

The Secret's Out

I know the secret! I was told about it several months ago. In fact, I've really known about it most of my life. But now I have proof that it really works and it's true. What is the secret? The secret was told and recorded by Earl Nightingale in 1956 titled "The Strangest Secret". Yes his message is still true today, if you really practice it and understand it. If you truly understand it, you will be abundantly rewarded with success! I'm living proof!

Why is it "The Strangest Secret"? It's strange because everyone has the ability to become successful. As Mr. Nightingale explains in his recording, the definition of success is the progressive realization of a worthy ideal.¹ If you want to become successful, you must think about what success means to you and begin practicing it. Everyone has the ability to become successful.

So, what is the key to success and the key to failure? WE BECOME WHAT WE THINK ABOUT¹ So many people go around all day thinking about things that have no positive effect on their lives. Who is Anna Nicole Smith? What impact does she have on your life? Why does her death take up so much time in people's lives? Stop thinking about her and start thinking about how you can improve your life. Your life! I'm sorry she died so young, but she has no effect on my life. How can you turn the time you waste on the negative and focus on the positive? You truly become what you think about.

Mr. Nightingale talks about how 1 in 20 of us will become successful.¹ In 2007, I believe that this is still true. Why are so many people not successful? Conformity! People conform to the norm. They focus on the Anna Nicole Smith stories, things that they can't control. Things that will not have any positive impact on their lives. They consume their lives with all the negativism that's going on in their work and make that their life. You become what you think about!

Start today thinking about positive things that can make positive success happen in your life. If you want to retire early at 55, you must start planning today at the age of 25, 30, or 40. Don't wait until 55. As a sales person, if I want to open up the biggest account in my area, I must begin thinking about that account. How can I get them to be my client? What do they look for in a sales person? What do I do when I am selling this account? You see, you must think about these questions in order to become successful in what you do.

Last month I talked about setting goals in Michael, Michael Motorcycle. When you set a goal, you must think about it all day long. Think about it, write it down and believe that it will happen to you. Then and only then will you know how successful you are in life.

I've said this many times to many people, my Mom was one of the most successful people I ever knew. She wasn't the wealthiest, didn't live a long life and did not have the best of everything materialistically. But, her idea of success was, raising three successful

children, a very successful marriage with my dad, a family that all got along, faith in Jesus and great food on the table every night.

Again the definition of success is the progressive realization of a worthy ideal.¹ What is your ideal? Are you progressively realizing it, working towards it and achieving it? What are your goals, dreams & ambitions? What have you done to achieve them? Write them down and start working towards them.

I encourage all of you to get a copy of Earl Nightingale's "The Strangest Secret". Listen to it regularly. I've listened to it at least once a week since I've owned it. Sometimes twice a week. It's only about 36 minutes long. It's perfect to listen to when commuting to work. Why listen to music that has no effect on your life? Why listen to all the rhetoric from those talk shows that fill you with hatred against "the other side". Fill yourself with positive and powerful information that will make you the 1 out of 20 that becomes a success. Maybe we can turn that into 1 in 10 someday.

You can get your copy of "The Strangest Secret" at any book store that sells cd's. Usually located in the self improvement areas. Or, you can get it on the internet. To get more information on Earl Nightingale, visit the website at www.nightingaleproducts.com.

"We become what we think about"

Earl Nightingale

1921 - 1989

Great Selling,

Mike Popella

¹ The Strangest Secret by Earl Nightingale 1956