

GO FOR THE MAGIC

The Five Secrets Behind a Magical, Miraculous Way of Life

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MAIN IDEA

A foundation of faith, imagination and personal excellence can result in positive changes in your life. You can literally transform your dreams into tomorrow's success stories and create your own personal brand of magic by applying the five secrets.

In fact, magic can be found anywhere you look if you know how to make it happen rather than waiting for the appropriate set of external circumstances. By applying the five secrets, you can literally achieve anything you can imagine.

THE FIVE SECRETS

Secret #1.

Think "Tomorrow".

Make every project in which you are involved with today pay off even larger tomorrow. Always have your focus firmly set on the long-term benefits of any project, rather than the short-term gains.

Secret #2.

Free the imagination.

You are actually capable of achieving far more than you can visualize. Therefore, be bold and imagine the ultimate when it comes to your life's goals.

Secret #3.

**Strive for lasting
quality.**

Just doing something "good enough" never is. People remember and react to absolutely world class quality. Work out a way to deliver a memorable product or service.

Secret #4.

Have "Stick-to-it-ivity".

Never, never, never, never, never give up. Once you set your mind on an objective, doggedly pursue your vision until it becomes a reality. Never accept no for an answer - if it is really what you're after.

Secret #5.

Have fun!

You're never going to be a truly successful person until you are enjoying whatever it is you're doing most of the time. Instill a sense of fun and adventure into your career.

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Supporting Ideas

There are three blocks of time that hold the key to everything you and every other person on the planet will achieve during their lifetime: yesterday, today and tomorrow. Every person receives these same three blocks of time to use as they see fit:

1. Yesterday

The only logical way to use yesterday is to find lessons for today. If you try and rehash old mistakes over and over again, you're handicapping yourself out of the most you can achieve today.

The past does have some positive value, however. It shapes who you are today and who you will be in the future. probably the best way to use yesterday is to consider it as your rear view mirror. Glance in it now and then, but you won't get very far by staring at it continuously.

Learn from your mistakes, especially if you've been beat up a little. However, release the past and face the future confidently and steadily.

Winners, who want to play in the literal big leagues, savour the good memories and learn from the past. Losers, by contrast, yearn for past glories and never let go of them. Winners know past victories aren't sufficient to carry you for ever.

2. Today

While yesterday is history and tomorrow holds unlimited promise the only chance you ever have to turn your dreams into reality is in the present. In other words, seize the day and exploit the present.

By focusing all your efforts and energies on everything you do today, you lay the foundation for even greater achievements in the future. In fact, if you don't start working on your dreams of tomorrow in the present, by the time the future arrives you'll still only be planning to make a start someday.

Therefore, make every moment you're alive count. Live life with a passion for extracting the greatest possible pleasure out of each moment of time. Live in the now so that you can achieve and accomplish greatness in the future.

You always make time for whatever is most important in your life. Just spending 15 minutes per day on a project six days a week adds up to 78 hours over the course of a year. That means two solid weeks of work can be dedicated to achieving your dreams each year if you'll just commit to spending 15 minutes a day every day.

Take your large goals and break them down into small achievable tasks. Then focus solely on achieving something on each of those tasks every day. Stay disciplined and determined, without losing your focus. If you persevere with this type of effort, literally nothing is impossible.

Successful people hammer their dreams into reality by working and sacrificing. They consider their efforts today to

be an investment in their future - a literal down payment on the achievements of the future.

3. Tomorrow

There are four strategies which can be used to help you shape your future:

1. Define your mission in life.

Sit down and write out a description of what the word "success" means to you. Be specific. What does the word mean to you deep down. Have your own personal mission statement. Nobody else can do this for you.

2. Define your personal core values.

What are the character traits you would most like to incorporate in your life. What values and principles are you committed to, and around which can you lay a solid foundation for future success? Write them down.

3. Set your priorities.

By setting priorities, you organize your own personal tomorrow. You decide what is important (and what isn't) so that you can allocate the largest portion of your time to those areas which have the greatest added-value. An ability to set values is critically important, otherwise you'll be constantly knocked off course by the urgent but unimportant matters that bombard each person every day.

4. Make your plans.

Success in any endeavor takes careful and thoughtful planning. Instead of lurching from crisis to crisis, a person with a clearly developed plan stands a much greater chance of succeeding. Never shortcut the planning process simply because you feel rushed or panicked.

These four strategies will help you shape your dreams into reality. Every person on the planet has a bright future ahead of them. If you continually invest in and work towards a brighter future, you'll soon find yourself able to achieve that faster than you once thought possible.

The past is like a canceled cheque - it has already been spent and you can't change it ever again. Today, you can work hard to squeeze every last drop out of the moment to be applied to the pursuit of your dreams. Your real bulls eye lies in the future - and if you want to hit that bulls eye, you need to start investing time and effort today.

Key Thoughts

"Whatever you can do, or dream you can do, begin it."

- Goethe

"You look at any giant corporation, and I mean the biggies, and they all started with a guy with an idea, doing it well."

- Irvine Robbins, founder of Baskin-Robbins Ice Cream

"I could never convince the financiers that Disneyland was feasible, because dreams offer too little collateral."

- Walt Disney, founder of Disneyland

"You can't think clearly about your future if you're obsessed with the past."

- Mark McCormack, founder of IMG

"The past should be a springboard, not a hammock."

- Ivern Ball

"Whenever it comes to making a decision, I make it and forget about it, and go to work on something else. When important issues came before me as President of the United States, I made

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