

Think Again

And Grow Rich



Grow Rich Series - Book 1

By: Stanley F. Bronstein

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Stanley F. Bronstein

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ACKNOWLEDGMENTS

I hereby dedicate this book to my wife (Julie), my family and to the millions (if not billions) of

people in the world who are looking to change. I believe in you. I believe each and every one of us has the power to quite literally, change the world.

THE SUPERCHANGEYOURLIFE.COM MISSION

To serve as a catalyst for personal growth and development by providing people with proven information, tools and methods necessary to quickly and efficiently analyze the challenges they've faced, in the past, and then to design and implement simple, elegant solutions to conquer these challenges, in the present, thus maximizing their potential for personal growth and development in the future.

ABOUT THE AUTHOR



Stanley F. Bronstein

I have a business background. I'm both a CPA and an attorney. Most of my education is in the areas of business and the law.

One of the first things we were taught in law school was how to formulate questions and how to conduct appropriate research to find answers. Well, that's what I've done all my life as I've figured out answers to my own questions and my clients have paid me a lot of money to find answers to their questions.

While my clients don't mind paying me well, they don't want to waste their money either. They want

results and they want them now. If you get things done and produce favorable results they'll not only come back, but they'll send you referrals.

As a result, I've developed a "no nonsense" attitude toward my work and the needs of my clients. From the moment they walk through my door I am analyzing their situation, coming up with an attack strategy and constantly reevaluating whether or not we're accomplishing the desired results.

If I produce **good** results **quickly and efficiently**, my clients are happy and they will come back. If I don't produce good results, my clients will be unhappy and they won't come back.

In short, my clients will not and do not tolerate nonsense. Nonsense is simply not allowed.

INTRODUCTION



YOU ARE ABOUT TO ENTER THE NO NONSENSE ZONE

One of the things we will do in the No Nonsense Zone is that we will act based upon what we actually know (or actually figure out) and we will NOT act upon that which we “think” we know. By doing so, we will “stay on target” and “hit the bullseye” more often.

That's why this first book in the “Grow Rich” series is devoted to the task of defining what it means to be rich. After all, how can we work toward growing rich if we don't have a clear idea

of what being rich means?

CUTTING THROUGH THE NONSENSE

Since we're in the No Nonsense Zone, I'm not going to spend the next ten pages telling you how wonderful I am and claiming that I've discovered a "secret" that no one else has discovered until now.

Instead, the approach taken in this series will be for me to share with you that which I've learned along my personal journey toward "Growing Rich" beyond my wildest imagination.



Whenever you see the No Nonsense Zone symbol throughout the book, you'll know we're discussing a principle or an idea that is meant to cut through the nonsense and tell it like it really is.

DEFINING WHAT IT MEANS TO BE RICH?

There are two basic types of definitions of what it means to be rich.

- Society's definitions; and
- Your definition.

Before we start thinking about YOUR definition, I think we should discuss SOCIETY'S definitions first. To do that, we're going to take a look at the dictionary definitions of rich.

THE DICTIONARY DEFINITIONS OF “RICH”

Here are the first 7 definitions of “rich” from *FreeDictionary.com*

1. Possessing great material wealth
2. Having great worth or value
3. Magnificent; sumptuous

4. Having an abundant supply; abounding
5. Meaningful and significant
6. Very productive and therefore financially profitable
7. Containing a large amount of choice ingredients, such as butter, sugar, or eggs, and therefore unusually heavy or sweet; having or exuding a strong or pungent aroma

LET'S EXAMINE THESE “DICTIONARY” DEFINITIONS

1. Possessing great material wealth

What is wealth? Is it money? Is it health? Is it power?

The dictionary definitions of wealth tend to focus on things of value. So, let's revise this first definition to say "possessing things of value." Personally, I love this definition and we're going to come back to it many times before we're done.

2. Having great worth or value

Once again, we're back to the word "value."

3. Magnificent; sumptuous

Magnificent things are grand and splendid. Things that are outstanding.

4. Having an abundant supply; abounding

I think we all can agree with this definition. Being rich means one has an abundant supply of that which is valuable.

5. Meaningful and significant

Same thing here. Things we value will be meaningful and significant to us.

6. Very productive and therefore financially profitable

This is a more traditional definition that focuses on the monetary aspects of being rich.

7. Containing a large amount of choice ingredients, such as butter, sugar, or eggs, and therefore unusually heavy or sweet; having or exuding a strong or pungent aroma

This definition has more to do with cooking, but

one can also apply it to life. After all, wouldn't a life full of choice ingredients, such as health, wealth and the right people be a rich one?

VALUE IS THE KEY



Of all the key definitions we listed of the word “rich”, the most important ones focus on value.

Assuming that's the case, I propose we accept the following definition of rich:

Rich is having an abundant supply of that which we value.



BUT, WHAT IF WE VALUE THE WRONG THINGS?

Throughout this book, and the future books in the series, we're going to attempt to refrain from making these types of judgment calls. After all, it's not for me to decide whether or not the things you value are appropriate, just as it's not appropriate for you to make the same types of value judgments about me.

However, it is appropriate for me to form personal opinions about the actions you take and the things you value, just as it's appropriate for you to form your own opinions about my personal actions and the things I value.

Furthermore, it's highly appropriate for me to make suggestions to you about the types of personal values you should consider developing and to help empower you to form your own personal set of values.

In fact, I consider it my “number one job” to help and encourage you to form your own set of personal values and to live your life in a manner consistent with those values.

That's what this entire “Grow Rich Series” is

about.



WHAT DO I MEAN BY VALUES?

A value is a principle, standard, or quality considered worthwhile or desirable.

Values will undoubtedly differ from person to person and from group to group, since different people have different perspectives.

- What I choose to value may have absolutely no value to you.
- What you choose to value may have absolutely no value to me.

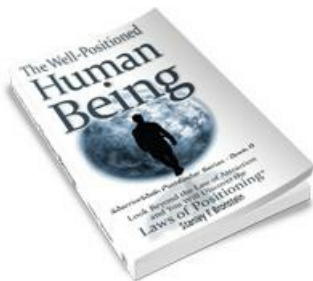
Despite these “cold, hard facts”, I am of the belief it is possible for each of us to formulate a personal set of values that will not only help us to grow rich, but that will also help us to not harm others in the process.

After all, what good is it for me to increase my supply of that which is important to me if it harms others in the process?

Likewise, what good is it for you to increase your supply of that which is important to you if it harms others in the process?

WHAT ARE SOME COMMON TYPES OF VALUES?

If you were to do a Google search for the phrase “list of values”, you would come up with many websites that will, quite literally, list hundreds of desirable values, many of which I hope you will take to heart.



In my 5th book, *The Well-Positioned Human Being*, I list 105 values that I refer to as the [105 Laws of Positioning®](#). All of them are desirable and positive core values that I've identified over my years of research and study, as well as from having worked directly with individuals seeking to improve their lives.

For easy reference, I'm including a list of those 105 values, along with links to separate web pages that discuss each of these values in detail. Feel free to check them out at your convenience. I'm listing them this way, as I'd rather not go into each one in detail in the pages of this book. To do so would make this book 3 times longer than it already is:



[Law #1 – Position Yourself To Be Alive](#)

[Law #2 – Position Yourself To Be Ambitious](#)

[Law #3 – Position Yourself To Be Appreciative](#)

Law #4 – Position Yourself To Be Balanced

Law #5 – Position Yourself To Be Beautiful

Law #6 – Position Yourself To Be A Believer

Law #7 – Position Yourself To Be Blessed

Law #8 – Position Yourself To Be Bold

Law #9 – Position Yourself To Be Candid

Law #10 – Position Yourself To Be Caring

Law #11 – Position Yourself To Be Committed

Law #12 – Position Yourself To Have Common Sense

Law #13 – Position Yourself To Be Confident

Law #14 – Position Yourself To Be Conscious

Law #15 – Position Yourself To Be Considerate

Law #16 – Position Yourself To Be Consistent

Law #17 – Position Yourself To Be Constructive

Law #18 – Position Yourself To Be Cooperative

Law #19 – Position Yourself To Be Courageous

Law #20 – Position Yourself To Be Creative

Law #21 – Position Yourself To Be Curious

Law #22 – Position Yourself To Be Decisive

Law #23 – Position Yourself To Be Dependable

Law #24 – Position Yourself To Be Disciplined

Law #25 – Position Yourself To Be A Dreamer

Law #26 – Position Yourself To Be Driven

Law #27 – Position Yourself To Be Educated

Law #28 – Position Yourself To Be Emphatic

Law #29 – Position Yourself To Be Encouraging

Law #30 – Position Yourself To Be Energetic

Law #31 – Position Yourself To Be Enthusiastic

Law #32 – Position Yourself To Be Ethical

Law #33 – Position Yourself To Be Excellent

Law #34 – Position Yourself To Be Faithful

Law #35 – Position Yourself To Be Fantastic

Law #36 – Position Yourself To Be Flexible

Law #37 – Position Yourself To Be Focused

Law #38 – Position Yourself To Be Forgiving

Law #39 – Position Yourself To Be Fortunate

Law #40 – Position Yourself To Be Friendly

Law #41 – Position Yourself To Have Fun

Law #42 – Position Yourself To Be Generous

Law #43 – Position Yourself To Be Graceful

Law #44 – Position Yourself To Be Great

Law #45 – Position Yourself To Be Happy

Law #46 – Position Yourself To Be Hardworking

Law #47 – Position Yourself To Be Healthy

Law #48 – Position Yourself To Be Helpful

Law #49 – Position Yourself To Be Honest

Law #50 – Position Yourself To Be Hopeful

Law #51 – Position Yourself To Be Humble

Law #52 – Position Yourself To Be Imaginative

Law #53 – Position Yourself To Be Immortal

Law #54 – Position Yourself To Have Integrity

Law #55 – Position Yourself To Be Intelligent

Law #56 – Position Yourself To Be Interested

Law #57 – Position Yourself To Be Involved

Law #58 – Position Yourself To Be Joyful

Law #59 – Position Yourself To Be Kind

Law #60 – Position Yourself To Be A Leader

Law #61 – Position Yourself To Be A Listener

Law #62 – Position Yourself To Be Loving (and Loved)

Law #63 – Position Yourself To Be Loyal

Law #64 – Position Yourself To Be Lucky

Law #65 – Position Yourself To Be Mature

Law #66 – Position Yourself To Be Miraculous

Law #67 – Position Yourself To Be Motivated

Law #68 – Position Yourself To Be Optimistic

Law #69 – Position Yourself To Be Passionate

Law #70 – Position Yourself To Be Patient

Law #71 – Position Yourself To Be Peaceful

Law #72 – Position Yourself To Be Perceptive

Law #73 – Position Yourself To Be Persistent

Law #74 – Position Yourself To Be Persuasive

Law #75 – Position Yourself To Be Polite

Law #76 – Position Yourself To Be Positive

Law #77 – Position Yourself To Be Powerful

Law #78 – Position Yourself To Be Practical

Law #79 – Position Yourself To Be Prepared

Law #80 – Position Yourself To Be Prosperous

Law #81 – Position Yourself To Be Punctual

Law #82 – Position Yourself To Be Reliable

Law #83 – Position Yourself To Be Responsible

Law #84 – Position Yourself To Be A Returner

Law #85 – Position Yourself To Be A Risk Taker

Law #86 – Position Yourself To Be Secure

Law #87 – Position Yourself To Be Sincere

Law #88 – Position Yourself To Be Skilled

Law #89 – Position Yourself To Be Strong

Law #90 – Position Yourself To Be Supportive

Law #91 – Position Yourself To Be Tremendous

Law #92 – Position Yourself To Be Trustworthy

Law #93 – Position Yourself To Be Truthful

Law #94 – Position Yourself To Be Unique

Law #95 – Position Yourself To Be Useful

Law #96 – Position Yourself To Be Victorious

Law #97 – Position Yourself To Be A Visionary

Law #98 – Position Yourself To Be Who You Are

Law #99 – Position Yourself To Be A Winner

Law #100 – Position Yourself To Be Wise

Law #101 – Position Yourself To Be Centered

Law #102 – Position Yourself To Be Relaxed

Law #103 – Position Yourself To Fulfill Your

Potential

Law #104 – Position Yourself To Grow

Law #105 – Position Yourself To Be Respected

If you follow the links above, you'll essentially get to read my 5th book for free.

While I think it's useful to have a list of hundreds of values, I think we can make things a lot simpler. Over the years, I've become a believer in simplicity. So, let's try to make things simpler.



I think we can get by with just FIVE key categories of values. That's right, just FIVE categories.

1. Things that will improve your life;
2. Things that will improve the lives of others;
3. Things that improve the world;
4. Things that help us achieve as much as possible; and

5. Things that make life worth living.

In other words, it's all about improvement. It's about doing our best today to make tomorrow better.

A SIMPLE DEFINITION OF RICH

If rich is having an abundant supply of that which we value and the things we value should be things that improve our life, the lives of others and the world around us, then can't we just say the following:

Rich is having an abundant supply of that which improves our lives and our world.

LET'S FOCUS ON THE KEY WORDS IN THAT DEFINITION

Abundant - Present in great quantity; more than adequate; oversufficient.

Improve - To bring into a more desirable or excellent condition; to make good use of; to

increase the value of.

LET'S MAKE IT EVEN SIMPLER



Rich is having an oversufficient supply of that which increases the value of our lives and our world.

That's a universal definition of rich. It's a definition that most people can agree with; no matter their background; no matter their perspective.

Keep this definition in mind, as we're going to use it throughout the rest of this book and throughout most (if not all) of the planned books in the Grow Rich Series™.

NOW THAT WE'VE DEFINED RICH, LET'S GET STARTED

The name of this book is Think Again and Grow

Rich.

The very fact that you're reading this book tells me there's a pretty good possibility that you're not as rich as you'd like to be.

If, as I suspect, you're not as rich as you'd like to be, there are 3 likely probabilities.

1. You have no idea of what it means to be rich, but you know you're struggling (financially or otherwise), so you feel as if you're not rich, YET.
2. You're following society's definition of what it means to be rich and you haven't gotten there, YET.
3. You have a pretty good personal definition of what it means to be rich, but you haven't gotten there, YET.

Let's address these one at a time.

1

**YOU HAVE NO IDEA OF WHAT
IT MEANS
TO BE RICH, BUT YOU KNOW
YOU'RE STRUGGLING
(FINANCIALLY OR
OTHERWISE),
SO YOU FEEL
AS IF YOU'RE NOT RICH, YET**

- You're behind on your bills.
- You're not making enough money.
- You want to take a vacation, but you can't afford it.
- You're not happy with your job.
- You play the lottery regularly as you feel it's the only way you could ever possibly get rich and change your present situation.
- You're having problems with your

relationships.

- You're having problems with your health.
- You have no clue what it means to be rich, but you know your present situation certainly isn't it . . .

Do any of these describe your present situation?

Whenever I encounter someone in this type of situation (or even feel this way myself), I think back to a lesson taught to me by my dear friend, Charlie “Tremendous” Jones. Although Charlie passed away in 2008, I had the good fortune to interview him in late 2007. Among the many things I learned during the few hours I spent with him, one thing sticks in my mind. Charlie said:

***If you're not grateful for what you have now,
what makes you think you're
going to be grateful if you have more?***



The bottom line is that we must first learn to appreciate that which we already have BEFORE we can go on to have more.

That's one of the reasons people who were born into poor families can actually become richer than people who were born rich.

It's because there's something to be learned from the journey that helps us appreciate the destination even more once we get there. Poor people have to work to become rich. Those who were born rich don't always have to work to stay that way.

REMEMBER: Just because you have problems, it doesn't mean you're not rich. Rich people often have just as many, if not more, problems than anyone else.

If you feel like you fall into this first category, my suggestion to you is that:

- You simply reflect upon your present situation;
- Be grateful for it (after all, it could be even worse); and
- Decide you're going to change it. NOW !



Charlie "Tremendous" Jones

Fortunately, I recorded video from my fantastic interview in 2007 with Charlie "Tremendous" Jones, so you can check it out on my website by following the link below.

<http://superchangeyourlife.com/interviews/interview-charlie-tremendous-jones/>

2

**YOU'RE FOLLOWING
SOCIETY'S DEFINITION
OF WHAT IT MEANS TO BE
RICH
AND YOU HAVEN'T GOTTEN
THERE, YET**

As we discussed earlier, being rich isn't just about how much money you make or how many possessions you accumulate.

Some of the richest people I've ever met had all kinds of problems in their lives (financially, health related and otherwise). But they were happy. They were richer than one could possibly imagine.

If you don't have as much money as you'd like or don't have as nice of a car as you might like, that's no reason to consider yourself a failure.

Just because society tells you that you have to surround yourself with the finest foods; the finest clothes; and the finest possessions, it doesn't mean

you have to listen.

After all, so much of what society tells us consists of marketing and advertising messages that are thrown at us constantly by TV and the media.

Practically all of what they're telling us we need, in order to be happy, is a bunch of nonsense.

We are being constantly bombarded with marketing and advertising messages for only one reason:



TO MAKE MONEY OF US !!!

Please don't misunderstand me.

Money can be a nice thing and it's a necessary thing, in order to survive.

But, it's NOT the only thing.



Money is NOT and SHOULD NOT be the “be-all” and “end-all” of our existence. However, for all too many people, that's just what it is.

For these people, rich is all about making as much money as possible, even if they already have more money than they could ever possibly spend.

Do you know people like this?

As an attorney and a CPA, I encounter these types of people, all the time.

Most of these people were doing quite well and seemed to be fairly happy, until the economic downturn resulting from the Great Recession of 2007.

Many of my clients and professional acquaintances lost most, if not all they'd worked for their entire lives.

Some of them took it better than others.

Unfortunately, all too many of them did not take it very well. I'm even aware of a couple of instances of suicides that came about as a result of people being unable to handle the consequences of the economic downturn.

Now, more than ever, I'm convinced that money and possessions are still important, but they can't be the only things our lives are about. There has to be more.

We have to rethink what it means to be rich if we're going to truly grow rich.

If you fall into this second category, then I'm suggesting that you adopt the universal definition of rich we discussed earlier. As I said before, it's a definition that I believe most people can agree with, no matter their background; no matter their perspective.

Rich is having an oversufficient supply of that which increases the value of our lives and our world.

3

YOU HAVE A PRETTY GOOD PERSONAL DEFINITION OF WHAT IT MEANS TO BE RICH, BUT YOU HAVEN'T GOTTEN THERE, YET

People who fall into this category have already figured out there's more to life than just money.

Despite that, they're not as well off as they'd like to be.

They might be lacking financially.

They might wish they had more possessions.

Their relationships might be in need of some improvement.

Perhaps their health isn't as good as they'd like it to be.

If you fall into this category, don't despair. The principles we're going to outline in the rest of this book are designed to help you take that next step. They're designed to help you get where you want to be, even if you haven't gotten there, YET . . .



TWO REAL LIFE STORIES WHICH OF THESE PEOPLE IS THE RICHER?

Person #1 – This person was a highly successful, self-employed real estate lawyer with a nice, big office, numerous clients and several employees. Money was not an object. This person worked hard to build their practice, but didn't take the time to exercise or to eat properly. Their weight ballooned all the way up to 320 pounds and their health was on a downward spiral. When the Great Recession hit in 2007, roughly 90% of their clients

went out of business and their business suffered as a result.

Person #2 – This person is also a self-employed real estate lawyer who works out of their home to reduce expenses. They have no employees and have to do all their own work. Due to the after effects of the Great Recession, business is not as great as it used to be, but it's on the upswing. As this person works from home, they are able to take time to exercise daily, to meditate and to eat properly. They have never been in better physical or mental health than they are today. In fact, they've even built themselves a treadmill office so that they can exercise and get their work done at the same time.

As you're beginning to suspect, these people are the same person. They're me, Stanley Bronstein.

If you want to use a purely “financial” definition of rich, then Person #1 was by far the richer of the two (at least until the Great Recession of 2007 hit). Money was flowing in and things were going great. However, that person was subject to the ebb and

flow of the economy. When the economy took a drastic downturn, that person's situation took a drastic downturn. Fortunately, it wasn't catastrophic.

If you use the “universal” definition of rich we discussed earlier, then Person #2 was by far the richer of the two. That person has built up an oversufficient supply of that which increases the value of their life and helps make the world a better place in which to live. That person's life has never been better.

As I (Person #2) write this, I'm 54 years old and I feel like I'm 30. My doctor says all my “numbers” are fantastic and he wishes his other patients could say the same. I'm in a situation where I'm able to devote time, each and every day, toward that which makes me happy. I'm not only able to get my legal work done, but I'm able to spend time, each and every day, on my writing and consulting activities that are intended to help people improve their lives, as I've been able to do over the past 5 years.

So I ask you, which of these two people is the richer?

There's no doubt in my mind that it's Person #2.



THINKING AGAIN ABOUT MY LIFE AND GROWING RICH

Prior to 2008, I focused way too much on my business. Most of my time was spent in my office and taking care of clients.

The upside to this was that there was plenty of money.

The downside was that I was slowly killing myself.

My weight had ballooned up to 320 pounds.

My blood pressure was high.

My knees hurt.

I ate poorly.

I was a heart attack waiting to happen.

Despite all this, I was lucky. I had not had any major health problems, YET. I have no doubt I was well on my way to having problems, but I was fortunate that none of them had hit me, YET.

In late 2008, I decided to close my office as my lease was expiring and there was no reason I needed to spend lots of money to keep it open. In retrospect, I should have closed it at the end of 2007, but I had “hung on” to my old life situation in the hopes things would improve. That turned out to be a costly \$40,000 learning experience and a misuse of a year's time.

As I look back, closing my office was the first step in my gradual rethinking process.

Once I started working at home, I found I had lots of extra time on my hands.

My legal business was only 20% of what it had been just a short time earlier. On top of that, I no longer had to spend time commuting back and forth

to my office.

It would have been easy for me to feel sorry for myself and throw a daily “pity” party. In fact, I did just that for a while. Ultimately, I decided I was going to do something different.

I was going to use all this extra time I now had to do one of my favorite activities.

I was going to spend that time thinking.

Instead of feeling sorry for myself, I was going to look at my situation as a newfound opportunity. It was an opportunity, once and for all, to get my life in order and to start living a balanced, healthy life.



A wise person once told me that Balance is increasing that which is deficient and decreasing that which is excessive.

Consequently, I began making two lists:

- Everything that was deficient in my life; and
- Everything that was excessive in my life.

Some examples from the deficiency side:

- I wasn't exercising enough;
- I wasn't spending enough time thinking;
- I wasn't spending enough time meditating;
- I wasn't spending enough time writing;
- I wasn't as nice of a person as I wanted to be;
- My personal relationships weren't as good as I wanted them to be;
- I didn't spend enough time working on projects I enjoyed; and
- I wasn't spending nearly enough time practicing what I was preaching. After all, by that point, I'd written 4 self-help books. These books were telling people how to get their life in order, yet I weighed 320 pounds and was a mess.

Some examples from the excessive side:

- I ate too much;
- I lost my temper too much;
- I spent too much money; and
- I spent too much time working on projects I didn't enjoy.



THE DAY IT ALL CHANGED

On February 1, 2009, I woke up, just as I had done 18,125 previous mornings.

I weighed 320 pounds.

My knees hurt.

I had trouble bending down to tie my shoes.

I felt miserable.

However, something was different.

I turned to my wife and I told her that I was no longer going to tolerate nonsense in my life and that the first person I was going to stop tolerating it from was **MYSELF**.

I then told her I was also going to stop tolerating nonsense from **EVERYONE ELSE**.

Without even realizing it, I had entered the “No Nonsense” Zone . . .

It was 4 ½ months before my 50th birthday and it was time to start making changes in my life.

I told her I was about to embark upon a journey that was going to change my life and that she was welcome to “come along for the ride.”

I told her that walking was going to be my exercise of choice and I was going to start walking every day.

I told her that I was going to start eating better and that I was going to stop eating late at night.

In the beginning, I had to take things slowly, but my health began to steadily improve as I started to take off some of my excess weight.

By my 50th birthday, I'd lost roughly 50 pounds and had built up to the point where I could walk in a pool for 5 hours straight. That's right . . . 5 hours straight . . .

Since that time, I've gotten down to 190 pounds and I walk 15 to 20 miles, just about every day. I walked 32 unofficial marathons in 2012 and I've already done 26 in 2013. Believe it or not, I actually weigh less now than I did when I was 13 years old . . .

Was it easy?

Sometimes yes and sometimes no.

But it's definitely been fun and it's definitely been interesting.



NOW IT'S YOUR TURN

There are 3 ways you can proceed from here.

1. Stay the way you are because you're not willing to make changes or to take any action.
2. Procrastinate (like I used to do) and say you'll get around to taking action, sometime in the future, but not now.
3. Pull out two sheets of paper and get started with the exercises I'm about to suggest.

I'm going to assume you're ready for option #3, otherwise you've probably stopped reading by this point.

The exercises I'm about to suggest are just a small portion of the comprehensive exercises contained in my [*SuperChangeYourLife in 9 Days or Less*](#) [*program*](#).



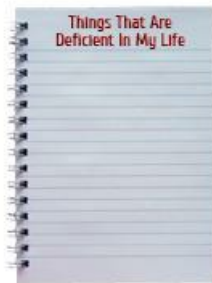
The mini-version contained herein is more than enough to get you started, but if you're interested in taking the full-blown course, it's got 9 hours of audio along with a comprehensive, downloadable action guide. It's priced so that just about everyone can afford to take the course. You can click on the picture of the course book above to read more about it on my website.



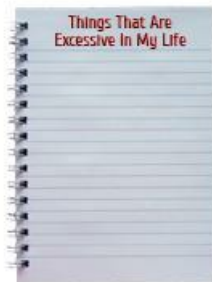
EXERCISE #1

Take out two sheets of paper. Label them as follows:

**THINGS THAT ARE DEFICIENT IN
MY LIFE**



THINGS THAT ARE EXCESSIVE IN MY LIFE



I want you to spend 15 to 20 minutes filling out each of these lists.

You should take this exercise seriously.

You should be honest with yourself.

Your answers will serve as the foundation of all the other work you will do throughout the rest of this book.

Remember, if you don't do the underlying work necessary to get started, you're going to have a hard time making any significant progress.

Please realize these lists are NOT absolutes.

You can always make revisions, additions and subtractions to these lists as your thought process continues to progress.

YOUR RESULTS - EXERCISE #1

- Did you spend a sufficient amount of time on each of these lists?
- Did you identify any useful information about yourself?

In order to help you out, I'm going to share my answers to these important questions. They are

intended as an example. Your answers to these questions will obviously be different.

THINGS THAT ARE DEFICIENT IN THE AUTHOR'S LIFE

- There is not enough serenity in my life.
- Despite all the things I have going for me and all the personal development work I've done over the past few years, I'm not always as calm as I would like to be.
- From time to time, my "feathers get ruffled" and this bothers me.
- I would like to be a little more "even keel", although I realize one of my greatest strengths is my passion, so I shouldn't "turn off" my passion in order just to be more serene.
- Additionally, I don't always feel like I am getting enough support from the people in my life.
- All too often, I feel as if I have to do

everything myself and solve all my problems by myself.

THINGS THAT ARE EXCESSIVE IN THE AUTHOR'S LIFE

- There are too many critical voices in my life.
- There are too many people in my life who are eager to question or criticize my ideas, despite all of the successes I've had throughout my life and in the recent past.
- While I have done a good job of reducing the past excesses in my diet, that is something I still need to work on, as there is still room for improvement in that area.

SO, HOW DID YOUR LISTS TURN OUT?

As you can see, the lists don't have to be long or extensive.

They only have to be well thought-out and to cover

the main deficiencies and excesses in your life.

If you're having trouble identifying your deficiencies and excesses, you might want to try referring back to the [*105 Laws of Positioning*](#)[®] listed earlier in the book (just click on the link to do so). Looking back at this comprehensive list might help you think about certain character traits and areas of your life.

It's important that you complete these lists before you move on.

If you don't take the time to complete them now, you're not going to get nearly as much benefit from the remainder of this book as you should.

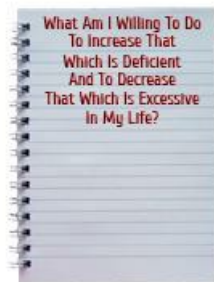
Assuming you've completed Exercise #1, let's move on.



EXERCISE #2

Take out another sheet of paper. Label it as follows:

**WHAT AM I WILLING TO DO
TO INCREASE THAT WHICH IS
DEFICIENT
AND TO DECREASE THAT
WHICH IS EXCESSIVE
IN MY LIFE?**



YOUR RESULTS - EXERCISE #2

So, how did things turn out?

- Did you spend a sufficient amount of time on each of these lists?
- Did you identify any useful information about yourself?

Once again, in order to help you out, I'm going to share my answer to this question. My answer is intended as an example. Your answer to this question will obviously be different.

THE AUTHOR'S ANSWER

- I will work harder to “chill out”, or as they say, “face piles of trials with smiles.”
- I will consciously spend less time around people who are critical of my thoughts and my ideas and spend more time around people who are supportive.
- In the short-term, this might mean spending a lot of time “alone”, but in the long-term, it will be ideal as I will have the right people in

my life who believe in me and who will support me.

- Having such people in my life will also make me calmer and more serene, as I will have fewer “negative” people in my life.

DID YOU FINISH EXERCISE #2?

It's important that you complete this list in Exercise #2 before you move on.



ACTIONS SPEAK LOUDER THAN WORDS

In the past 2 exercises, you not only came up with lists of things that need to change in your life, but you also came up with a list of actions you're willing to take in order to make these changes come about.

However, your lists will mean absolutely nothing, until such time as you start to act upon them.

With that in mind, I'd like to suggest that now might be the best time for taking action.

After all, shouldn't we make now the most precious time?

After all, now will never come again!



5 Steps To Help You Act NOW

1. I want you to realize you are capable of acting NOW. You have everything you need;
2. I want you to realize you are starting with a clean slate. You can choose anything you want;
3. I want you to realize you have the ability to choose well for yourself and that your choice

will be the right choice for you;

4. I want you to realize it isn't necessary for you to have every single detail planned out in advance. You can always figure out parts of your "game plan" along the way; and
5. I want you to put aside your fears and take action . . . NOW.

STEP 1

Realizing You Are Capable Of Acting Now

Be content with what you have; rejoice in the way things are.

When you realize there is nothing lacking, the whole world belongs to you.

(Lao Tzu)

REALIZATION

The word realize has two main definitions.

- To comprehend completely or correctly; and
- To bring into reality; make real.

Past and Present - The first definition suggests that realization is the act of completely recognizing and understanding the situation as it already exists or as it previously existed.

Future - The second definition suggests that realization is the act of modifying the present situation so that it conforms with our desired understanding of the way we want the situation to be in the future.



Let's take a moment and talk about the past.

Personally, I'm a believer that one of the biggest problems with traditional therapy is that it focuses way too much on the past.

As Denis Waitley says, *Don't dwell on what went*

wrong. Instead, focus on what to do next. Spend your energies on moving forward toward finding the answer.

Bingo!

When we continue to focus on the past, we wind up living in the past.

The past is NOT supposed to be where we live. It's supposed to be what we learn from!



The Author's Personal Example

Anyone who's familiar with my personal story knows that I've spent most of my life being massively obese.

This leads one to ask the obvious question.

Why did I do that to myself?

Alternative #1 - I could write you an entire book on how the death of my mother when I was only 8 years old affected me over the next 40 years. I

could then write another book about all the lost opportunities and hardships I experienced as a result of being massively obese for so many years. I could then write yet another book wherein I lament and feel sorry for myself.

Alternative #2 - I could simply learn from my past experiences and begin moving forward NOW, toward a better future.

- Which alternative do you think would be more productive?
- Which alternative is more likely to get me to where I want to be?
- Which alternative is more likely to produce the results I desire more quickly?

Alternative #2 of course!

It was only when I decided to stop living in the past and to start living in the present, that I was able to begin creating my desired future.

The same thing applies to you.



**It is only when you decide to stop living in the
past
and to start living in the present,
that you will be able to begin creating your
desired future.**

Once you realize the truth of this simple principle, and begin taking the appropriate steps in your present, you will begin creating your desired future.

YOUR CAPACITY TO CHANGE

The root word of capacity, capable, also has two main definitions.

- Having the ability required for a specific task or accomplishment; being able; and
- Having the inclination or disposition.

Past and Present - The first definition suggests that if one has the ability required in the present, they will be able to accomplish the desired task or accomplishment.

Future – The second definition suggests that even if one has the necessary ability, one will not have the capacity to accomplish a task, in the future, until such time as they form the necessary inclination or disposition to act in the present.

Once again, let's take a moment and talk about the past.

Whether or not you had the necessary capacity to accomplish the desired task or achieve your desired goal, **IN THE PAST**, is not that relevant to the present situation. Here's why.

- Either you didn't have the necessary capacity, in the past; or
- You had the necessary capacity, in the past, but you didn't use it.

If you didn't have the necessary capacity, in the

past, then you need to develop the necessary capacity in the present.

If you did have the necessary capacity, in the past (but didn't use it), then you need to develop the willingness to use that capacity in the present.



Consequently, the only relevance of the past is in helping us figure out whether we need to develop the necessary capacity we are lacking or whether we need to develop the willingness to use the capacity we already have.

Once you make that analysis, the past becomes irrelevant.

REMEMBER

**It is only when you decide to stop living in the
past**

and to start living in the present,

that you will be able to begin creating your desired future.

If you've been following this analysis, you're left with only 2 alternatives:

- Realize that you did NOT have the necessary capacity in the past, BUT you have the power to develop it NOW; or
- Realize that you did have the necessary capacity in the past AND that you have the power to begin using it NOW.

I believe in you.

I believe in your abilities; your talents and your ideas.

I believe you have the ability to, quite literally, supercharge your life.

So, shouldn't you believe in yourself?

STEP 2

You Are Starting With A Clean Slate

*I should have no objection to go over the same
life*

from its beginning to the end:

*requesting only the advantage authors have,
of correcting in a second edition the faults of the
first.*

(Benjamin Franklin)

You have the very same advantage RIGHT NOW that Benjamin Franklin described in the above quote.

You have the chance to write the second edition of your life story, and in doing so, you have the opportunity to correct all the faults of the first.

All you have to do is take advantage of that opportunity.

There is a saying: *Learn To Listen. Opportunity Sometimes Knocks Very Softly.*

Well, that's what happening right now.



Opportunity is knocking on your door and all you have to do is open that door and shake the hand of opportunity as it walks into your life.

But, all too often we procrastinate. We delay. Sometimes we do this out of fear. Sometimes we do it out of laziness.

But, as we've been saying all along - why we've done it, **IN THE PAST**, is irrelevant.

The only thing that is relevant is whether or not we will begin taking advantage of the opportunities in our present so that we can create the future we desire.



REMEMBER

The past is not where we live.

It is what we learn from.

Nothing more; nothing less.

- I believe in you.
- I believe you have the ability to recognize these opportunities and to take advantage of these opportunities.
- I wouldn't have written this book if I didn't . . .

Thomas Edison said: *Opportunity is missed by most people because it is dressed in overalls and looks like work.*

Hard work is what separates great people from ordinary people.

A little hard work never hurt anyone.

So, I ask you, do you want to be great, or do you want to be ordinary?

STEP 3

Realize You Have The Ability
To Choose Well For Yourself
And That Your Choice Will Be
The Right Choice For You

*If You're Not Sure You Made The Right Decision,
Then Make The Decision Right*

You have, at this very moment, all the knowledge, wisdom and experience you need to choose well for yourself.

Let me put it another way.

- You have everything you need.
- You know what needs to be done.

Face it, you've been on this earth long enough to have a pretty good idea of what's going on.

If you're like most people, it's NOT a question of whether or not you know what you need to do and it's NOT a question of whether or not you know

how to do it.

Instead, it's probably a question of whether or not you're willing to do what you already know you need to do.



THE AUTHOR'S EXAMPLE

For many years, I knew what I needed to do in order to lose weight and to get in shape. All I needed to do was start eating better and exercising more. Or as a friend of mine recently put it, I needed to exercise more and shut my mouth more often.

But, I wasn't willing to do it. Or, whenever I started doing it, I'd stall somewhere along the way and fall back into my old habits.

It was only when I decided I was willing to make PERMANENT, LASTING changes, that I began to see PERMANENT, LASTING results.

It's such a simple concept, yet so many of us have

trouble accepting it.

Well, it's time for that to change.

SO, WHAT HOLDS US BACK?

One of the major things that holds us back is fear.

- There's fear of the unknown.
- There's fear of change.
- There's fear of making mistakes.
- And worst of all, there's fear of just how great we could be if we began to make these changes.



Here's a wonderful quote on that last type of fear:

*Our deepest fear is not that we are inadequate.
Our deepest fear is that we are powerful beyond
measure.*

It is our light, not our darkness that most

frightens us.

*We ask ourselves, 'Who am I to be brilliant,
gorgeous, talented, fabulous?'*

Actually, who are you not to be?

You are a child of God.

Your playing small does not serve the world.

*There is nothing enlightened about shrinking so
that other people won't feel insecure around you.*

We are all meant to shine, as children do.

*We were born to make manifest the glory of God
that is within us.*

It is not just in some of us; it is in everyone.

*And as we let our own light shine, we
unconsciously give other people permission to do
the same.*

*As we are liberated from our own fear, our
presence automatically liberates others.*

(Marianne Williamson)

Wow!



Have you ever met a person who's so afraid of doing the wrong thing that they won't do anything?

Perhaps you're that person.

- I know, from time to time, I've been that person.
- I've been afraid to take action.
- I've been afraid of making mistakes.

But no more.

There's no reason to hold back.

Do you know why?

- It's because human beings have an inherent ability to make their decisions right.
- We have an inherent ability to adjust our actions (and reactions) to the circumstances

such that we will figure out how to act (and react) no matter what happens to us.

Whenever we fear making a wrong decision, we are keeping ourselves stuck in the past. We're remembering other times when we might have made a wrong decision, so it's keeping us from making new decisions.

Whenever we decide to “let go of our fear”, we begin living in the present. As we've discussed before, living in the present enables us to create our future.

SO, HOW DO WE LET GO OF OUR FEAR?

We let go of our fear by realizing that fear serves 2 purposes.

- Fear protects us from real dangers; and
- Fear protects us from perceived dangers.

Real dangers are real and we need to be protected from them.

Perceived dangers are not always real and as a

consequence, we don't always need to be protected from them.



Let's look at those two words:

Real - Being or occurring in fact or actuality; having verifiable existence. True and actual; not imaginary.

Perceived - Detected by instinct or inference rather than by recognized perceptual cues. Detected by means of the senses.

- The problem with perceptions is that when our instincts are clear and are based on reality, then our perceptions will be clear and they will be based on reality.
- When our instincts are unclear and/or not based on reality, then our perceptions will be unclear and/or not based on reality.



- When our instincts are clear and based on reality, we are wise to fear a perceived danger.
- When our instincts are unclear or are not based on reality, then it is NOT useful for us to fear those perceived dangers.

When we perceive there is a wild bear in the woods (and that perception is based upon our past experience), we are wise to fear walking through that bear's territory.

When we perceive there is a wild bear in our kitchen (and that perception is based on paranoia), we are unwise to use that fear as a reason to stay out of our kitchen.

That may sound like a silly example, but all too often that's exactly what we do.



ANOTHER EXAMPLE FROM THE AUTHOR'S LIFE

I interview people; a lot of people.

Interviewing these people requires me to ask them for permission to interview them.

In the past, I might have been afraid to ask, as these people might tell me no. In the past, I took no to be a rejection, so I feared it.

The problem is that if I didn't ask, I was foreclosing the possibility of them saying yes.

It was only when I realized that the worst thing they could do is say no, that all of my fear went away.

If I ask and they say no, I move on to the next potential interviewee.

It's not a rejection of me personally.

It's simply their unwillingness to be interviewed or

of their failure to perceive any value in being interviewed by me.

- If I ask and they say yes, I get to interview them. Perfect.
- If I ask and they say no, I simply move on to someone else.

Either way, there's no harm to me.

Since there's no harm to me, there's nothing for me to be afraid of.

Since there's nothing for me to be afraid of, I should NOT hesitate to ask for interviews.



FEAR OF MISTAKES

Many people fear getting married because they're afraid they might marry the wrong person.

While that's definitely a possibility, we shouldn't let our fear that our loved one might not be perfect

hold us back from marrying them.

As the saying goes: *To find love is not to find the perfect person, but to love an imperfect one.*

That same philosophy should be applied to all our decisions.



***To avoid making a mistake is not to make a perfect decision,
it is to properly deal with the consequences of having made an imperfect one.***

The reality is that mistakes are going to be made. Imperfect decisions are going to be made. That's just part of life.

Please don't misunderstand me. I'm not saying we shouldn't try to avoid mistakes. Instead, I'm saying we shouldn't let our fear of the possibility of making mistakes prevent us from ever taking action.

Fear should protect us, but it should'nt paralyze us.

STEP 4

Realize It Isn't Necessary

For You To Have Every Single Detail
Planned Out In Advance.

You Can Always Figure Out
Parts Of Your “Game Plan” Along
The Way.

*Revision is one of the exquisite pleasures of
writing.*

(Bernard Malamud)

Advance planning is important.

Very important.

But, it's impossible to plan for every little detail;
every possible consequence.

Even if it were possible, it would probably be a
waste of time and energy.



AN EXAMPLE FROM THE AUTHOR'S LIFE

I tend to make decisions quickly.

- I analyze the situation, come up with a “game plan” and then I act.
- As more information comes in, I periodically adjust my “game plan” along the way.
- Most of the time I'm right, but sometimes I'm wrong.

I used to work with a person who did the exact opposite.

- They took their time before they made decisions.
- They analyzed the situation in great depth and then finally came up with a “game plan.” Only then would they act.

- There was less need for them to adjust their “game plan” along the way, as they tended to defer taking action until such time as they had already gathered most of their information.
- Most of the time they were right, but sometimes they were wrong.

All too often, my decision making process would drive them nuts. Likewise, all too often, they're hesitation about making decisions bothered me.

The interesting thing is that they were quite often right in areas where I was wrong and I was quite often right in areas where they were wrong.

So, which way of doing things is better? I don't know, because the reality is that both of us have, over the years, tended to make many more right decisions than wrong ones.



SO, WHAT'S THE POINT?

- The point is that there's more than one “right way” of doing things.
- There's more than one “right way” of making decisions.
- The bottom line is that you have to find a style that works for you and then not be afraid to follow it.

The reason I bring this up is that I wanted to illustrate that it's possible to begin taking action more quickly and to adjust your “game plan” along the way.

It's not always necessary to have every single little detail planned out before you take action.



TODAY'S WORLD REQUIRES US TO ACT

MORE QUICKLY

We live in a world where things happen quicker than at any time in human history. Not only that, the pace of change is increasing, not decreasing.

The most successful people are going to be the ones who are able to make decisions quickly and then adjust their “game plan” along the way.

Those who wait until they've gathered all the facts might just end up sitting on the sidelines and missing out on opportunities, while those who are able to act more quickly will be able to take advantage of those opportunities that may be here today and gone tomorrow . . .

STEP 5

Put Aside Your Fears
And Take Action . . .

NOW

*Never Leave The Scene Of A Decision
Without First Taking A Specific Action Towards*

Its Realization.
(Anthony Robbins)

By this point, you've hopefully:

- Realized you are capable of acting now;
- Realized you are starting with a clean slate;
- Realized you have the ability to choose well for yourself and that your choice will be the right choice for you; and
- Realized it isn't necessary for you to have every single detail planned out in advance.



Assuming you've done these things, then you're ready for the most important step of them all.

You're ready to **TAKE ACTION**.

Put your fears aside and take action.

As we discussed earlier, fear can protect us, but it can also hold us back.

It's time for you to stop letting your fears hold you back.

It's time for you to take action.

So, if you're going to take action, wouldn't the best time to take that action be now?

After all, why should you wait?

You are about to embark upon a path that will, quite literally, change your life for the better.

So, why would you want to wait?

Conclusion



It's A Matter Of Choice

A Life Lived By Choice Is A Life Of Conscious Action.

*A Life Lived By Chance Is A Life Of Unconscious
Reaction.*

(Neale Donald Walsch)

Let's take a look at the two of the key words here:

- **Choice** - The act of selecting from a number of possible alternatives.

- **Chance** - A force assumed to cause events that cannot be foreseen or controlled.
If you make a conscious choice, YOU are the one doing the selecting of what happens to you.

If you wait for chance, the selecting is being done for you.

If you make a conscious choice, you are the one who is in control of your destiny.

If you wait for chance, others are in control of your destiny.

If you want to be in control of your destiny, then you must live a life of conscious action.

If you don't mind surrendering control of your destiny to others, then you can live a life of unconscious reaction.

Let's look at two more words:

Action - The state or process of doing. Organized activity to accomplish an objective.

Reaction - A response to a stimulus.

- If you want to be in control of your destiny, then you must take organized, conscious action to accomplish your predetermined objectives.
- If you don't mind surrendering control of your destiny to others, then you can go through life responding to the stimulus that others direct towards you.

Let's look at two more words:

Conscious - Having an awareness of one's environment and one's own existence, sensations, and thoughts.

Unconscious - Lacking awareness of one's environment and one's own existence, sensations and thoughts.

Consciousness is a state of having capacity to affect change on your environment.

Unconsciousness is a state of lacking capacity to affect change on your environment.

- If you want to have the ability to affect change on your environment, then you're going to have to take conscious action to make that happen.
- If you're content to let your environment be controlled by others, then no conscious action on your part is required.

However, I suspect you wouldn't be reading this

book if you were happy being controlled by others. Assuming that's the case, then you've just taken action.

You've chosen to live a life of conscious existence.



What Is Consciousness?

That's what Book 2 in this Grow Rich Series™ is all about.

**Think
Consciously**
And Grow Rich



Grow Rich Series - Book 2
By: Stanley F. Bronstein

**Think Consciously
And Grow Rich**

Grow Rich Series™ – Book 2

Coming February 2014

Until then, I recommend you check out my [*SuperChangeYourLife in 9 Days or Less*](#) program. It's a full-blown course, that's got 9 hours of audio along with a comprehensive, downloadable action guide. I've priced it so that just about everyone can afford to take the course. You can click on the picture of the course book below to read more about it on my website.

