

THE *SUCCESSMIND* ON ***OFFENSE***

*“Nobody ever remembers who
finished second at anything.”*

—**Jack Nicklaus**

The *SuccessMind* on Offense is devoted to advancing our success. It is the passionate and powerful mental role devoted to victory, winning and first place. It does not condone or accept losing and second place and never makes excuses for that result. It is firm but fair and operates at the highest level of morality and ethics. Instead of complaining—which it never does—it takes precise actions directed at first class achievements. It pursues the pinnacles of excellence and is thirsty for competition of any variety. It seeks to be dominant but will congratulate a victor who is superior. It is timeless and does not respect trends or weakness associated with apathy and lack of preparation. It seeks to maximize resources and overcome obstacles. It utilizes age as an asset and strives to resist any diminishing mental effects of time. In full refinement, **The *SuccessMind* on Offense possesses these characteristics:**

- **Attacking, capturing, and conquering.**
- **Fearless, courageous, and risk-taking.**
- **Enthusiastic, persistent, and goal oriented.**
- **Visionary, imaginative, and expansive.**
- **Flexible, pliable, and synergistic.**
- **Calculating, coordinating, and organized**
- **Consistent, disciplined, and systematic.**
- **Persuasive, influential, and dominating.**

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Run On Optimism Software

Light defeats darkness. I remember back in elementary school reading with amazement as a smiling, witty, moody, funny, and cheerful teenager brought me into her inner presence through her quiet story—a two-year experience that would later captivate the world forever—quiet and screaming at the same time.

Trapped in Amsterdam by the Nazi occupation of the Netherlands, she, her family, and four friends went into hiding between 1942 and 1944 in the upstairs secret hidden rooms in her father's office building. They were betrayed, captured, and sent to concentration camps in 1944 where she died in March 1945. But not before she wrote, hid, and preserved what became her world-famous diaries of that incredible daily existence—balanced between horrific fear and heavenly optimism. By so doing, her memory laid claim to being the second most famous child in history.

Anne Frank kept her mind and writing moving on Offense—fueling herself with hope in her spirit—as she kept it tight on Defense—blocking out the chilling image and sound of the inevitable Nazi knock on the wall to end it all. *THE DIARIES OF ANNE FRANK* gives history one of the most perfect examples of optimism operating within unimaginable circumstances: Looking for good amidst fear when good does not appear to be present.

*“In spite of everything, I still believe that
people are really good at heart.”*

———**Anne Frank**

Being positive. That means to *exist* in the consistent state and identity of positive living. It's our value system and lifestyle—our reputation. It is way beyond just positive *thinking*, because being positive is a condition that occurs when positive communications and actions fulfill the thinking. Positive results then become the reward and validation for the sacrifices it takes to exist as a positive and optimistic person.

“I'm an Optimist.” Living this claim is one of life's greatest assets—and most valuable

skills. While we may not be facing death or an extreme circumstance like Anne Frank, the habit of looking for the good in things creates incredible personal power.

To claim that powerful habit and many more at our disposal, let's step into the arena of success like a prize-fighter and go **Eight Rounds** with life's opportunities and obstacles—and come out a victorious champion!

PLAY TO WIN: The *SuccessMind* on Offense generates constant optimism to actively dominate its thinking, communications, emotions, decisions, and actions.

Optimism illuminates the spirit, emotions, and thoughts of a person. Optimistic attitudes and actions are like Zebra stripes—they cannot be hidden. Most often when someone is identified as a “leader,” you'll witness a good dose of optimism in all that they think, feel, say, and do. Optimists also recognize by common sense that being positive is the most pleasant way to spend time. Finally, *winning* is the companion of optimism. This book is dedicated to your wins—whatever they are—and how to get them.

“A negative town crier won't draw a crowd.”

——Dennis Miller

Optimism Software

Microsoft and Apple can't touch this (that is, *you*). Your brain is by far the most powerful computer imaginable. We marvel at today's potent computers placed on chips the size of pinheads, but often ignore the astonishing power of our own minds. One notable similarity exists between our brains and computers: They both break, falter, and fail at times. Computers may crash or bog down—usually because of sabotage by viruses, spam, *Adware*, *Spyware*, etc. Our minds can also short-circuit—from the negative emotions that life experiences dish out—rude treatment, frustration, disappointment, rejection, betrayal, and so on. These are the mind's equivalent of computer viruses. In both cases, a foreign and malicious influence intrudes and generates effects that are not in our—or our computer's—best interest.

My challenge to you is to simply—but in a disciplined fashion—run your mind on “Optimism Software.” This means that you adopt a program of mine called *The New 80/20 Rule*. It involves demanding of yourself that at least 80% of your thinking and emotional time will be spent focusing on life's positives, what you are grateful for, and what can be solved and not complained about. The remaining 20% is ample time to devote to ruminating about negatives—such as the opposition you get from other people and your difficulty of coping with persistent problems. So shelve every trace of your negative attitudes and begin working on pushing your positive thinking and emotional time *above* the 80% mark. Your goal is to be 100% positive, meaning that you never allow a negative thought to intrude into your mind like the destructive and paralyzing virus it is. This means that you train yourself to look for the lesson you can learn and benefit from in every rejection and disappointment.

For example, never waste the opportunity to become a stronger and wiser person by reacting with anger to someone else when you can actually confound them by saying things like, “Thank you—you've been very helpful.” The important (and sometimes difficult) challenge is to

Speak with sincerity and without a trace of sarcasm or hostility as you thank someone for being rude to you. It's a lot of fun, you'll soon discover, to react pleasantly to rudeness—and on rare occasions you'll get an apology that gives you an opening to move toward the outcome you desire from that interaction. Set a goal to make every day a masterpiece, and feel satisfied that Apple or Microsoft can't make a machine as beautiful and powerful as the one between your ears.

Dan Marino, the record-setting quarterback for the Miami Dolphins, was inducted into the Pro Football Hall of Fame in 2005. After the Aug. 6 induction ceremony, he was asked how he could have amassed such great passing records when he was drafted twenty-seventh in 1983—26 teams had rejected him. Marino reflected, “I think every great performer has believed in himself and shaken off the rejection he has faced to achieve.” Marino is a pure testament to the power of *using* his Optimism Software.

*“Things turn out best for those who make
the best of the way things turn out.”*

—John Wooden

Install These Optimism Software Programs in the Computer Under Your Scalp

With our operating system in place, let's immediately make a focused and constant commitment to live these six optimism “programs”:

1. **The “Good Old Days Are Now” Program:** A recent Harris Poll of more than 1,000 people reported that 94% of Americans say they are satisfied with their lives. It should be that way! We have unlimited opportunity despite some headlines that contend the opposite. We have medicines where small pox and polio won't kill us. We have instant email instead of slow traveling letters. We have incredible cars—remember the horse and carriage? We have computers, highways, space missions, and micro technology—never think yesterday is better than today!
2. **The “Don't Let the Facts Get in the Way of a Good Story” Program:** You've probably heard that quip too (which means facts *should* override opinions). The point of this idea is that we can spin our opinion however we want, but sensible, positive people also base their positions on real facts—the way things are, the facts on the ground, the context—not just the way they'd like or believe them to be. That's a manufactured, artificial take on reality. Then, they look for the best positive solutions within those realities.
3. **The “Think and Talk Direct (and Brief) Common Sense” Program:** Communicate even complex ideas in practical, every-day terms. That's what works. Read Will Rogers some time. Speak short and sweet—nobody pays attention to a rambler.

“Brevity is the soul of wit.”

—William Shakespeare

4. **The “Stay Positive But Don’t Jinx Yourself” Program:** Believe you will win it (the sale, the game, the promotion), but never believe or say to others you have it *before* you have it—because you then inflict Murphy’s law on your claim (what can go wrong will go wrong) and urge it to snatch your prize away. Tiger Woods—leading the 2006 British Open at 12 under after two rounds—was asked by a reporter, “Is it over?” Woods: “Am I sitting here with the jug? Are you kidding—we have 36 holes to play!” So please, never spike the ball on the ten yard line! (Whatever happened to Leon Lett?)

5. **The “Assume the Best But Plan for the Worst” Program:** This habit is a combination of both being positive in your goal setting and expectations, but also being practical in your contingency planning when you’re hit with an unexpected complication—which happens often.

6. **The “Mercedes Test” Program:** I assembled this train of thought years ago regarding success: What is your gut reaction when you’re out driving and see a brand new high-end car—a big Mercedes, or a beautiful Lexus, or a red Lotus for that matter? Are you *irritated* and think, “What rich family did that guy or gal come from?” Or are you *inspired* and say, “Wow, what a cool car! I wonder what kind of business the driver is in? And one day, I’m going to have one of those!” Whichever reaction you have reveals the presence or absence of your Optimism Software. Will you choose to be negative and irritated by someone else’s success or curious and motivated by it?

“Perpetual optimism is a force multiplier.”
—Colin Powell

Winners believe in the best pursuits, the best thoughts, the best emotions, the best use of time, and the best company. Optimistic winners talk to themselves in this fashion:

“Life is short, and there is no time to waste. I choose to combine my talents with a big mission. To accomplish my mission, I must focus on achieving positive results *now*. On that journey I will have some failures and must learn from them and move on quickly to the next day—which I view as an exciting opportunity to extract maximum results!”

SuccessMinds believe that if they keep focusing on the best they will get the best. Let’s pursue this vital concept further. Making optimism create the desired result never happens with Stop And Go optimism. SAG optimism is the feeling you get from time to time after something good falls on you. *SuccessMinds* live optimism as a *way of life*; they are optimistic systematically and pervasively. They program their minds to look for the bright side of everything.

No U.S. Constitution?

Can any thinking American imagine that? This void would include no Declaration of Independence, no Revolutionary War and no Constitutional Convention with its resulting

timeless document guaranteeing our freedoms.

Yes, you would have to imagine that outcome without one powerful character trait: Optimism. Our forefathers and framers were very optimistic people. Keep in mind, in the 1770's, they had only seen dictatorial kings and non-free societies. Our Representative Republic and its freedoms did not exist in their world at the time. The framers also had many, many skeptics and enemies. This new culture would be a social experiment based on the best men and women could generate within an environment of freedom. But, there were certainly no guarantees of our republic's success—only a positive belief that if given a chance, we would flourish—flourish through optimism backed with effort.

*“I am a great believer in luck, and I find the
harder I work, the more I have of it.”*

—Thomas Jefferson

With so many messages influencing us to think negatively about our world—that can affect our mind in the wrong way—it's crucial to have some perspective on such a valuable and daily state of mind: **Optimism**.

As a matter of fact, many people in our lives are counting on it. Who is counting on *you*?

- **Your Spouse wants your optimism** because they have to live with you, love you, and grow old with you. How awful and stressful it is when each day is full of

household negativism, unlit by the hope of a better tomorrow.

- **Your Kids want your optimism** because they have to not only face you each day when they are young and in the house, but they also have to face peer groups and the future. They are checking your every attitude, articulation, and action to see if facing their *own* fears is worth it.

- **Your Parents want your optimism** because they have faced hurdles and know the power of hope to overcome the odds. Most importantly, they have made a life-long investment in you—and hope and pray you will live a life with passion and dedication to a bright future—an answer to their prayers.

- **Your Neighbors want your optimism** because they know it shows up not only in pleasant relationships that foster friendliness and teamwork, but also your optimism shows up in a nicely groomed lawn and a freshly painted house. They know this adds to their own property value—a big part of their future.

- **Your Vendors want your optimism** because they know if your leadership and your sales team are optimistic, the whole company team will be pursuing higher sales and business growth. Then they can sell you even more stuff.

- **Your Banker and Creditors want your optimism** because they know that excited, glass half-full people go out and make their business happen so that they can pay their bills on time and borrow more money.

- **Your Landlord or Mortgage Company wants your optimism** because they know that this will add to a more stable home life and growing income—conditions that keep you paid up and a good, responsible tenant and homeowner—who might want an even bigger home.
- **Your Customers want your optimism** because they know that with your forward thinking, opportunity-pursuing ideas and contributions of value, they too can better serve their own employees and customers to make a profit. They don't want Negative Nellies for business partners.
- **Your Mentors want your optimism** because Norman Vincent Peale's classic book would never have influenced millions if it was titled, "The Power of *Negative Thinking*."
- **Your Past wants your optimism** because if you've ever failed or had bad things happen you couldn't control—and everybody has—your thinking about a pleasant tomorrow will overlay and dim the pain of the past.
- **Your Present wants your optimism** because to get up and hit the ground running, you have to have the mindset of "Good morning, Lord" instead of "Good Lord, it's morning!"
- **Your Future wants your optimism** because every day it has an opportunity to look back at your failures— but it would rather look forward to your victories.
- **God wants your optimism** because He gave you the grace and gift of life to enjoy, not to be joyless.

Everybody really wants us to be optimistic, because when we are, we are the best person possible—with the freedom to be ourselves. Do we want this *best person* as bad as they do? I believe we do! So today—right where you are—set yourself free to be positive, and believe the best is yet to come!

*"No weapon in the arsenals of the world
is so formidable as the will and moral
courage of free men and women."*

—President Ronald Reagan

Click On Wisdom

We all have ups and downs—some we can control and some we can't. Optimism though is like clicking the *refresh* button on a website—popping a fresh, positive view into any of our thoughts or emotions. A *SuccessMind* constantly refreshes their Optimism Software with these mental updates to help keep life in perspective:

Life is Time: When we take away all surface activities of daily living, what's left? Most purely, life is a gift and an opportunity to experience *time*. So what will we do with our time? Will we have the presence of mind to experience a series of “dream days” or toil in the consumption of endless “dog days?”

Trade Youth for Wisdom: The aging process is like a trade, albeit an unwilling one. We trade the consumption of youth for the accumulation of wisdom. So make sure you trade wisely—meaning that the youthfulness you’re losing is far outweighed by the practical knowledge you’re gaining.

Set a goal to age like fine wine—the older the better. Youthful and ignorant is excusable. Old and dumb is disastrous. When a 20 year old is told, “You have potential,” it’s a compliment. When a 35 year old is told, “You have potential,” it’s no longer a compliment. Act on your best life now, don’t procrastinate. *Wisdom is action.*

Live as If Your Life Will Be Short: How we see ourselves—including believing our best days are ahead—is crucial to our *SuccessMind*. Hit the grave having been the best we could be with minimal regret, and as we age (and ache a little more), our sincerity will increase behind our statement, “I’m alive and healthy.” As a matter of fact, a study recently published in the *Archives of Internal Medicine* said that the most optimistic group of 564 Dutch men aged 64 to 84 had a roughly 50 percent lower risk of cardiovascular death over the 15 years of follow up—and previous research has also suggested being optimistic boosts overall physical health and lowers the risk of premature death from all causes.

“My doctor told me I would never walk again.
My mother told me I would.
I believed my mother.”

—Wilma Rudolph

The Track and Field legend was the first American woman to win 3 gold medals in a single Olympics, which she did at the 1960 Games in Rome.

Act like Fertilizer: Edison was not a great *inventor*—he was a great *fertilizer*. Responding to great accolades at an awards ceremony for his culture-altering inventions, he said, “I’m not a great inventor. I take the ideas of others and make them practical—the ones people don’t use. Then I improve upon them. Most of my inventions were the ideas of others that they never used.” Optimism is fertilizer to old ideas to grow them. Negativism, on the other hand, is mental acid to ideas. It erodes them, paralyzes action, and produces nothing.

Make a No-Lose Choice: This challenge is for the *pragmatist*—the one who says, “I don’t believe in all of this optimism stuff.” Okay doubter, then just put a practical frame around it: What if you did choose to practice daily optimism and life turns out bad? You were positive with a miserable outcome. You have at least still been *happy* on the long journey to the end of your failed life! And the best (and most likely) scenario is that life turns out good. You were happy on the way *and* got the end result of a fabulous life.

*“What is your life? You are a mist that appears
for a little while and then vanishes.”*

—James 4:14

The *SuccessMind* on Offense advances itself by consistently thinking and acting positive—running always on Optimism Software. But it’s not enough to just think positively—that’s only the starting program. Because it is possible that life could trap us into thinking positively, but on a *small* scale—never a recipe for high achievement. Why would anyone consciously limit their positive thoughts to a small scale?

Actually, this is not positive thinking at all; it’s a complex form of negativism—the desire is to keep aspirations low and easily achieved so as to avoid the pain of disappointment and failure. *SuccessMinds* break large, daunting tasks and ambitions into smaller, more easily achieved pieces—but their overall objective always is to achieve at the *highest* level. So let’s expand this powerful game plan to immediately unleash the mental giant inside that enlarges our potential—and results.