

FAILING UPWARDS

***The Success Manual That Proclaims:
‘Getting It Wrong Is The Only Way To Get It Right’***

*****What would you try if you knew you couldn’t fail?*****

Shed Simove

About The Author

Sheridan 'Shed' Simove is a modern day entrepreneurial genius. He's a Performer, TV Producer (*'Big Brother'*, *'Big Breakfast'*, *'Space Cadet's'*), Product Designer (*'Sound Machine'*, *'Control-A-Man & Control-A-Woman Remote Controls'*), Author (*'Presents Money Can't Buy'*, *'Ideas Man'*), and an Award Winning Stand Up Comedian, among other achievements...

Some of Shed's ideas include: a range of novelty products that have sold approaching one million units worldwide, a groundbreaking documentary that involved him going undercover as a 16-year-old schoolboy (when he was 30) and the launch of his own currency - the 'EGO'. Shed's ability to create new ideas matched with his skill to make them happen mean that his range and rate of success is huge.

In *'Failing Upwards'* Shed describes the tricks and tips he's discovered throughout his many entrepreneurial adventures and shares his secrets to success. . .

For more info, visit www.ShedSimove.com

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FIRST OFF, I WILL NOW READ YOUR MIND

Hello, my name is Shed. I know that sounds a bit odd, but my parents called me that from an early age (it's short for 'Sheridan'). So that's that. Great to be with you.

One of my huge passions is coming up with new ideas and then making them happen. Right now though, my only focus is YOU. My aim is to make this book incredibly useful (and hopefully also entertaining and interesting) for you. You'll soon judge whether I succeed. . .

Firstly though, I'm going to read your mind. So, prepare to be astonished. Ok, good... hold still...it's coming through.

The fact that you're reading this book tells me so much about you. To start with, it tells me that you're someone who wants to make things happen. Secondly, you're someone who searches for information about how to make those things happen. Already, these two facts about you mean that you've got all the prerequisite talents for success in any field you want, namely: you've got both the desire to succeed and also the intelligence to search for ways to make your success happen. So that's great news for starters, isn't it?

In this book, I'm going to try to get you excited and inspired by sharing some secrets that aim to both dispel any doubts you may have in yourself (because we all have many) and to give you broad tips for achieving anything you desire. Quite a bold proposition for a short book then, but hey, it's always good to aim high. . .

So here are my top tips...

SHED'S SECRETS TO SUCCESS

SECRET 1: EVERYONE IS A CHARLATAN

The first secret is a wonderfully comforting secret that no one tells you about when you're growing up - but they most certainly should. It's an all encompassing secret that reassures you that: ANYONE (and that means you, too) CAN MAKE IT BIG.

I discovered this secret later on in life and I wish someone had told me it earlier. For me, one of my biggest life-changing epiphanies happened when I'd been living in the world for a fair while – around age thirty in fact. It took me that long to realise this very simple fact:

ALL ADULTS ARE BLUFFING IT

As I watched some very successful people around me (to learn from them and work out how they made it big), it became more and more obvious that every single person I studied was pretty much making it up as they go along, every single day. I'd previously thought that successful people had some sort of magical power or secret plan that made them better than others, but I quickly came to realise that in fact successful people are very much like everyone else, except in one area: they **try** things.

Now, you might say...

‘That’s nonsense!’...

‘Surely, success is about knowledge?’

And I'd reply that yes, knowledge is most certainly important, but the wonderful thing about knowledge is that it's very easily found (both from people and using the internet) and it can then be planted into your brain. All you have to do is find it and absorb it – easy!

But what you can't go out and find in a book or on the web are the *qualities* that will make you succeed. In this book, I'll describe the qualities you need - wonderful traits like drive and chutzpah. And the main point of this book is to show you that...

***No matter how much (or little) knowledge someone has,
they'll never make it – until they...
GIVE SOMETHING A GO***

It's worth remembering that anyone (and once again, that includes you) who tries a new idea - *has to* - by very definition, 'bluff it'. If you're doing something that's never been done before, of course there's no plan or blueprint for you to follow - it's a complete 'hit and hope' situation. The important point is just to start hitting and hoping. Then your natural judgement and human capacity to learn will get you through...

Most people who are deemed 'successful' are simply making the very best of what small talent they have. Of course, some successful people do have a huge amount of a specific exceptional talent, but they are by far in the minority. Most successful men and women have taken steps to maximise a smidgeon of potential by constantly honing and perfecting that small amount of talent until it

grows. And then they surround themselves with good people who can help exploit that talent.

So, never, ever worry that you're not good enough.

You are.

Keep in mind that no one is perfect. That's what makes us all interesting. Every single person - no matter how clever, beautiful, skilled or confident they are – makes mistakes.

So let's just get that really clear: no one - even Richard Branson, James Dyson or Donald Trump - has all the answers. Often, these so-called 'geniuses' hire people to help them - or they make massive mistakes before they hit the big time and they simply learn from them. Success, in any area of life, is all about *decisions*. And, just like all highly successful people, you are perfectly capable of making decisions (after all, you make hundreds every day). The only difference is that the decisions you make today are slightly different ones to ones you'll be making when you try something new. But they still require exactly the same process that you use every day already! For example, if you have to decide what to have for lunch – then you weigh up all the available options and use your best judgement plus a gut feeling (sometimes a 'hungry gut feeling' if it's to do with lunch) and then you decide.

So, the principle is the same with anything you try. Once you decide to start a new venture, just plough on making choices that feel right to you - and you'll be on your way to becoming just like anyone you aspire to be. I can tell you this so certainly, because the logic is simple - either you'll get something right first time...or you'll learn how to get it

right the second, third or fourth time. As long as you start doing something new and stick with it for a while, it's a guaranteed win-win situation.

SECRET 2: THE FOUR WORDS THAT YOU MUST GET USED TO

When you're an entrepreneur working on your own or even an ideas person working in a big company, there are four words that will always crop up during your journey to success. You must learn to accept that these words will arise and build your own personal mental armour to deal with them. The first of these words is:

“NO!”

...and the other three are:

“IT’LL NEVER WORK!”.

Now, all these words must be treated with the respect they deserve – that is, very little. Whenever you come up with a new idea that you want to put into practice, you may well hear these utterances from friends, relatives and colleagues – and you must be very aware of the power they wield and not let that power deter you from your path of success. Sometimes when I face a wall of rejection or negativity, I surf the net looking for examples of people who were told ‘NO, IT’LL NEVER WORK’ and who, after persevering went on to huge success, simply because they never gave up.

When I was trying to get the book ‘IDEAS MAN’ published I faced dozens and dozens of rejection letters from Literary Agents and Publishers. Huge doubts started to creep in that perhaps I should give up. So, in the attempt to spur myself on (often it's up to you to motivate

yourself), I went on the internet and found out that ex-lawyer turned writer John Grisham tried to get a deal for his first book, '*A Time to Kill*' and was rejected by fifteen publishers and thirty agents. It went on to sell millions of copies worldwide). Plus, the world famous book '*Animal Farm*' by George Orwell also got turned down by both American and British publishers. One publisher even remarked that, "*It is impossible to sell animal stories in the USA*". When it was finally published, Orwell's story would turn out to be one of the most important books in recent history. Even J.K. Rowling of 'Harry Potter' fame got knocked back nine times (how sick must those publishers feel now!) before someone saw the book had potential. All these examples made me feel better that even 'the greats' had setbacks and that it was worth ploughing on. So that's exactly what I did, and though it took a while, eventually a publisher took me on.

Here's a remarkable thought – it's much easier to find reasons why something WON'T work than reasons why it will. Why? Maybe it's the human condition to find problems quickly, perhaps the ability to speedily recognise threats and dangers helped us when we lived in the wild. Luckily, it's also uniquely part of the human condition to be able to come up with wonderfully creative solutions too. And, as you're a human that means you are programmed to find solutions too.

So, it's important to remember that there will always be dozens and dozens of reasons that people around you (and even you, yourself) will come up with for why a new idea won't work. It's your job to avoid letting these reasons dissuade you from your path and instead focus on working

out ways your plan can work and then proving it to yourself and others around you.

No matter how many setbacks or knock-backs you get, you must keep believing in yourself (and your idea) and carry on. Of course, you can (and should) listen to people's feedback because it may give you keys to adjusting your strategy so that you obtain success quicker and I'll explain more about this exciting method in a secret coming up later.

For now though, all you have to do is take comfort from that fact that when times are hard and success looks like it'll never happen, you must remember that if you're hearing "No", "It'll never work" or even "You can't do that..." first, you're in good company- and second, you are most certainly on the right track to success. These responses all mean you are *trying* to make something happen and only by trying will you ever succeed. . .

SECRET 3: THE AMAZING 'W.C.S.' SYSTEM

Whenever your internal demons chatter at you and cast doubt about whether you can attain a big ambition, then maybe you can use a simple system that I've found really helps me move forward. Maybe it'll work for you too.

When you're having doubts about trying something new, ask yourself this:

WHAT IS THE VERY WORST THAT CAN HAPPEN IN THIS SITUATION?

This question is the core of my 'W.C.S System', which stands for *Worse Case Scenario* System. It is designed to get myself off my arse and start making an idea happen. By asking yourself one simple question before you attempt any new ambition - "What's the worst thing that can happen if I start this goal?..." - you not only force your mind to plan ahead about the risks of pursuing this path (if they're too high then you can decide to stop and if they're not, you'll feel instantly relieved that you can just begin on your journey), you'll also be mentally prepared for and challenges you face on the way.

Years ago, I became gripped with the desire to create and launch a novelty gift. I had absolutely no experience in this area, having previously worked in TV.

As you know, the fear of failure can be mighty powerful - it's a force that takes over your whole body and often stops most people (but not us!) from starting anything unfamiliar. I was determined to reach my goal, so I

employed the W.C.S System and just asked myself “*What’s the worst thing that could happen?*”. The answers I came up with were:

- a) Companies would hate my ideas and I’d be laughed out of their offices.
- b) I’d come to realise I simply wasn’t good at coming up with novelty gift ideas.
- c) My friends, family – and colleagues - would know I’d failed.
- d) I could lose some of my hard-earned savings.

...and so on...

But then I thought, “Well, all these terrible scenarios are scary, but I definitely could get through them if they happened. Yes, they’d be slightly traumatic perhaps (get the ‘Shrink’ on stand-by), but certainly not life threatening!”.

So, first I set myself a manageable task...

It’s important to break your long term goal into shorter goals because then the long term goal doesn’t seem so overwhelming. It’s so helpful to set yourself a goal you know you can get to reasonably soon.

So, I set myself the short term goal of getting just two meetings with different novelty gift companies and pitching them each just three ideas (it’s always good to pitch more than one idea as it gives the meeting somewhere to go if the first idea is instantly knocked back, for whatever reason). I told myself that, if, after these two meetings, I hadn’t managed to persuade any of the

companies to make one of my ideas, then I'd either call it a day (which is not what you must actually do – but this self-reassurance is a very useful psychological crutch to persuade yourself that all you have to do is try at something and then you'll have achieved your aim)... or that after the five meetings I'd come up with more ideas.

The first meeting I had, I was so nervous. I went in pitched, and the company boss virtually laughed me out the door, and not in a good way. It was horrible and soul destroying. All my ideas got rejected outright. And the second was rough too. 'No thanks, Shed' came the quick reply...

I didn't give up. Over the next months, I scheduled three more meetings. But the same thing happened. They all knocked my ideas back outright.

The curious thing about getting many 'no's' is that you always learn from the 'no's'. This is vital to remember. The 'no's' actually help you reach your goal, albeit later than you wish. The 'no's' also can have the effect of spurring you on. . .and forcing you to make your pitch better.

I began to examine why I was getting knocked back and I began to think it wasn't my ideas that were getting rejected (I, and the people around me believed they were great) but it was *me* who was being rejected. And one reason I thought this was happening was that I was an outsider, with no track record in the novelty gift industry. But how was I supposed to get in if no one would give me a chance!

This is a common problem for many people starting out on a new goal: the fact that you've had no success in the past means no one will back you or partner with you to create success in the future. It's a hugely frustrating vicious circle. So you must – and definitely can – break it.

At times like this, you need to take the bull – and the rest of the herd - firmly by the horns. You must harness a little bit of the '*I'll show you*' emotional drive that's inside you.

In my case, I decided to change tack. In order to get companies to partner with me, I figured I needed to prove to them that one of my ideas could be successful in the market. Ironically, this would mean I'd have to manufacture and launch a novelty product by myself. It took me months, but after a long search for a factory, I found a manufacturer in China and made my new range of confectionery. It was a really tough process. I had to create all the designs and artwork for the candy myself, sort out the shipping and the distribution - plus scabble together my savings to make the whole thing happen. But I eventually triumphed, shipped across thousands of packets of my confectionery and then found a buyer.

Months later, my range of candy had completely sold out. Then, a wonderful thing happened. I suddenly began to receive calls from the companies who'd previously rejected my ideas. They'd seen that one of my ideas was a great seller in the novelty market – and so now they wanted to hear more of my ideas, and partner with me. It was a case of taking two steps back (doing the hard thing of making the confectionery by myself) in order to take the two steps forward of being allowed the privilege of partnering with a company who already had all the

industry expertise and could sell far more units than I could on my own.

And so, years later I work with many different novelty companies and have sold over a million novelty gifts worldwide...

By using the W.C.S. approach, and imagining the absolute worse case scenario of humiliation, embarrassment and rejection, this enabled me to brace myself for that worse case, so that when it eventually came (because I had some awful meetings) it wasn't so much of a bone crushing shock and I could bounce back much more easily.

In short, when you're considering whether to try to achieve any new goal, by using the W.C.S. system to project forward the Worse Case Scenario, it'll allow you to check whether the risks are too high (if they are, then you shouldn't go forward – but often they aren't...) and it also allows you to better manage any fear that arises from starting something new (because it is daunting). Thus, once you've at least neutered some of the demons that EVERYONE naturally has, you can take the first step and push forward to success.

SECRET 4: THEY LIED TO YOU

It's not taught in schools, but it really should be.

Instead of learning "How To Be Successful", students are given a diet of more traditional fare. Now, I'm a believer that any knowledge you put into your brain is beneficial (both because it gives you expertise in that new area and also because it always emerges in your future ideas), so I'm not saying we should stop giving students the option to study anything they wish, just that "Personal Development" needs to be something compulsory for all. We should all learn how to become fulfilled, decent members of society and ones that are easily capable of making our dreams come true...

So, instead of learning techniques for success, most people grow up with snippets of information gleaned from common knowledge. The problem is that these snippets don't often give the whole truth about achieving success and sometimes even make it seem like something to avoid.

Here's one such snippet you've most certainly heard of. . .

The hugely successful American inventor Thomas Edison once famously said:

*"Genius is one percent inspiration and
99 percent perspiration"*

This quote is used by everyone from teachers to parents. Even successful businesspeople often say that 'having an idea' is simply not enough; and that you've got to work

very hard at making something happen in order to succeed at it.

Well, here's some breaking news you need to know:

EDISON WAS WRONG

Now, you may say it's a pretty bold position to say I know more than the guy who was one of the most prolific inventors in history, (1,093 U.S. patents alone), creator of the record player and the light bulb. And you could say it's especially bold given that my own inventions include a pink silicone arse that fits on to an electrical plug (called 'The Butt Plug') but hey, watch in awe as I continue to be brazenly bold. . .

It's not that I totally disagree with Edison. We all know that a large measure of success is most definitely down to a dogged and relentless pursuit of a goal – 'hard work' as it's known. This is, of course, rather annoying, because it would be great if success was effortless. Well, unfortunately it's not. But the wonderful good news is that you can most certainly take short cuts to make it much easier and quicker (and the ones I've stumbled upon are coming up in this book).

Success is most certainly down to both inspiration and perspiration – that's if you take 'perspiration' to mean "sticking at it". But lots of people misunderstand the concept of 'sticking at it', and you can gain an edge if you realise its true meaning. We must be very careful not to interpret 'perspiration' to mean "doing the same thing over and over until you succeed".

Persistence is quite simply not enough. Instead, what you need to do is persist *and evolve* your approach to success. Never giving up is fine (and necessary), but just doing the same thing again and again may well only bring the same results, and so that's why you must frequently change your strategy – or, even better - simultaneously try lots of different strategies at the same time. By creating lots of eggs in your 'opportunities basket', you'll have a much greater chance that one will hatch into success...

(Wow, that egg metaphor was totally cracking).

The approach I'm asking you to use can be summed up by using a well known saying. We all know the famous quote:

IF AT FIRST YOU DON'T SUCCEED
TRY AND TRY AGAIN

Well, we need to add another quote onto the end of that, to make it slightly more helpful:

IF AT FIRST YOU DON'T SUCCEED
TRY AND TRY AGAIN...

...BUT IF YOU'VE TRIED MANY TIMES
WITHOUT SUCCESS...

YOU MUST CHANGE YOUR STRATEGY, BABY!

The successful writer and playwright Samuel Beckett also had his own version of my saying. He said:

Try Again. Fail again. Fail better.

That's inspiring isn't it! When he says "*Fail better*" he neatly forces your brain re-understand that 'failing' is something necessary, good and worth striving for.

Exactly.

Here's another big tip about success...

ONE WORD YOU MUST BANISH FROM YOUR VOCABULARY:

That word is:

LUCK

Because when it comes to success in life. . .

THERE IS NO SUCH THING AS 'LUCK'

The truth of the matter is quite different – and actually should make you feel wonderfully empowered. The fact is that:

NOTHING HAPPENS WITHOUT YOU MAKING IT HAPPEN

'Luck' is often used as an excuse by people who don't want to try to attain success or for people who want to give up. These people might say: "Other people are far luckier than me...", or they say "My luck has ran out and so I can't reach my goal". Nonsense! These attitudes are very dangerous because they suggest that your life is controlled by external factors that are uncontrollable by you.

Well I'm here to tell you different:

1) 'LUCK' IS A MYTH

2) YOU CAN CONTROL PRETTY MUCH
ANYTHING

The human race has put a man on the moon (if you don't believe it was a hoax, that is!), cured many diseases and created the electric blanket (lovely for your Granny). All these things are amazing achievements, and this means that *anything is possible*.

Rather than waiting for 'luck' to happen to us, each of us must realise that only we are responsible for what happens in our life. The key is to take control and *create situations that allow for 'good things' (or 'lucky things' as some people wrongly call them) to happen*.

So the concept of 'being lucky' when trying to succeed at something is a falsehood! You can only put yourself in situations that make you 'lucky'. When I made some of my products, a big firm in the States asked me for another product that went on to sell more than the original product it partnered. Was that lucky? Fortunate, perhaps - yes. But actually, that example of success wasn't down to 'luck', it was down to the fact that I'd created the position in the first place to be 'lucky'. So, always remember:

SUCCESSFUL PEOPLE AREN'T 'LUCKY'...

THEY SIMPLY CREATE OPPORTUNITIES
FOR GOOD THINGS TO HAPPEN.

SECRET 5: WHY YOU'LL SOON FIND OTHER PEOPLE'S SWEAT WILDLY ATTRACTIVE

When you look at highly successful people, it might seem like they've got a certain extra skill that other people just don't have. What no one tells you is that none of these people do it alone. In order to be successful, there's no doubt that on some scale you must be a good leader, but in reality all this means is that you need the ability to make good decisions and communicate well with people so that they work with you – and you can learn both of these skills if you haven't got them already (which all of us have to some degree).

It's an obvious, but perhaps important fact to remember that:

NO PERSON CAN ATTAIN SUCCESS ALONE

To carry on using Edison's theory that success is made up mostly of perspiration, there's some wonderful light at the end of this rather depressing tunnel:

IT DOESN'T HAVE TO BE YOUR PERSPIRATION

You can (and must) *delegate*.

That is, you must get people around you who can help you reach your goal. You can get these people in a number of ways - either by paying them of course, or you can persuade them to work with you using some other method – and I don't mean sleep with them! Although...if it works...).

‘Delegation’ is the key factor in many a successful person’s rise to the top...

The fundamental dynamic of Capitalism is to pay workers less than the value they produce. **SHOCK HORROR! HOLD THE FRONT PAGE!** Now, let’s all become communists or live on a Kibbutz. Or not.

The difference between the value a worker creates and the value they are paid is simply how ‘profit’ is created. That’s the way our society works right now. (Of course, there are always ways to make this arrangement less starkly ‘exploitative’. For example, a much kinder – and softer – model is to give workers and / or shares in the business so that as the success of the company grows so do they too).

But the fact remains that in order to succeed big, while the ‘inspiration’ is likely to be yours, the ‘perspiration’ shouldn’t be.

In fact, you should use
as little of your perspiration as possible.

This will then free you up to have even more ‘inspiration’ and thus build more teams for other successful ventures....

So...arrange people around you who are better than you. This is hard to do because you’ll feel a natural need to be the best person in all areas if you’re the leader, but actually, listening to your advisors so that you can make great decisions is all that matters. People who are better than you will stay with you if you a) treat them well (both

on a human level and also in a business way) and b) you keep on making good decisions for them as a team.

SECRET 6: YOU MUST BE ‘THE EVOLVING CHAMELEON’

Here’s another secret that’s almost so beautiful in it’s simplicity that it should be called a work of art and placed in the LOUVRE...

This secret comes in three steps and is as follows:

1. WATCH WHAT EVERYONE ELSE IS DOING
2. LEARN FROM THESE PEOPLE...

NOTING WHAT WORKS AND WHAT DOESN’T

3. DO SOMETHING SLIGHTLY DIFFERENT

Often, a simple way to attain speedy success in any field is to absorb (or copy!) the habits and traits of the top performers in that field, *and then just change it slightly.*

BREAK SUCCESS DOWN INTO ITS COMPONENT PARTS

So, when you’re examining any successful person or company, you must look for *systems* and *patterns*...

Everything can be boiled down to a set of simple steps. A friend of mine studies Harry Potter books and started to write down all the ‘structural’ details she found inside - when a plot point happened, when a new character was introduced, when the twists occurred. Slowly, she got to understand the rhythm and system of the books she read and eventually concluded that (even though overall the

‘Harry Potter’ books are of course utterly clever) like any success, they follow a pattern that can be mimicked...

IT’S ALL ABOUT DECONSTRUCTION

When you figure out the pattern or system behind something, then something that looks complex will suddenly seem wonderfully simple. Once you know the ‘secrets’ behind a business, idea or person, you can then plan your own success using the methods you’ve uncovered.

You may have heard the powerful saying:

‘DIFFERENTIATE OR DIE’

Burn this into your memory and use it always. In order to achieve any success, you must do two things:

A) GET NOTICED

B) OFFER SOMETHING DIFFERENT.

Tips:

GOD IS IN THE DETAILS

PEOPLE NOTICE LITTLE THINGS

BE A PRE-FECTIONIST not a perfectionist...
plan it right to avoid it going wrong...

**SECRET 7:
TWO NEAT TRICKS FOR HOW TO
MOTIVATE YOURSELF**

There is one undeniable fact that affects all of us, which is:

WE ARE ALL GOING TO DIE

That's cheery isn't it!

Yes, all of us will eventually shuffle off this mortal coil.
Some sooner, some later.

REALLY SORRY TO BREAK IT YOU,

BUT YOU ARE:

DEFINITELY...

ABSOLUTELY...

MOST CERTAINLY...

GOING TO DIE

Therefore...once you've digested this hard fact, you'll soon realise that:

THERE IS NO TIME LIKE THE PRESENT.

It sounds like a cliché to say we have to squeeze every drop from every day – and of course, in practise it's very hard to when you deal with the practicalities of life (unless

your Personal Assistant, Butler, Cleaner and Driver are on hand to help) but it's completely and utterly true.

THERE ARE ALWAYS A REASONS WHY IT'S NOT
A GOOD TIME TO START SOMETHING NEW

Some won't even come from you.

NEWSFLASH:

THERE IS NO YESTERDAY – IT'S GONE

TOMORROW IS NOT GUARANTEED

THERE IS ONLY TODAY

There's only today...

So start...NOW!

A neat psychological trick to use if you're under-confident:

I MAY NOT BELIEVE I'M THAT TALENTED NOW
BUT I AM GOING TO PUSH AND LEARN
UNTIL I AM...

SECRET 8

GET RICH QUICK

And now I'm going to tell you how to become fabulously wealthy.

Wow, this book is well worth the cover price isn't it?

Success comes in many forms but often in our capitalist society it's seen in terms of 'money'. Well, I say that's wrong. In my opinion, being 'healthy' is the only measure of success because when you are, you can accomplish anything. It's no good having millions in the bank if you're dying of an incurable disease or you're hit by a bus.

However, of course being rich can certainly alleviate some of life's worries and allow you to choose what you want to do every day (isn't that what we all want, after all?). And there are certainly upsides to having money! Of course, we all know that "Money can't buy happiness" but I figure that if you are going to be depressed at some points in your life (and we all are) at least it'll let you be depressed in your mansion surrounded by masseuses and champagne.

But bear in mind that when it comes down to it, all that matters in life is that you can 'do' or 'communicate' – and that's what I mean by being 'healthy'. People with massive paralysis and only the ability to blink have written books, so if they can achieve success, you certainly can too.

Anyway, if you still want to be rich, there are two main secrets that may help you focus your endeavours...

There are lots of ways to become rich, but the easy and enjoyable way is to:

FIND OUT WHAT TURNS YOU ON

follow a passion

it's also the prudent way:

Your passion for something will drive you to overcome challenges and seek solutions – and that's all being successful is really. So you simply need to find something that EXCITES you.

So how do you do this?

Question:

What person do you look at and say “I wish I could get paid for what they do...”

Dig deep. What things do you think about a lot?

You might find that you think a lot about something not usually directly related to “business” or “work”, for example: ‘Family’, ‘Travel’ or ‘Sex’. But if these things really get you going when you think about them, then there will always be a business already set up that is related to this sector – and if not, then you can set up your own!...

There are businesses built around virtually every human activity. So, all you have to do is find out which human activities you love being part of, and then gravitate to those businesses that deal with them...

Once you've got a vague idea of the direction you want your life to go in, you can always dip your toe in the water and try working in a certain sector to see if it actually does rock your world making a living in that area...

FOCUS IS EVERYTHING

Don't be distracted – it's too easy...

And...

Another Question:

If you won the lottery, after buying some nice things and doing some travel, what would you actually want to do each day?

There's your goal.

MAKE MONEY WHILE YOU SLEEP

Here's a wake up call...

Most people who work for a living are: WAGE SLAVES

That's because they are in a situation that only pays them when they are 'working'. Most of us do this – anyone who has a job where they are employed by someone else is usually a 'wage slave'. This might sound fine, but it's not the best use of your time because it means that you only earn money when you're present at work.

But there is another way...

Ideally, you should always be looking to invest your precious time (and money, if you're lucky enough to have some) in something that will carry on making money after you have stopped working on it the first time, and that has the potential to be sold for a higher price.

The way to do this is to own something or have a share in it.

**POSSESSION IS NINE TENTHS OF THE LAW...AND
IT'S QUITE A FEW TENTHS OF BEING
SUCCESSFUL TOO**

Examples of activities that make money while you sleep...

Negotiate a profit share, run a company, own stocks and shares, buy property or land, create a product or license an idea..or even write a book about 'Failing Upwards...

ANOTHER KEY IF YOU WANT TO GET RICH QUICK

Find and EXPERT to partner with.

Two great places to do this:

- The Internet
- Trade Fairs

SECRET 9a:
CRACK THIS AND YOU'RE HALFWAY THERE

START SOMETHING NEW

Starting something new is the hardest thing...

You will not be brilliant at it the first time you do it

So relax into that and approach it as a learning experiment
and a challenge to see how well you can do it...

You will be MORE brilliant at it the second time

You will be EVEN MORE brilliant the tenth time...

YOU ARE A LEARNING MACHINE

So you will pretty much always get better...

**SECRET 10:
FAILING UPWARDS
(Or PLEASE, PLEASE *FAIL*)**

FAILING IS SOMETHING TO STRIVE FOR

YOU MUST LEARN TO WANT TO FAIL

Conventional wisdom says that mistakes are ‘bad’ and should be avoided at all cost. Well, that stops now. Because both you and I should throw open the windows and proclaim:

“MISTAKES ARE GREAT!”

I’d like to try and reprogram your mind so you see things differently – so that you’ll actively chase the process of making mistakes, because only then will you know you’re on the road to success.

Of course, if you’re a heart surgeon, this wisdom has a slightly different resonance – I’m not advocating you aim to make mistakes in your day to day work (we don’t want anyone to die now, do we...) – but the principle still stands. Even the pioneers of heart surgery must have tried surgery on animal hearts (and even some live human hearts) before they got it exactly right. The important fact to remember is that no progress is made unless new ideas are tried.... *and mistakes are made.*

You must trick your mind to look forward to mistakes
so that when one happens, you can say:

“COOL, I MADE A MISTAKE –
THAT MEANS I’VE JUST LEARNT
ONE MORE LESSON THAT WILL TAKE ME
CLOSER TO MY GOAL”

Keep this in mind:

IF YOU’RE MAKING MISTAKES,
YOU’RE BEING SUCCESSFUL

A mistake or failure always throws up opportunities and is rarely ever a dead end. It either spurs you on to a better strategy or something comes of it anyway. A ‘failure’ isn’t necessarily always a ‘failure’ either – sometimes the failure is actually a success in a different form than you planned. When I made my school documentary (where I posed as a 16 year old pupil when I was 30 – see my website for more details!), it ended very traumatically, and didn’t go to air – but it gave me the best chapter in my book IDEAS MAN and also gave me strength to overcome any challenge I encountered after that point. So in the strictest of reasoning, because my TV show never got on TV, it failed, but in the broader sense it let me write a book and gave me the skills to achieve many other tasks, and therefore it was most certainly was a successful venture.

Now I’d like to create one of those cheesy quotes that you find in books like these. I hope you’ll forgive me.

IT’S CALLED A ‘MISTAKE’ BECAUSE
YOU ALWAYS ‘TAKE’ SOMETHING FROM IT.

Ta da!

Here's a trick to play on yourself – it may just make your journey to success a bit more fun and way less daunting...

DON'T BE THE BEST...

BE THE WORST!

Aim for failure and you'll find out how close you really are and whether the whole thing fires you...

DON'T 'FEEL THE FEAR'

Eliminate the fear by setting your standards very low.

Then, when you see how easy it is to get those low standards – and what you've learned along the way, you'll naturally set more goals and prove you can do it again and in a better way next time...

SECRET 11: THE ONLY THING MEN DO BETTER THAN WOMEN

You must learn a fine art...

THE FINE ART OF SELF PROMOTION

It's vital that you sell yourself and maximise the potential you have, so that you can team up with the other people you'll need on your path to success.

Because all adults are essentially bluffing their way through life and business, with a little bit of preparation and some fake confidence, you can too. You must learn to push yourself forwards as a 'product'.

Now, just to be clear, I'm not advocating *lying* here. Absolutely, not – that should be avoided at all costs, because lying causes people to lose trust in you and once you've lost that, people can't have a relationship with you – and relationships are the key to success.

What I am saying though is:

IT'S ALL ABOUT BIGGING YOURSELF UP

When I decided I wanted to try to become a Product Designer and get some novelty toys into the shops, I had no training, no knowledge of the industry and actually couldn't even draw very well. But with the help of free 'Clipart' found on the internet and some sellotape and card, I created visualisations and prototypes that started to bring my ideas to life. I then went to Trade fairs – and

announced myself as a Product Designer. I wasn't one, but in a way, I was (because I had come up with new ideas that could become products) ...

And now of course, people see me as a very successful 'Product Designer'. But I still can't draw and have to get brilliantly skilled designers to help me with my designs, but the fact is I make my ideas come to life and get them on the shelves, so therefore people say I'm a Product Designer. It just shows you that *there's always a way...*

TUNE IN TO YOUR INNER CHUTZPAH

Self publicity is an important talent to create in yourself - they say that unless you believe in yourself, no one else is going to... and 'self promotion' is the only thing men do much better than women, even though women are way more talented in all other areas. . .

BE CHUTZPAH MAN / CHUTZPAH WOMAN

Chutzpah is a slang word for 'guts', 'cheek' or 'balls'... When someone is seen to ask questions that no one else might ask or put them in situations that most people might shy away from, they are said to have massive 'chutzpah'.

Imagine yourself as someone else. Imagine you have no fear, no barriers and no worries about doing anything. Now, see yourself in your minds eye as a Superhero – you're standing on top of a mountain with your cape billowing. **YOU ARE NOW CHUTZPAH MAN or CHUTZPAH WOMAN.** Next time you're in a situation that demands you take action quickly, imagine yourself as

this superhero and ask yourself – WHAT WOULD
CHUTZPAH MAN / WOMAN DO?

That's right – they'd roll on in and get the job done.

I'm never advocating rudeness, I'm just reminding you
how important it is to politely push as far as you can go in
any situation – you'll be amazed what happens if you ask
for the earth...

IF YOU SHOOT FOR THE STARS,
YOU'LL REACH THE MOON

GO FOR THE IMPOSSIBLE

SECRET 12: 'NEGNETS'

When you're trying to make your goals happen, there are enough obstacles in your way to make it extremely hard to carry on. But the effect other people around you can have on you is absolutely pivotal.

**THE PEOPLE YOU SHOULD AVOID
AT THE START OF STARTING SOMETHING NEW...**

I CALL THEM 'NEGNETS'

There are certain people who are like magnets for negative energy, hence 'negative magnets' or 'Negnets' for short. These are the people who seem to both collect and emanate negative energy and they have a knack of passing this negative energy onto others, including you – and it's powerfully sticky... Negative energy can severely hamper your progress, or sometimes, even cause you to stop reaching for your goal. They're the sort of person who might say 'That's awful' or 'That'll never work'...

Sometimes, someone can instantly take the wind from your sails with just a slight movement of their face that registers disapproval about your idea. So, here's my advice:

**TELL NO ONE ABOUT YOUR IDEA UNTIL
YOU'VE BROUGHT IT TO LIFE IN SOME WAY**

And I'll let you know how to do this easily and cheaply in the next secret.

So in summary, when you're trying to get an idea off the ground, identify any Negnets in your life, and no matter how close you are to them, try to avoid talking to these Negnets about your ideas or goals...especially right at the start when the idea is just a concept in your head. It's way, way too fragile...and you can't risk it shattering because of some flippant remark, disproving look or discouraging comment.

The next secret will show you how to make any idea you have much, much stronger, so it'll gain valuable protection from the Negnets who you're bound to meet along the way to success...

SECRET 13

BE LIKE FRANKENSTEIN

Frankenstein was actually the Doctor who created the monster...

He gave life to the dead collection of body parts that he turned into a new person. And, in the same way, it's absolutely essential that you give life to every idea that you have. Each idea you think up of is like a delicate newborn baby. And unless you give it two things, it can easily die. And man, that's a tragedy. You absolutely must not lose your ideas...because often when an idea goes away, it never returns...

Your idea is a like a delicate baby.

It needs nurturing and protecting.

It needs:

FOOD

ARMOUR

The food part is easy. The way you give it food is to think about it and develop it, but you can't do this if you don't remember your great idea.

So, you need to give your idea some *food* RIGHT WAY – and the most important meal you can give your idea is to:

WRITE IT DOWN or MAKE A NOTE OF IT

This way, at least you'll remember it. So that's the first step in keeping your idea alive – make a note of it. How often have you thought of a great idea, only to forget it a few hours later...or the next day. We've all done it.

So, you must record your idea IMMEDIATELY. Write it down on a piece of paper, chisel it into stone, paint it on a nearby cow. Do whatever you can to ensure that you'll remember it later. If I haven't got a pen handy, I often phone my home answering machine and leave myself a message with my great idea.

It's simply vital to

GET YOUR IDEA DOWN

It's vital you do this, otherwise your idea may slip into the ether and never bubble up again. Without the idea, there is nothing...and yet without all your actions that follow, there is also nothing... But you know what, other people can often provide the actions or help with them, but only you can think up the idea that you find inspiring...

Once you've given your idea its first meal and at least it's survived the birth...it's now starting to become a living, breathing 'entity'. People often don't give much value to an idea in someone's head, and yet...

ALL HUMAN ACHIEVEMENT HAS COME
FROM AN IDEA IN SOMEONE'S HEAD.

You also need to give your idea some ARMOUR.

Even though you now remember your idea, it's still really vulnerable, not of disappearing now, but being killed by others...or even in some case, yourself.

So here's how to

PROTOTYPE or VISUALISATION

Mock up, rough sketch, model,

Anything that gets the idea from being just 'words you speak' is progress.

Even words on a paper, or screen, are better than words in your head...

SECRET 14: AVOIDING THESE TWO EMOTIONS WILL HELP YOU

These emotions are:

1) RUDENESS

2) ANGER

WHY YOU SHOULD NEVER BE RUDE

This one is easier said than done. However, it's a important secret to bear in mind when things get tough (because they will). If you can pull this secret off, even some of the time, you'll always be glad you did.

In an argument when two people are shouting at each other, it's hard to make out the fool – when one person is shouting and the other is calm, it is easy to make out the fool...

YOU FIND OUT THE TRUE MEASURE OF SOMEONE WHEN THINGS ARE GOING BADLY

Anyone can look competent when things are rosy, but when things become challenging that's when the real difficulties begin and how the person deals with them neatly shows their real character. . .

HOW YOU DEAL WITH PROBLEMS WILL DETERMINE HOW SUCCESSFUL YOU ARE

Be nice to people.

People do business with others for two main reasons:

- 1) They are attracted by a deal or a good price
- 2) They like the people they work with

I'm sure you can think of an example in your life where a certain business offers a better price or is more convenient but *you still stay loyal to another business because you already know the people and like them.*

NICE GUYS CAN FINISH FIRST

And so they should. Studies of reciprocity and evolutionary models show that being altruistic is beneficial, but surely the biggest reason to be nice is just to be a decent human and touch people's lives in a good way for the limited time you're on the planet.

Another crucial trait you need to succeed is the ability to:

DO WHAT YOU SAY YOU'RE GOING TO DO

'Trust' is huge – it's pretty much everything both business and personal relationships. If you say you'll do something, then you must do it. It's way better to avoid saying you'll do something, than to say you will do something and then not deliver.

If you throw a party and get the feeling that no one is going to turn up, still throw the party – people will be impressed that you still went ahead with your idea and that'll give them huge confidence for coming to the second one. They need to know that you are reliable. This is because so much of life isn't. And people are very busy –

they want to work with people who are decent and do a good job - and part of doing a good job is doing what you say. As soon as you let someone down, you put your future in jeopardy – because then the other person will start to doubt you and look elsewhere. Much better to tell someone you can't do something than say you can and let them down. If you do let them down after stating you'll do something, it won't be long until they start to look elsewhere.

But more than that – if you don't do what you say, that person is unlikely to a) work with you again and b) recommend you to others – in fact they'll most likely say “Don't work with them – they *messed me around...*”. No one likes to be messed around because we are all busy. So don't do it, because you'll lose a business or personal relationship.

Don't say you're going to do something unless you absolutely definitely know you can and will. Then you'll gain a reputation as a person who delivers. This is so important. It will make you grow.

DON'T BE IRRITATING, PUSHY OR ANNOYING

Every single interaction you have with a person is pivotal. You're only as good as your last meeting.

You must be positive. As soon as you are too pushy, irritating or rude, they could go elsewhere...

You are just one of the many people that this person deals with or potentially could deal with in the future. Make sure they think of you in a positive way and all their

interactions with you are positive – or they'll just cut you out...

So ask yourself before you take that person's time up – am I being irritating or annoying or am I helping them in some way...am I delivering a benefit to them...

Ask...How can I be more helpful to the customer or partner?

Be polite and considerate – remember to turn off your mobile phone meetings and leave them with a smile.

BEWARE THE RED MIST

Whatever you do, no matter how much someone annoys you in business – try your hardest not to show your anger.

You might be totally fuming inside, but just don't show it – it's always unattractive, powerfully negative and rarely productive.

Try not to show your anger - especially in writing – it will always be there for someone to re-read and remind them how negative you felt about them.

TRY YOUR HARDEST NOT MAKE ANY DISAGREEMENTS PERSONAL

Looks at issues rather than blaming people or getting angry with them.

You should try to take a deep breath. You could also attempt to remember a great experience you've had in the

past that reminds you how good you are with people or how you completed a task superbly well...these memories might just reset your mind to a calmly level and put things into perspective, allowing you to deal with the situation calmly and not make yourself look hard to work with...

There are always two sides to a story – you might feel you're totally justified at being angry...but the other person may not – and be surprised at how you've reacted. It could even be a deal breaker. I've been in a few situations where someone has got angry with me (maybe justifiably) but once they vented, it got personal and then I never wanted to work with them again...

SECRET 15: THE ULTIMATE SECRET

Ok brace yourself. Here's a huge secret...

ALL THAT MATTERS IS ACTION

And now for another bold statement: the only way you *won't* achieve anything you desire is by *not* starting to make those desires happen. My simple assertion to you is that **ACTION ALWAYS PROVIDES RESULTS**. What's marvellous about taking the first step to starting something new (whether it's a phone call, some research on the web or speaking to an expert) is that once you start moving forward towards any goal, your actions will only ever provide two results, both of which are helpful.

The results of trying something new will either be:

A 'DIRECT POSITIVE' – that is, you get what you want right away – or...

(yes, you've guessed it...)

AN 'INDIRECT POSITIVE' (which some people would call a 'stumbling block', 'challenge' or even 'failure').

Now, the 'indirect positive' is simply something that tells you what *not* to do in the future, so that's a great learning point isn't it...

It's very important to recognise that any instances where you don't reach your goal straight away aren't 'end points' (unless you let them be), they are simply markers along the

road to help you achieve what you want. They are not ‘failures’ at all – you’re not ‘failing’ at all, because of this fact: you’re actually ‘learning on your way to success’.

You’ll only ‘fail’ if you don’t use what you experience to alter your behaviour next time you move towards your target. In fact, you’ll find that by simply moving forward, the most incredible things start to happen. Even if you don’t immediately reach your goals, you’ll definitely learn things that will help you get there eventually, plus surprising opportunities may arise from your actions that get you there much faster than you think.

START SOMETHING NEW

Starting something new is the hardest thing...

You will not be brilliant at it the first time you do it

So relax into that and approach it as a learning experiment and a challenge to see how well you can do it...

You will be MORE brilliant at it the second time
You will be EVEN MORE brilliant the tenth time...
Because...YOU ARE A LEARNING MACHINE

So you will pretty much always get better...

When I decided to become a novelty product designer, one of my biggest ambitions was to get a product into the trendy worldwide chain of gift shops stores called ‘Urban Outfitters’. I created a range of birthday candles that displayed cheeky slogans like ‘*You’re Old*’, ‘*Lost Count*’

and ‘*Don’t Ask*’. ‘Urban Outfitters’ told us they didn’t want to stock them and I was gutted. They said that they wouldn’t be popular enough. Then, unbeknownst to me the candles were considered for ‘Gift Of The Year’, an award run by the Gift Industry. I was both amazed and delighted when it was announced that the ‘*You’re Old*’ candles had won the ‘Hot Novelty’ part of the ‘Gift Of The Year’ Award. This then brought them to the forefront and they were seen by working in the gift industry. Plus, it gave them an extra kudos that they didn’t previously have. The candles started to sell in huge numbers, topping over a quarter of a million units. And – yes - you guessed it – after the award, the whole range was taken on to be sold in ‘Urban Outfitters’...

So, that's all from me. Thanks for your time.

I hope you've enjoyed this book
and found it useful.

Now, maybe go start something you've been
thinking about doing for ages.

I wish you all the success in the world. . .

**Failing
Upwards** 

CHARLATANS OF THE WORLD UNITE...

WE HAVE NOTHING TO LOSE BUT OUR FACADES