

## PREFACE

**T**his book was written specifically for recent high school and college graduates to provide them with a head start in life by teaching them how to function at an exceedingly high level in the real world with proven, time-tested principles. If you're willing to apply what you read in these pages, within a year, you'll be able to function at the level of someone ten years your senior. I realize that's a big assertion; however, I can say it with authority because of personal experience.

When I was in my twenties, I was privileged to have a mentor who told me he would grow me twenty years in one year—and he did.

My life has never been the same. So, if you're serious about making the most of your future, you're about to learn how. My objective is to give you the

means to turn your goals and dreams into reality. I want you to become the person who hits the proverbial home run to win the game or sets an Olympic record. I will show you how to have your own Mercedes, live in a dream home near the sea with your own pool and tennis court, marry the person you love, and have your marriage be lasting and blissful. I'll provide you with tools that will allow you to live anywhere in the world, obtain a job that excites you each morning and leaves you fulfilled every evening, have ample money to live in financial peace, and be able to help others less fortunate than yourself.

As you read the following pages, you'll encounter the words *success* and *riches* frequently. It's important that you realize that money is only one measurement of success and riches. You're rich and successful when you have good health, a loving family, close friends, a pleasing personality, a job you love doing, and the ability to help others. Keep those definitions in mind as you measure your progress. You can achieve your dream life with a reasonable amount of effort. It will take self-discipline, but a life without self-discipline can't be a good life. You will learn to function in ways that will benefit you in all areas of your life. It's important to learn that much of the joy you'll receive in life will come from being a blessing to others. You will

profit directly from what you learn; however, you will also be shown how to bless others, a skill that's vital to having the wonderful future you desire and deserve.

To the best of my knowledge, this is the first time a life guide this complete has been available in one book. If you're willing to put the things you'll be taught here into practice, you'll achieve more than you've ever thought possible. You'll learn how to deal effectively with people. You'll see how to acquire the habits that will make your dreams come true, how to find your ideal mate and be happy with him or her, how to satisfy your financial needs and make money work for you, and how to select the right career. You'll learn the importance of your thoughts and how to use that knowledge to enrich your life and the lives of others. You'll discover the importance of mentors—how to choose them as well as how to keep them and why. This book will also help you gain an understanding of the meaning of love and how to apply that knowledge to benefit your life and the lives of others. While you're still in your twenties, you'll have the advantage of knowing things I didn't learn until my forties.

Now, let's begin your journey to a beautiful future.



## CHAPTER

# 1

## HUMAN RELATIONS

**A**t the beginning of each chapter, I'll share a personal story that illustrates the advice and information in the pages that follow.

It was a beautiful, sunny June day and I'd just stepped off the stage with my high school diploma in hand. My car was already packed. I never returned home again except to visit. I headed north from Escondido, California, to Los Angeles, where I was to have a tryout with a new major league baseball team, the Los Angeles Angels. It was an exhilarating day. I'd played baseball since I was five and I was good at it, so I had hopes of a major league career. When I arrived at the field, I took my first big gulp when they told all the infielders to take turns at shortstop. I was

a second baseman and the throw from shortstop to first base was much longer than I was accustomed to. I was an excellent fielder but didn't have the arm of a shortstop. I was stunned at the number of players who could throw the baseball from that distance as if it were shot from a rifle. That was strike one. I was an outstanding hitter and did well in batting practice, which encouraged me. For the next drill, they had their stopwatches out, timing us as we ran the bases. Speed on the bases was a weakness of mine. Some of the others could run the bases like greyhounds, so that was strike two. To conclude the day, they separated us by age and experience. I was the only guy who just graduated from high school the day before. Strike three—and I was out.

I got into my car and headed north again, this time to Fresno, California. I'd been recruited to play baseball at Fresno State College. I played summer ball; to make money, I took a job soliciting customers for a local dairy's home delivery routes. They paid me five dollars for each new customer I signed up. In the fall, school started and I was growing optimistic about my future when a sad event occurred. Early one morning, one of the milk delivery drivers failed to see an approaching train in the darkness. It demolished his milk truck and killed him. The owner of the

dairy needed someone to take over the man's business; I was the most logical candidate because I had recruited many of his customers, so I left college and went into the dairy business.

By now, you may be wondering what this story has to do with human relations. Hang in for a few more minutes and you'll understand the connection.

I was successful at the local dairy and was soon recruited by the largest dairy in Fresno to work in their home delivery unit. I signed up numerous new customers and they soon put me in charge of their twenty-six home delivery routes. Shortly after that, opportunity came knocking again. The owner of the dairy found it difficult to get his department heads to work together and couldn't entice his eldest son to work at the dairy. It was very important to him that both these events take place. He learned of a consultant in Seattle who had a superb record in building teams and managing people. He interviewed this man and hired him to solve his two problems.

The next thing I knew, I was being introduced to Glenn H. Lay and told he would be working with all the department heads to teach us teamwork. Glenn was a little overweight, balding, very friendly, about forty-five years old, and always had a big smile. He seemed to be a person who could teach me things

I needed to know. Little did I know the enormous influence he would have on the balance of my life.

Most of the department heads were much older than I was and were set in their ways. Most of them

were not looking for help from Glenn or anyone else. This turned out to be a blessing for me.

***You never know when your opportunities will come or what form they will take. A fundamental secret of success is to be ready for your opportunities when they appear.***

***Opportunity does you no good if you're not in a position to take advantage of it. This important truth applies to all aspects of your life.***

I'll never forget my first meeting with Glenn. He set the time for our meeting and arrived at my modest office a few minutes early. I felt like a big shot because this important man wanted to meet with me. He told me we were going to have our conversation in the owner's office. I'd never been invited to the owner's office and was delighted. We walked through the administration area and down a long hall, arriving at a

massive door. Glenn opened the door and stepped to one side, motioning me to enter. I didn't understand that by this act he was demonstrating one of the fundamentals of good human relations: *Let others go first.*

I held my shoulders back and marched through the door as if I owned the place. I was about to sit down in one of the plush chairs in front of the owner's desk

when Glenn motioned to me to sit behind the desk in the owner's chair. I thought I was having an out-of-body experience but jumped at the opportunity. By this time, I was feeling puffed up and powerful and sitting in the owner's chair added more fuel to the fire. I settled into the most comfortable chair I'd ever sat in while Glenn perched in one of the chairs in front of the desk. He sat in a way that allowed him to look up at me, causing me to look down at him. That was also significant in terms of human relations skills, but of course I had no idea about any of that at the time. All I would have needed then was a glass of brandy, a cigar, and a private jet to feel I had become one of the rich and famous. We talked for an hour or rather, I should say, he asked questions and I talked. Finally, he ended the questions and told me there was a word I needed to learn if I was going to be a success. I was pleased and interested, but he wouldn't reveal the word. He gave me clues and worked with me for a few minutes, but I still had no idea what word he was expecting. Finally, I pleaded with him just to tell me. He stalled a bit longer, then told me the word was *humility*. I promptly asked him what it meant. I had no clue about the meaning of the word and no humility to boot.

A few weeks passed and Glenn appeared at my office again, saying he had something important to

discuss. He told me he had signed a one-year contract and that most of the department heads were stubborn and hard to work with. He said he wanted to focus a lot of his attention on me because I was eager to learn. Then he dropped the bomb. He said if I would do exactly as he asked for the next twelve months, he would grow me *twenty years in one year*.

After recovering from my initial surprise, I immediately told him he had a deal. His plan was to teach me human relations, but I didn't even know what the words meant. Glenn had a master's degree in human relations and was at least twenty years ahead of his time back in the sixties. At the end of our year, Glenn had induced the owner's son to work at the dairy and done a remarkable job teaching the department heads to perform as a team. He also grew me the twenty years he had promised. He left the dairy and so did I. My life rocketed up the ladder of success from that point forward.

This brings us to why those of you who want success and happiness need to understand human relations.

It must be a win-win situation to be effective. When I met Glenn, I generally thought people were a pain and preferred to be on my own. I didn't realize my future success would depend on how effective I

was in dealing with people and that I needed the help of others to achieve that success. I learned that technical skills were important, but the best jobs and promotions went to the people with the greatest human relations skills. Once I fully grasped this concept and began applying these skills, my life improved in a hurry. I felt like I'd discovered the Comstock Lode (one of the largest silver discoveries in the history of America). I had been taught a primary principle for success. I kept in touch with Glenn. One day I told him how well things were going and how amazed I was by the way people had changed. He informed me that it was not they who had changed—it was me.

At this point, I should tell you that Glenn's life did not turn out the way I would have expected. He got off course later in his life and failed to apply many of the principles he had taught me. He got divorced, got in trouble with the IRS, and caused himself many other serious difficulties. None of this detracts from the importance of the principles he taught. Even though his life went in a direction I would never have

***Practicing good human relations means giving another person what he or she wants in order to get what you want. It means keeping the other person's ego intact at all times. Learning human relations skills is the fastest way to improve every aspect of your life.***

expected, his wisdom had its own legacy, which was my success and the fact that I've carried on the work he started. It shows the impact one person can have on another's life.

Glenn's later difficulties illustrate another important truth: life is not always neat and clean. Mentors are human and subject to the same temptations as others, but their wisdom is priceless. Don't expect that your mentor will be perfect—none of us are. As these pages will show, I have made many mistakes. Learn the lessons mentors can teach you, always remembering that they are also human.

You have a huge advantage because you're young and will have the opportunity to apply the skills you're about to learn for the rest of your life. The principles you'll acquire in this chapter will make you a stand-out in every aspect of life. If these skills could propel me from an ordinary job as a milkman to being the top salesman in the United States for a Fortune 500 company, allow me to start my own real estate company, and retire in Hawaii at age fifty-five, imagine what they can do for you. For further proof of the importance of human relations skills, all you have to do is look at today's reality television shows and ask yourself why

***Your future will be determined by how effectively you learn to deal with people.***

one individual gets selected for the job over all of the competition or why someone wins a million dollars by becoming the sole survivor. In each case, you'll see it was because the winner dealt more effectively with people than the other contestants did. Now, let's start sharing the information that will take you to the top, allowing you to be a frontrunner in life.

## **MENTORS**

As you reflect on the story you just read about how I grew twenty years in one year, it will be apparent that the right mentor can open the door to your success. Before getting into our discussion on human relations, I'm going to suggest a few basics for finding and keeping your own mentor.

- 1 A mentor is a channel to wisdom and the goodwill of others. A good mentor acts like a filter to help you avoid costly mistakes and guide you through the perilous waters of life.
- 2 It's important to select a mentor you like and respect.
- 3 Keep in mind that your mentor will appreciate the fact that you trust, respect, and admire him or her. Believing in a mentor is a compliment.

- 4 Don't confuse a mentor with a role model. Mentors are people who work with you one on one and have your best interests at heart. They develop a vested interest in your success and care about you as a person. Role models usually play no intimate role in your life, such as sports figures or entrepreneurs who you admire and respect. You don't know these people and sometimes they disappoint. Role models are common and unpredictable. Finding the right mentor is like discovering a rare diamond.
- 5 You may want more than a single mentor. Perhaps you'll choose one for finance or real estate and another who has a track record in personal relationships such as friendship and marriage.
- 6 Once you find your mentor, it's essential that you show respect and never become a "Yeah, but." If your mentor tells you your hair is too long and needs to be cut, do it. Don't ever say, "Yeah, but I had it short and that didn't help." Whatever your mentor suggests, do it and do it immediately if you want him or her to continue to help you. It's one thing to do what your mentor suggests and report back how it went and quite another to question the advice without trying it. You won't last long if you resist suggestions.

- 7 If you want to keep your mentor, make sure you thank him or her and show appreciation for the smallest things your mentor does for you. Report the results each time you follow your mentor's advice.
- 8 Bring small gifts and send personal, hand-written, thank-you notes for the advice and counsel you receive from your mentor.

We will discuss mentors further as we go along.

## OTHERS

You're living in the most complex era in the history of the world. Simplicity has nearly vanished at the expense of multitasking and endless choices. The ability to keep things simple is the path to inner peace and satisfaction. For that reason, I was determined to reduce the secret to success in life down to one word. After many hours of thought, it came to me: *others*. When you begin focusing on others, good things start happening to you. An essential paradigm for success is realizing and accepting how indispensable people are to your future.

No enduring achievement is possible without the help of other people. Interdependency is as necessary

for success and happiness as water is to life. You'll eventually understand that everything you do for

***Your success or failure will be determined first and foremost by how effectively you deal with others.***

others, you're also doing for yourself. The fact that you benefit from these acts is not the driving motivation for helping others because helping them is its own reward; however, the fact that you do benefit

is a bonus. Have you ever considered the fact that without other people, no one is going to pick up your trash, clean your teeth, cure your illnesses, provide your groceries, supply your electricity, build your computer, your house, and your car, and provide all your security and emergency services?

The way you are treated by other people will depend on your human relations skills. If people admire and respect you, feel good when they're with

***Every facet of life requires the support of other people.***

you, they'll help you to have a better life. They will promote you, give you raises, and look out for you in unusual ways. The person you want

to date or marry will be attracted to you. The people you want as friends will become your friends. It's unusual for young people to comprehend the importance of others fully, so you will have a great advantage when you become one of the few who does.

By helping others, you build a network of people who will help you in turn. That network evolves as the people you help extol your virtues to their friends and families, thereby building your reputation. As your standing grows, you'll be amazed how many people seek you out. *Others* are the unconditional element you need to have a bright future. I found that concept so important that I still have that word on my car's license plate and on a plaque in my office as a constant reminder to think of others. Now that you are aware of the significance of other people, your mission is to learn how to deal with them successfully.

The best news of all is that as you give people what they want, you don't lose any of what you gave away. The balance of this chapter is devoted to teaching you how to give others what they yearn for while getting what you want from them at the same time.

***The fastest way to achieve your own goals is to help others achieve theirs.***

***You may be surprised to learn that you already possess what other people desperately want.***

## **EVERYONE'S GREATEST NEED**

If you knew the greatest need of every person on earth other than food, clothing, and shelter, you would likely

***Everyone's greatest need after food, clothing, and shelter is The Need to Feel Important.***

be able to figure out how to deal effectively with anyone. Imagine how successful you could be if you knew how to satisfy the greatest need of every person with whom you come in contact. It may amaze you to learn that you can.

If you put this one concept into practice, you will immediately begin to improve your life.

- ① You will win or lose with people in direct proportion to your ability to satisfy their need to feel important.
- ② This concept is your key to dealing effectively with people.
- ③ Nothing you can do will be more important to your future than learning good human relations.
- ④ This revelation was the first major turning point of my life.

***You must become comfortable with who you are before you can focus on others.***

Now let's concentrate on learning ways to make people feel important. You already have that ability. Most people don't realize what makes others feel important because they're too busy trying to make themselves feel important. Usually this is not a conscious act.

If your ego is hungry for attention and power, and most people's are, it's almost impossible to focus on others. That's one of the reasons so few people practice good human relations. When I learned I already had what others wanted and all I had to do was give it to them and they would like and want to help me, it was pretty easy to take my attention off myself.

It became easy to focus on others because it was effective; the more I made them feel important, the more I succeeded. I felt better about myself each time I made the other person feel good and I realized I had an unlimited reserve to keep on giving. With repetition, satisfying the needs of others to feel important soon became a habit. I've been applying this principle for more than forty years and it's just as effective today as it was in the 1960s.

You now know the secret of how to succeed with people, so let's see how to apply it.

***To make sure I thought of others, I imagined the initials MMFI on everyone's forehead. Those initials stand for Make Me Feel Important.***