

Train Your Brain for Success by Roger Seip

INTRODUCTION

Mental Factor #1: Success Leaves Clues

- Achievement of your goals is a function of how you think and what you do, not luck or circumstance.
- One of the fastest ways to get where you want to go is to simply find somebody who's gotten there and copy what he or she did.

Mental Factor #2: What You See Is What You Get

- The pictures you see in your mind tend to be the results you get in your life.
- The more clearly you can picture the results you want, the more likely you are to deliver the performance that produces those results.

Mental Factor #3: What You See Is What You Look For

- Reticular Activating System (RAS) acts as a filter on your brain. It causes you to notice what you teach it to notice. For example, you buy a new car and now all you see on the road is the brand of car you purchased.
- You can use RAS to achieve your goals much more quickly.

The Bad News: Your Comfort Zone Limits You

- The homeostatic impulse – the desire to stay where you are.
- No growth can occur in the Comfort Zone.

The Good News: You can move your Comfort Zone to any place you prefer.

The Really Good News: Small Changes Make a Huge Difference

- You don't need to be 100 percent better to see 100 percent improvement.
- A small change, the winning edge, makes a huge difference in results.
- The tiniest perceived difference can make the difference between getting the deal and not getting the deal

SECTION #1 – LEARNING FOUNDATIONS

LEARNING FOUNDATION #1 – YOUR INSTANT RECALL MEMORY

LEARNING FOUNDATION #2 – YOUR SMART READING CAPACITY

Why You Read Like A Sixth Grader and What to Do About It

- Consider the impact of reading however fast you want, at whatever level of comprehension you need, based on what's right for you in your particular situation.

Three Reading Habits You Can Reduce

- Mind Wandering (aka Daydreaming) – the fix for this is to read faster
- Regression (aka Going Back)
- Subvocalization (aka Mental Whispering) – the attempt to hear every word in your head. To reduce this habit actively use your eyes and/or hands to actively

Two Eye-Movement Terms You Need to Know

- Fixation: your eye muscles will cause your eyes to stop four times per second. Each stop is a fixation, the only time that information can register through to your brain.
- Eye Span: the width of text your eyes take in every time your eyes stop. To increase reading speed, simply widen your eye span.

To increase eye speed feel your eyes bouncing along the page in a rhythmic manner. Depending on the width of the column, bounce your eyes 1, 2 or 3 times per line.

SECTION 2 – THE COMPONENTS OF YOUR RECORD-BREAKING LIFE

COMPONENT #1 – HAVING ENERGIZING GOALS

Goals provide focus and a sense of urgency.

- In order for your brain to function optimally, your brain must have a clear focus. Clear focus calms our mind.
- Your subconscious mind is going to focus on something. If we give it nothing to focus on, its tendency will be to find something negative.
- By consciously providing your mind a clear and positive focus, it turns toward what you really want instead of focusing on anything that comes to mind.

There are five characteristics of a truly energizing goal. It must be:

- 1. Meaningful to you.** It must be a goal that excites you, makes you passionate when you think about achieving it.
- 2. Specific and measurable and a deadline can really help.** By giving your goals specific numbers, measurements and deadlines you create accountability. When you accept accountability, you accept responsibility, and it is nearly impossible to make progress until you do this.
- 3. The right size.** They must be small enough that you can genuinely believe you can accomplish them but large enough to make you stretch. They should make you feel a little uncomfortable.

4. **Written down and ideally turned into images.** Keep in mind your subconscious mind thinks in pictures. If you can create an image of success for your mind to focus on in conjunction with a written description, that's ideal.
5. **Reviewed regularly.** I should be able to call you at two in the morning, wake you from a dead sleep, and ask you your most important goals, and you should be able to state them as quickly as if I had asked you your name.

Five Things to Do to Heighten Your Focus for Accomplishing Your Goals

1. **Narrow it Down** – Write down the 5 or 6 most important goals you want to accomplish in the next 90 days. Narrow down the time frame and the number of goals. Why? Ninety days is about the amount of time a person can stay highly focused on one major objective.
2. **Identify the Keystone Goal** – the keystone is the one goal, that by focusing intensely on its accomplishment, you support the majority of your other goals.
3. **Solidify the Why** – Why is the accomplishment of this goal important to you? What will I feel like once this goal is completed?
4. **Make it Visual** – Your conscious minds thinks linearly, sequentially, coherently while your subconscious thinks in pictures and moves powerfully toward them.
5. **Create Supporting Rituals** –
 - a. When you wake up in the morning establish a new, positive way of thinking. Express your gratitude. Create your own conscious programming habits for the first hour of the day. Stick to them for 30 days and a habit is formed.
 - b. And during the last hour of your day, take a moment and review your goals and express gratitude for the positive things that happened during your day. This will key your thoughts for a restful night of sleep.

Overcoming Barriers – Emotional & Mental Barriers

1. **Unwillingness to Accept 100% Responsibility** – Most people are simply not willing to accept they are in charge of their life 100 percent. Blaming others or considering ourselves a victim happens when we aren't willing to accept we have complete charge of our lives.
2. **Unwillingness to Look Foolish** – Or the fear of criticism or fear of failure. This is detrimental because reaching our goals requires risk and getting out of our comfort zone. When we fear looking foolish, we can't do either.
3. **Unwillingness to Take Action** – To achieve things requires action. There are two common responses that come with this barrier:
 - a. **Procrastination** – the tendency to put things off.

- b. **Analysis paralysis** – someone who gathers all the information, makes elaborate preparations but is unwilling to act.
- 4. **Inability to Stay on Track** – We get easily distracted. Identify what gets you off track from achieving each of your goals then eliminate the distraction. For example, you want to lose 10 lbs, but you keep junk food and candy at home. Get rid of it.
- 5. **Being Overwhelmed by Your Goals or Putting Too Much Pressure on Yourself** – Too much pressure shuts down your brain. To overcome this tendency:
 - a. **Do your thinking all at once** – When you are in the middle of what you need to do it's not the time to be thinking about the details. Prepare, think prior to the event, and then let your mind go into automatic pilot.
 - b. **Break your goals into bite size pieces that are doable by themselves, but overwhelming when looked at as a whole.**
 - c. **Make a game of your goals** – give yourself small rewards for achieving a bit size piece of your goal.

COMPONENT #2 – BEING FULLY PRESENT

Common Myths of Time Management

1. **The Myth of Balance** – Balance doesn't exist in our society, and even if it did you wouldn't want it. What you want is harmony, i.e., a life that is unbalanced but in a way that works for you.
2. **The Myth that Time Can Be Managed** – You can't manage time, so stop trying. We have control over or influence over how we act, what we prioritize and what we focus on. Manage those and you are dealing with time as you are meant to.
3. **The Myth of "Enough" Time** – We make time for every single thing that's important to us. The real issue with "not enough" time is we spend too much time on things that are not really important to us – TV, booze, and other time wasters.

What Exactly is Time Management Then? – If you want to get great at using your time effectively, you'll really be managing:

1. **Your priorities** – what's important to you.
2. **Your focus** – where do you put your attention at any given moment.
3. **Your activities** – what you do with any given moment, hour, day or week.

The Four Quadrants – The Eisenhower Matrix

Quadrant #1 – Important and Urgent

Quadrant #2 – Important but not urgent

Quadrant #3 – Urgent but not important

Quadrant #4 – Urgent and not important

Time Management Questions

1. What quadrant am I in right now?
2. Is what I'm doing right now moving me toward my goals?
3. Is this the best use of my time right now?

The Two-Hour Solution – is a specific, seven-step method of investing two hours per week, for the purpose of mentally creating the next two weeks of your life.

- Set aside a two-hour block of uninterrupted time
- The purpose is to mentally create your upcoming week in quite a bit of detail, and at least a vague idea of the following week. This is not just making a to-do list.
- This should happen sometime between the end of one work week and the beginning of the next.

The Seven Steps of the Two-Hour Solution

Step 1 – Reconnect with Your Goals – if you're not clear on what you want to accomplish, how you run your week is irrelevant.

Step 2 – Review and Block Off Your Commitments – Questions to ask yourself:

- What are your desired outcomes?
- Should this meeting happen at all?
- How can this time be used most effectively?
- What kind of prep time do I need for this meeting/deadline?

Step 3 – Schedule Excellence Time – the key is to schedule time for my Quadrant #2 type activities or they simply don't happen.

Step 4 – Schedule Your Green Time – i.e., those activities in your professional life that over the long-term make you money. Identify these activities. In my case it is marketing (i.e., social media, blogging, updating my website) and prospecting through getting a loan application signed up.

Step 5 – Schedule Your Red Time – i.e. those activities in your professional life that doesn't directly get you paid but does support your green time. For me it's from signed application to loan closing. Also includes paying bills, resolving computer issues and other administrative tasks.

Step 6 – Schedule (or at least notice) Your Flex Time – you set aside these blocks of time into which you can put whatever you want.

Step 7 – Schedule Your Re-Creation Time – time planned to take care of yourself – mind, body and spirit. This would include exercising, vacations, reading, golfing, etc. If you don't take care of you, who will?

Top Tips for Supercharging Your Productivity

- 1. Get crystal clear on your goals** – which automatically heightens both your focus and energy level and it becomes much clearer how to prioritize your activities.
- 2. Add by subtraction** – the greatest waste of time is to do perfectly what needn't be done at all. Determine what needs to be cut from your life.
- 3. The Daily Big Six** – identify the six most important things you can accomplish each day and your focus and sense of urgency skyrockets.
- 4. Organize at the end of the day** – sometime between ending your workday and going to bed, take the few minutes you need to decide on your Daily Big Six for the next day. This allows your subconscious to work for you while you are sleeping.
- 5. Ramp up your self-discipline** – “Successful people form the habit of doing what unsuccessful people don't like to do.” by Albert Gray author of the Common Denominator of Success
- 6. Stop multitasking** – it doesn't work. Focus on one thing at a time.
- 7. Work in bursts** – you can focus on one thing for about 20 minutes at a time. After that your brain needs a break. So incorporate short breaks into your routine.
- 8. Work during primetimes** – determine what times of the day are you're most productive and schedule your day around them.
- 9. Set boundaries on technology** – decide ahead of time when you'll respond to texts, e-mails, and voicemails and let people know.
- 10. Take advantage of Parkinson's Law** – which states, “Work expands so as to fill the time available for its completion.” Therefore, compress deadlines. Try giving yourself less time than you think you need.
- 11. Become a spectacular listener** – when talking with a potential client, listen intently to what they are requesting. Ask good questions that probe their motivations. If you don't understand, keep clarifying until you do.