation was immediately initiated and this FBI agent was told to head up a team of agents and get there as soon as possible.

Because of his background and expertise, he was immediately assigned to interview everyone who had been traumatized by the bombing. He used a technique called "the cognitive method of interviewing" that is used to help people to remember the things they might not otherwise remember. He said it provides the

same results as hypnotism but the person isn't hypnotized so the information is acceptable in a court of law.

One of the responsibilities he was given was to go pick up a woman who might be able to provide valuable information about McVeigh. As soon as he could, he was to get her to the county jail.

McVeigh had been arrested within 20 hours of the bombing by a local policeman who pulled him over for not having a rear license plate on his car. Noticing a weapon partially exposed under a blanket on the seat next to McVeigh, the officer immediately arrested him. But they needed to establish "probable cause" that he was actually in the city, and maybe even in the building, to hold him on the bombing or they would have to let him go. He would have posted bond on the weapons charge and disappeared.

This woman was one of five people, four men and her, who had been in the building and could help establish probable cause. All five had said they had seen McVeigh in or around the Alfred P. Murrah building prior to the bombing. All of them were brought in to see if they could pick McVeigh out of a lineup.

This FBI agent was waiting at her home so the moment she drove into the driveway he approached her and presented his badge. He told her he was instructed to bring her to the county jail to see if she could identify McVeigh as having been in the building prior to the bombing.

It took them about a half hour to get to the jail and then they had to wait about 3 hours before they could go in. They just sat in the car and visited. The tiny 5'2" woman in her

9 Special Reports for Your Success

mid fifties shared things about her children and her work.

She worked in the nursery in the Alfred P. Murrah building and had seen a man come in to her nursery, look around for a few moments then leave. This was very unusual behavior so she remembered him. The day of the bombing was her day off.

It was getting late so the agent asked her if she was getting hungry. She said no, she was fine. A half hour later he asked her again. She reassured him that she was all right. He told her he was going to get something to eat and asked her if it would be all right if they went to get a sandwich. She said yes.

He asked her what she would like and she again said she was fine. He then just went ahead and bought her a sandwich, an order of fries, and a milkshake. When he handed the meal to her she graciously accepted it and ate it hungrily. She hadn't eaten since that morning.

When they returned to the jail it was time for her to go in. The environment in that jail was very intimidating. He describes the jail like this: "When the steel door slams shut behind you and you see guys everywhere wearing flak vests and Kevlar helmets with their MP 5 automatic rifles you will be intimidated. It is frightening."

When this little woman saw all this she was terrified. Her body shook so badly that the agent had to take her by the arms to steady her the whole way. He said she was quivering like a leaf in a bad windstorm.

Within moments of seeing the men in the lineup she leaned over to the agent and said, "It's number six." She repeated it again then they escorted her out still quaking.

On the way home the agent asked her why she was willing to do what she did in spite of her obvious fear. She simply stated, "I just couldn't let you down. You have been so nice to me and you bought me supper."

When the agent went back to the office he discovered that she was the only one who had positively identified Timothy McVeigh. Two said they couldn't identify him. Shamefully, the other two men said they could identify him but that they wouldn't because they were too scared. One was a 6'2", 245-pound man. This was admitted to FBI agents as they were being driven home after the lineup. They could, indeed, have picked him out because they both said he was number six.

Why would a tiny, frightened woman be willing to identify a killer when other big, strong men would not? Reciprocity. She felt she had to give back. Thanks to her and a hamburger, fries and a milkshake, the evil Timothy McVeigh was permanently removed from society never to hurt anyone again.

When someone does something nice for you don't you feel immediately obligated to do something kind back? We almost all feel that way. That is the law of reciprocity in all its splendor.

There are two other very famous statements that are similar to the law of reciprocity. They are "Give and receive" and "Do unto others what you would have them do unto you."

Jack M. Zufelt

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How to Create Self-Esteem in Children

Self-esteem is learned. And since it is learned, it can be taught. Another word for self-esteem, according to the dictionary, is pride. The dictionary defines pride as “proper respect for oneself, a sense of one’s own worth.” It is also a “justified belief in one’s worth.”

The following acronym is all you need to create self-esteem in children. It is **FERDAC**: Feelings, Expectations, Respect, Discipline, Attention, Compliments, and Consistency.

Feelings

Children’s feelings are as real to them as yours are to you. Ask them about what they are feeling and treat their feelings as if they are important because they are. If you ignore them they may believe they are not important to you or others. The exact opposite of what you want them to feel.

Think how you feel when someone ignores your feelings versus being genuinely concerned about them. My book goes into great detail about this.

Expectations

Children want to be what you expect them to be. They want to please you. If they know clearly what is expected from them, they will eventually give it. I love the scripture in the Bible that says, “Train up a child in the way he should go and when he is old he will not depart from it.”

They may depart from our teaching from time to time, but if we have high expectations

of them regarding both the little as well as the big picture, we will get to see our children grow up to be well-adjusted adults.

Remember, high expectations require patience. We may have to wait years before we see the final result.

For example, we taught our children that telling the truth was paramount and doing otherwise would bring about a consequence they did not want. We promoted the idea of loving truth and telling the truth **NO MATTER WHAT**. It paid off big time as they went into the teenage years. They were totally trustworthy. We knew that they would be where they said they would be and if things were to change they called us and asked for permission before they changed their plans.

We almost always gave them permission to make whatever changes they requested because of their honesty. They learned that keeping their word and being trustworthy was tantamount to creating freedom, which they cherished. This kind of mutual trust created very free and independent teenagers who were looked up to as ideal young adults.

One word of caution regarding expectations: Be sure the high expectation you have for your child is motivated by what’s best for him or her, not what you want. For example, some parents try to live their lives vicariously through their children via sports, dancing, etc. They even want to determine which college the child attends because they went there.

They push the child mercilessly to be the best in that sport or that dance recital because the parent can’t stand to see the child do anything but what he or she wants them to do. Your child is not you. Let him or her become who

9 Special Reports for Your Success

they are. Help them to discover this and use all your power and influence to help them become who and what *they* want, not what you want.

In the 1890s a religious leader observed something going on within his church that he felt obligated to comment on and give direction about. He called it “Momism.” Apparently there were a lot of mothers who just wouldn’t let their children grow up and be independent of them. It is still happening today. In *Reader’s Digest* there was this quote: “When you are finished raising your children, stop raising your children.”

Respect

Give your children a voice in matters pertaining to them and the family. Listen to them, ask for their advice, and within reason discuss worries with them. This tells them you respect them and their viewpoint and judgments. Hold family councils where you seek their input on vacations, problems that need solutions, etc.

My wife was feeling overwhelmed so we considered getting a maid. We held a family council with our three children who were about 5, 6 and a half, and 8 years old. What happened when we discussed this with them was astonishing. The two oldest said that it would not be a good idea because they [all the children] needed to learn how to take care of a home and if someone else was doing it for them they wouldn’t learn! We did not hire a maid and their viewpoint was validated.

We did the same thing with many different issues from choosing friendships to owning their own cars.

Discipline

It’s not what you think. Here’s the dictionary’s definition of discipline: “Training that develops self-control, efficiency, and character.” If you are disciplining your child to do or become something positive they feel great about themselves. If you subscribe to the idea that “Spare the rod and spoil the child” means to slap hands, spank or hit your child in any way, you need to cancel that subscription because that scripture in Proverbs is completely misunderstood and wrongly used to justify corporeal punishment.

If you were to study ancient language you would find that the term “rod” refers to the hooked staff shepherds used to pull lambs and errant sheep out of bushes. The long end of the staff was used to guide and direct the sheep.

You merely had to place the rod against the shoulder of the sheep and apply slight pressure and the sheep would turn in that direction with no resistance whatsoever. The rod is one of direction and guidance. Children need parental guidance and direction. They cannot be left alone to make decisions for themselves. If they are, they will indeed become spoiled, for they make all their own decisions with no boundaries based on wisdom and experience.

Attention

A woman I know had a little toddler who was “driving her crazy!” As soon as she got home from work she would immediately begin preparing the evening meal. As soon as junior discovered she was home he would cling to her leg and clamor for attention. She couldn’t get him to stop even for a minute. “I can’t get

anything else done. What could I do?" she asked.

I found out that this toddler didn't do this with daddy, just her. The little one was in a starvation mode for mother's attention so I suggested she involve him in all her activities. While fixing the meal, pull a chair up to the counter and involve him. Let him touch the carrots, pour the milk into the gravy, stir the food, etc. She did this and the problem immediately vanished. Yes, making dinner took a little longer, but love and harmony reigned and so it was worth it. A side benefit is that the boy became quite a good cook as a result of being involved with mother.

Involve your child with what you are doing. Spend quantity time with them. Play with them. Don't focus on quality time only. Quality time without quantity time is wasted. Children need both quality *and* quantity time with their parents.

Compliments and Consistency

Compliment your child more than you criticize him or her. Be genuine with your praise. Think how you feel when you receive criticism versus sincere praise for something you did. You can't compliment too much. Be sure not to focus only on their performance or they may come to think that the performance is what you are impressed with instead of them. This can create a lifetime of frustration because they will continually try to *perform* to be okay instead of feeling *they* are okay regardless of their performance.

With teens it takes at least four compliments to make up for the damage one criticism does. Yes, I said damage. There is no such thing as constructive criticism. It is all hurtful

and destructive to good feelings. Think how you feel when you are criticized. It feels bad.

I am not suggesting that you compliment or say, "That was great" when they do something wrong. What then do you do when criticism is called for? Follow the scripture that says, "Reprove betimes with sharpness [clarity] when moved upon by the Holy Spirit showing an increase of love thereafter lest he esteem thee to be their enemy."

Show an *increase* of love after you point out a failing. Make sure they differentiate what they did wrong and *who they are* to you and how much they matter to you.

Be consistent with all the above. If you make a rule, stick to it until it is changed. If you make a promise, keep it. Children need to know they can trust you completely.

A child is like a diamond in the rough. You can polish it up or grind it down.

I love this statement I found on a plaque: "Children may not remember what you taught them but they will always remember how you treated them."

I trust FERDAC will be helpful in your parenting. It worked for our children and it will work for yours.

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Love or Love Not . . . There Is No Try

As you can tell, the title of this report is a play on the famous statement by Yoda the great Jedi Master. He said in the movie *Star Wars*, “Do or do not. There is no try.”

This applies to a love relationship.

When you love someone you are motivated to bless, praise, lift, add to and share your heart, soul and body with that person. That is marital bliss. However, love can diminish to the point of being almost nonexistent or die out completely if it is not tended to properly. You’ve heard the phrase “working on your marriage.” You can’t *try* to do that. It must *be* done. The motivation is true, selfless love. If you do not do these kinds of things, how much you love that person is suspect.

Most people don’t want to have to “work” on their marriage relationship. They fly by the seat of their pants or they think it should be natural. That it should be like when they were dating and they just had fun and hung out together. It is perceived that it wasn’t “work” back then. It was accepting each other — playing — overlooking stuff — laughing — giving — sharing — and just being yourself.

But it was work. Enjoyable, but nevertheless it was work. It took a lot of work, you just didn’t mind it one bit. You called each other often. You dressed up. Made sure your car had enough gas. You drove out of your way to pick her up. You called for dates and planned and did many activities. You fixed dinners and spent time and money on all kinds of

entertainment. There were a myriad of things you “worked” at making happen. All because it was worth it. The fire was burning hot.

A relationship is like the building of a bonfire. It takes effort to clear a place for the fire. It takes a lot of effort to build the circle of stones to contain the fire. It takes a lot of effort to gather the kindling and chop the firewood. You might have had to light several matches and even get smoke in your eyes as the fire sputtered at the beginning. After much laborious effort, the end result is a warm, blazing bonfire.

Once the fire is going it needs tending. It needs frequent and even constant attention. You must frequently throw on more fuel to keep the fire roaring.

It is the same with a relationship. It needs constant, frequent tending. The trouble is that most people do one or both of the following: a) they stop feeding the fire. They stop putting on fuel or only put on enough to keep the fire from totally dying but not keep it roaring or b) they throw on the wrong fuel and the fire ultimately dies out.

Spencer W. Kimball, the past President of the Church of Jesus Christ of Latter-day Saints, a very large marriage and family-oriented organization, said this, **“Most people think the main problems in marriage are money, children, and sex. They are not. The main problems in marriage deal with selfishness.”**

I strongly suggest that you become adept at frequently and consistently throwing fuel on the fire of passion in your marriage. Although it could include it, I don’t mean more passionate sex.

Throw the kind of emotional fuel on the marriage fire that will cause feelings to burn bright and hot. A relationship needs much more than passionate sex. I know marriages where the sex is great but a divorce was filed anyway. One woman told me, "If we could have stayed in bed and had sex all the time we would have been just fine." Sharing your bodies is a very important part of a relationship, but not as important as sharing your hearts. The nice thing about a happy marriage is that you get to do both.

The emotional fuel needed to cause closeness, openness, and oneness all the time requires one taking his or her eyes off themselves and putting them on the other person. Permanently. That is the epitome of unselfishness and it always pays off big time.

Learn what fuel is best to cause, and keep, his or her love for you to burn hot and then frequently, consistently put that fuel in his or her fire. (How to have fabulous rewarding relationships is one of the subjects my monthly E-zine will cover.) Who better to tell you the kind of "fuel" that works the best than the one whose fire it is you are trying to keep roaring? You should not guess. Ask him or her. They need to be totally open and honest. Learn more about this in my book or on my tapes.

Do the following together. Make a list of "fuel" for each other. It should look like this:

I LOVE IT WHEN YOU:

Fill in the blanks with about 10 to 15 things that you love the other person to do, then give it to them. Now you have a specific "to do" or "to be" list and these are the fuel you use to

keep his or her fire of love and appreciation burning hot.

To help you get an idea of what kind of things you could consider putting on your lists, I will share with you some of what my wife and I put on ours.

My wife's list included the following:

I LOVE IT WHEN YOU:

- A. Hug me from behind and gently kiss me on the neck and then just hold me
- B. Greet me first when you come home
- C. Recognize and appreciate big efforts to make birthdays and holidays special
- D. Encourage me to pursue my hobbies and time for myself
- E. Compliment me on how I look
- F. Are romantic, like lighting candles, trying to read me poetry, take me on dates
- G. Ask for and value my advice about important things

My list included:

I LOVE IT WHEN YOU:

- A. Let me know you are impressed about what I do as a father, husband, or businessman
- B. Invite me to be with you even if it is just to sit and talk
- C. Play with me, joke around, giggle, laugh
- D. Let me know you are thinking of me often
- E. Make me feel important to you and this family
- F. Physically demonstrate that you like me a lot
- G. Make love with me passionately

9 Special Reports for Your Success

Simple Road Map to Intimacy

For a woman, intimacy is having a caring partner who can see the person she truly is and shares that vision with her. In other words, you must know her feelings and thoughts on things and care about them.

Ask her about her feelings and then listen... really listen. Be *genuinely* interested, which is easy if you love her and care about her and her *feelings*.

A man can reach a woman romantically by letting her know that she is cherished. Do this with words and actions... daily.

You reach a man on an intimate level when you let him know that his qualities are seen and admired by you. A man responds best to a woman when he believes that she sees him as successful... in anything... from taking care of things around the house, being a good dad, to lovemaking.

Tell him when you observe characteristics in him that are admirable. Tell him when you notice something that he did that was wonderful, nice, kind, thoughtful, or honorable. Do this daily.

This is how you keep the fire burning. Metaphorically it is like putting the right fuel on the fire daily so it doesn't die out.

I trust this report helps you and your spouse create a stronger, more enjoyable emotionally rewarding relationship.

Jack M. Zufelt

"Mentor to Millions" and
Author of **The DNA of Success**

Dying to Succeed

Many desire to succeed financially and seem willing to pay a very high price for that success. It can be so high that they earn the wealth of the world but lose their wife and children along the way. Perhaps they are just so busy that their family never sees them more than two or three days a month.

One very wealthy gentleman who had controlling interest in 60 different companies, employing about 3,000 employees, told me that he felt like he was on a runaway freight train and he couldn't get off. At the time he shared this with me one of his sons was in prison and the other was addicted to drugs. He admits that he paid too big a price for his success. He has done all he can to rectify the situation but it was too late.

A woman with three children made this comment: "I can't stand to be with my children." She has them in a daycare center all day and has a nanny take care of them most nights so she can work. She admitted she "loves her work" more than anything.

Why is it that some people focus so intently on one aspect of their lives, usually business or career and money, to the detriment and exclusion of the others? It seems, on the surface, to be obvious that this is not a good or healthy thing, yet many do it. Why?

They are, indeed, dying to succeed. Dying emotionally or spiritually. Except for their business or career and related things, the rest of their lives are, far too often, dead or dying.

Some words that describe this kind of person are:

Workaholic	Obsessive	"A" personality
Single-minded	Driven	Dedicated
Determined	Dogged	Fanatical
Possessed	Compulsive	Angry
Afraid	Egomaniac	Uncaring
Selfish	Unbalanced	Unhappy
Divorced	Wealthy	Sad & Lonely
Searching	Lost souls	Neurotic

I have found that the reason that people choose to become so engrossed with their career that their family suffers, which in turn makes them suffer but doesn't stop them, is that there is a deep-seated, underlying core desire or reward that is so big that it provides the ongoing impetus for this type of unbalanced activity.

What could be so strong that even the power of love for wife or husband or precious children is ignored until it totally dies out and they become hardened to their feelings?

It is usually because they have their hearts set on the "things" of the world, including the accolades of men. They have learned through those successes that they can fill a deep-seated need in their heart that is so large that they think it cannot be filled in any other way. And it is so compelling that, like a cocaine or heroin addict, nothing else matters. Just the high they get from worldly success.

There is only one way for someone like this to obtain balance in his or her life. By the way, my definition of a balanced life is this: It is a life wherein you have attained a high level of harmony and satisfaction in all six areas of life at the same time. Is that possible? Yes it is if you do the following:

1. Acknowledge that you are like this and that it is not healthy nor acceptable any longer. Awareness is half the battle.
2. Decide to make a change by understanding that truly successful people learn to achieve balance and harmony in all six areas of life simultaneously.
3. Choose to seek help from a skilled mentor who can help you access the deepest regions of your heart to make, as the scriptures say, "a mighty change of heart." I do not recommend a psychologist or therapist for this. Their skills are not what you need for this problem. Refer to my book, *The DNA of Success*, on how to do this.
4. Learn to use the strength and drive that got you where you are in a more constructive way. If you are willing, guidance is all that is needed, not therapy. You have already proven that when you set your heart on something you can make it happen, so ability is not a concern, only desire. How bad do you want to make a life-enhancing change without losing what you have?

It can be done. My BWG weekend retreats are one of the best ways to achieve this wisdom and mighty change of heart resulting in balance.

My book, *The DNA of Success*, can help a lot as well. Read it first then, if it is not enough consider attending one of my BWG retreats. Being able to replace the unbalanced drive with balanced drive requires wisdom, Core Desire to be balanced, and intense focus and hands-on help for guidance.

9 Special Reports for Your Success

Dying to succeed need not happen, and will not happen, to anyone who is enlightened and who is clear about their Core Desires® and gets the direction they need from mentors.

I trust that if this lifestyle fits you or anyone you know, this report may be a wake-up call, hopefully causing a stirring within the heart that will propel you or them to take decisive action to engineer their life differently to create fullness and wholeness, peace and balance.

Jack M. Zufelt

"Mentor to Millions" and
Author of **The DNA of Success**

Business vs. Busyness

I have seen many entrepreneurial-minded souls start a business in real estate, network marketing, being a stockbroker or insurance agent, CPA, chiropractor or lawyer. They started their business with all kinds of enthusiasm and belief that they were going to make a good living if not get rich — only to fall on their face within a few short months.

They went to "work" with gusto, took lots of action, got really busy, kicked up a lot of dust, but never seemed to make a success of it. Their income never increased to the degree they hoped it would yet they worked morning to night.

Wasting some time is not unusual, but wasting the majority of it is. Wasting time is simply this, doing that which is not going to generate the income you want and need.

Examples of Time Wasters:

- Creating more and more wonderful products without the infrastructure or sales people in place to market them.
- Going into management mode instead of staying in marketing and prospecting mode.
- Spending 30 minutes to an hour on the phone with salespeople, down line, or even clients when it could have been a 5 to 10 minute effective and efficient call. It is a known fact that chitchatting creates hours

and hours of lost, unproductive, wasted time each week.

- Spending 60 to 80 percent of your time doing the paper work instead of selling.
- Opening up new territories or other countries when you haven't even tapped the market you are in.
- Flying or driving all around the country to visit with one or two uncommitted prospects.
- Flying or driving all around the country to create new business without first having done what it takes to create prospects before you get there.
- Continually organizing your office or your filing system to keep track of the clients or business you are planning to create.
- Doing a mailing without following up on the responses.
- Following up on responses in a way that does not produce sales.
- Spending lots of money on products but little or none on prospecting and marketing the product.
- Taking time out of the productive hours to play golf or exercise, etc. In real estate, Saturdays are the days for open houses. In network marketing 6 to 9 is money time.
- Sending out monthly newsletters to clients or organizations when you only have a few of them. Even when there are hundreds, this is a waste of time regarding anything more than good will. It rarely results in significantly increased sales.

- Calling everyone you think would be a prospect but failing to learn how to use attention-getting statements resulting in an appointment.
- Analyzing things to death. Wanting to be "an expert" before you begin for fear of looking bad or doing a poor presentation. This is referred call this analysis paralysis.
- Driving across town to deliver a \$30 product.

There are more but you get the idea. The way to stop wasting time is clearly understanding what it is that makes the money and focusing on that.

In every case it will involve prospecting, marketing to create clients, patients, and customers. Without a prospect or customer it won't matter what else you have in place. The best products or services in the world collect dust if marketing isn't done well.

I know of two men who became chiropractors. One opened his office on a very busy street. It had big windows so people could see in and know that it was a clean, professional environment. He bought large, well done signage. Then he waited. And he waited. Every morning as I drove to my office I would see him leaning on the counter staring out at the world on the other side of his window. Within four months he was out of business.

The other man had the right focus. He focused 100% of his time and energy on getting patients. He did mini seminars and talks all over the city for free to any group that would give him just 10 minutes. His plan was to interest people in the benefits of chiropractic, trusting that some would become patients.

9 Special Reports for Your Success

Immediately he had more business than he could handle so he hired two other chiropractors to take care of the new patients. Within two years he had about 20 chiropractors working for him in many different offices. His intense focus created one of the largest patient base in the country.

Many very successful leaders in the network-marketing arena have sought me out for advice on why their income has either leveled off or is going down. The first thing I ask them is if they can pinpoint the month they went into management mode instead of a building mode. They can always identify the exact month. If they want their income to go back up I tell them to focus on what they did the first time around and duplicate it again.

If you focus on where the money comes from you will make money. My tape program and book go into how to make this an automatic response from deep within.

I know a lawyer who left a corporate position as general counsel and started his own law practice. Every morning at 10:00 in the morning he would go “work out.” He no longer had anyone telling him when he should go to work or when he could take off so he did many things that did not have anything to do with building a successful law practice. He was busy doing things that would not produce income. He also stayed quite busy doing non-business building things within the walls of his office such as organizing, reading law oriented magazines, books, and case histories. He called a lot of his lawyer buddies and chatted. He would go to lunch and stay for 2 hours. The end result? Within 6 to 8 months he had to look for a job.

Focus on what it takes to make a business grow and thrive, and “create cash flow” should be the battle cry for everyone wanting to overcome the nonproductive busy-ness problem and create a cash flowing business. Focus. Focus. Focus.

Jack M. Zufelt

“Mentor to Millions” and
Author of **The DNA of Success**

Knowing Is 1/2 the Battle

There are many men and women who struggle with feelings of inadequacy, anger, fear, lack of self-esteem, don't know how to play or have fun, etc. These cause many problems in their lives, especially in their marriages.

Many do not know that these issues, attitudes, and attributes were acquired as a result of being raised in a home where one or both of the parents were alcoholics.

They have deep feelings, as described below in the 28 characteristics, but cannot understand why they feel the way they do. Many think something must be wrong with them, that they must not be normal. This is not true.

If you were raised in an alcoholic environment, as you read the list you will see which ones apply to you and which ones do not. Most will. Don't be in denial. Only the truth will make you free. Read it with your spouse and let them help determine if they see any of the characteristics in you that you can't see.

Ignorance is not bliss. Knowing about the ACOA issues can have a very freeing affect on the person raised in an alcoholic environment.

Once they understand the source of their feelings and learn that they are not alone, that millions have the same issues, **the first** thing that happens is that a big weight is lifted off their shoulders. They are not alone with their issues.

The second thing that happens is that they immediately start feeling better about them-

selves knowing that there is nothing wrong with them. Self-esteem rises and new, healthy self-paradigms begin to make themselves known because of the new truths learned.

The third thing that happens is that they understand that they can change any of the characteristics they wish. Some may take longer than others but, over time, they can be overcome all the while a new, freer person is emerging.

The fourth thing that happens is that the spouse gains an understanding of why their beloved wife or husband is the way he or she is. Their patience level tends to increase and a willingness to help the mate grow and learn how to get over the things they learned in their alcoholic home.

The fifth thing that can happen is that the characteristics can be kept from being passed on from generation to generation. The children of an ACOA tend to pass on their issues and characteristics unless they are made aware of them and decide to stop them from controlling their lives and interfering with their relationships.

The sixth benefit is the ACOA can move forward with their lives at quantum speed. They begin to love themselves, have patience with themselves, and interact with their spouse and others in a way that is healthy. They learn to enjoy life at a much higher level.

ADULT CHILDREN OF ALCOHOLICS (ACOA)

THE PROBLEM:

There are several characteristics ACOAs have in common as a result of having been brought up in an alcoholic household.

9 Special Reports for Your Success

1. They became isolated and afraid of people and authority figures.
2. They became approval seekers and lost their identity in the process.
3. They can't stand any personal criticisms.
4. They are frightened by angry people. Often they were physically abused.
5. They either become alcoholics, marry them — or both — or find another compulsive personality, such as a workaholic, to fulfill their abandonment needs.
6. They live from the viewpoint of victims and are attracted to that weakness in their love, friendship, and career relationships.
7. They have an overdeveloped sense of responsibility and it is easier for them to be concerned with others rather than themselves. This enables them not to look too closely at their faults or their responsibility to themselves.
8. They feel guilty when they stand up for themselves instead of giving into others.
9. They become addicted to excitement.
10. They confuse love and pity and tend to “love” people they can “pity” and “rescue.”
11. They have “stuffed” their feelings from their traumatic childhoods and have lost the ability to feel or express their feelings because it hurts so much. This includes their good feelings such as joy and happiness. Being out of touch with their feelings is one of their basic denials.
12. They judge themselves harshly and have a very low sense of self-esteem.
13. They are dependent personalities who are terrified of abandonment and will do anything to hold onto a relationship in order NOT to experience the painful abandonment feelings which they received from living with sick people who were never there emotionally for them.
14. Alcoholism is a family disease and they became para-alcoholics and take on the characteristics of the disease even though they did not pick up the drink.
15. Para-alcoholics are reactors rather than actors.
16. Adult Children of Alcoholics guess at what normal is. They just don't know.
17. ACOAs have difficulty in following a project through from beginning to end.
18. ACOAs have difficulty playing and having fun.
19. ACOAs take themselves seriously.
20. ACOAs have difficulty with intimate relationships. Often this is due to sexual abuse.
21. ACOAs overreact to changes over which they have no control.
22. ACOAs constantly seek approval and affirmation.
23. ACOAs usually feel different from other people.
24. ACOAs are super responsible or super irresponsible.
25. ACOAs are extremely loyal even in the face of evidence that the loyalty is undeserved.

26. ACOAs tend to lock themselves into a course of action without giving serious consideration to alternative behaviors or possible consequences. This impulsivity leads to confusion, self-loathing, and loss of control of their environment. As a result, more energy is spent cleaning up the mess than would have been spent had the alternatives and consequences been examined in the first place.
27. ACOAs do not appear to have any more or less problems with their sexuality than the general population, but some of the other issues affect this area.
28. ACOAs tend to look for immediate, as opposed to deferred, gratification.

THE SOLUTION:

By attending ACOA and Al-Anon meetings and support groups they learn that they can live their lives in a more meaningful manner. They learn to change their attitudes and old patterns and habits, to find serenity and happiness.

1. Alcoholism is a three-fold disease: mental, physical, and spiritual. Some parents were victims of this disease, which ends in insanity and/or death. Learning about and understanding the disease is the beginning of the gift of forgiveness.
2. They learn the three C's: They didn't CAUSE it; They can't CONTROL it; and They cannot CURE it.
3. They learn to put the focus on themselves and to be good to themselves.
4. They learn to detach with love and give themselves, and others, "tough love."

5. They use the Al-Anon Slogans: "LET GO LET GOD," "EASY DOES IT," "ONE DAY AT A TIME," "KEEP IT SIMPLE," "LIVE AND LET LIVE." Using these slogans will help them to begin to lead their day-to-day lives in a new way.
6. They learn to feel their feelings, to accept them and express them and to build their self-esteem.
7. They learn to accept the disease, realize that their lives have become unmanageable and they are powerless over the disease and the alcoholic. As they become willing to admit their defective and sick thinking, they are then able to change their attitudes and to turn their reactions into actions. They then can make the necessary changes to insure a happier more fulfilled life.
8. They come to know that there is a solution other than themselves, a higher power, God. By applying the power of prayer to their daily lives they begin to change the defective thinking and sick attitudes they acquired in their childhoods.
9. They learn to love themselves.

I hope this report helps you and your family achieve a more peaceful, enjoyable life.

May God bless you as you seek knowledge and truths that will help you to become all that is within you to become, which is a lot. I deem it an honor to be one source of truth to help you improve and enhance your life.

Jack M. Zufelt

"Mentor to Millions" and
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Teenage Dating and Premarital Sex

The following information on teenage dating* is from a study done by Terry Olsen (BYU) and Brent Miller (U of U) both of whom are Family Relations experts:

- 91%** of those who started dating at age 12 had had sexual intercourse by high school graduation.
- 56%** of those who started dating at age 13 had had sexual intercourse by high school graduation.
- 53%** of those who started dating at age 14 had had sexual intercourse by high school graduation.
- 20%** of those who started dating at age 16 had had sexual intercourse by high school graduation. This percentage stayed the same through the age of 19.

Conclusion: It is not wise to allow your children to date until they are 16 years of age.

* Dating is defined as:

- Pairing off even in a group setting.
- Being alone with anyone of opposite sex.
- Having a relationship with the opposite sex.

Do “R” Rated Movies really matter? You be the judge.

The following question was asked of teenagers:

“If you were dating someone you really cared about would you be willing to have premarital sexual intercourse with them?”

If they had seen **0 to 5** R rated movies
19% said yes.

If they had seen **6 to 15** R rated movies
45% said yes.

If they had seen **16 to 25** R rated movies
61% said yes.

If they had seen **25 or more** R rated movies
71% said yes.

How many movies do people watch a year?
One a week? Two a week? Teenagers watch at least one to two a week!

On Profanity.

When teenagers were asked which two profane words they use the most it was the same two words used the most in the R rated movies they watched. The increase of the usage of those words were in exact correlation to how many times they watched R rated movies. A total increase of usage of those two words from all four categories was 650%.

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