12 THINGS NOT TAUGHT IN SCHOOL

That Everyone Needs to Know



I'm grateful to everyone – all the trainers, mentors and coaches – who have helped me to take a significant step to being a better person in various walks of life.

My thanks also go out to friends and the people around me who have let me be the person I am.

I'm thankful to my beloved partner, Bret, who supports me in every way possible.

I am thankful to my team members, who have been on board for my wild ideas and helped to make them come true.

I'm thankful to everyone who has helped make this book possible.

I'm thankful to all the people who have downloaded the e-book and bought thousands of copies of the Estonian version of this book that preceded this volume and sent in feedback that gave me the belief and will to publish this book.

Author: Roland Tokko Content editor: Jaana Maling Editor: Karin Kastehein

Translation/proofreading: A&A Lingua

Designer: Eva Unt

Project manager: Kadri Kaljumets

© Edu Akadeemia Tallinn 2018

ISBN 978-9949-88-668-5

Contents

Introduction	7
My story	19
1. Passion and calling	31
2. Entrepreneurship	49
3. Setting and achieving goals	65
4. Relationships	76
5. Productivity	91
6. Energy	104
7. Influence (sales and marketing)	118
8. Self-expression and public speaking	131
9. Leadership	152
10. Spirituality	162
11. Finances and investment	170
12. Motivation	186
Bonus	194
What's next?	199

Introduction

You've probably asked a kid what they want to do when they grow up and received the reply: "I don't know." Unfortunately that goes for all too many secondary school graduates. They don't know what they want to do and what they're good at. Why is that?

We usually attend school for 12 years. The point is to prepare us for real life, but in fact school gives us a massive amount of theoretical knowledge that is pretty useless in real life. People just out of school find it hard to apply for their first job because they don't have any practical experience to show.

Both theoretical and practical knowledge should come from school, but that's not how it works today. I would go as far as to compare the school system with a zoo that releases its animals into the wild. They simply lack the skills to survive there. Luckily, we humans live in a civilized environment where we won't end up victims of large predators. Still, we have to rush to learn the everyday skills of adult life – the things that weren't taught at school for 12 or more years.

I know what I'm talking about: this is exactly what happened to me. I graduated from upper secondary school, not knowing what I wanted out of life or what my strengths and actual potential were. I lacked the self-confidence and courage to express my opinions when I was in front of three or more people.

I went off to university to study a field that I wasn't actually interested in and which I never used in my later life.

Thanks to the fact that for over 10 years, I have worked on my self-development, invested over 100,000 dollars into the process, I now know what I want out of life and how I can use my strengths to benefit as many people as possible. It's no longer a problem for me to get up on stage, even if there are 10,000 people in the audience. I know that my strength is establishing a rapport with people and engaging in cooperation – qualities that in school were called as interrupting and cheating.

I wrote this book so you wouldn't have to make so many wrong decisions. The goal of this book is to talk about your journey: how to get from where you are now to where you want to be – in any field. I'll cover 12 topics that aren't taught in most schools yet but which are indispensable in real life.

I'll introduce the experiences of world-famous trainers and people who have achieved great success in their field. This knowledge has made the lives of millions over the world better, including my own life. I'll talk about the way things are in real life. The good and the bad.

If you develop the fields that I will discuss in this book and come to understand how the world actually works, you'll be able to achieve unprecedented freedom and independence, get to do the things you love, and be happier no matter what challenges life throws your way.

You can make your dreams come true: go on an around-the-world trip, contribute time and money to doing good, spend much time with family and friends instead of depending on someone who tells you when and how you have to do things, and how much you're worth and when you can go on holiday. The knowledge will help improve your relationships, health, financial standing and other walks of life.

What's covered in this book

We conducted a survey in which we asked respondents what they felt were the most important topics not taught in school but indispensable for being successful in life.

Some examples of the responses:

- Lots of wasted or poorly spent/lived time.
- School instils an employee mindset. It's hard to leave this state of mind and take risks.
- Wanting to be able to think differently.
- Hardship, painful setbacks, finding yourself, regrets relationship breakups, despair, depression, loss, sadness... In real life, you had to start learning everything all over again, because when you graduated, you had no idea what real life would be like.
- The entrenched idea that I have to be able to manage everything myself and that asking for help is a sign of weakness.
- The biggest problem in schools is the fact that some people who work as teachers sincerely believe that the only possibility for succeeding in life is an education and a steady job.
- Unable to recognize opportunity when it knocks.
- Because you're afraid of making a mistake or failure, you've left some things untried, not started.

What did the survey respondents dream of, what did they want?

- I want to achieve the goals I've set, but I also want to be able to embrace life's unexpected with arms wide open.
- To set my own hours. Find/build a decent passive income. Find an inner balance (positivity and satisfaction) and enjoy everything life has to offer.

- I want to make my country a much better place, somewhere everyone wants to come and settle.
- To make the world better.
- Live in a way that will leave something good behind after I am dead and gone.
- To get people to wake up and realize that we're much more than slaves to a 9-5 system. To change the way society operates, so that we can live free.
- To be a force for change to enable the new generation's people/children to become full-fledged, creative, happy and passionate living people.

Now, I don't know what your story is and what the obstacles in your life are right now, but certainly you can relate to quite a few of the respondents.

A year before publishing this book, we conducted yet another survey on the same topics, and it drew 1,500 respondents. As I went through the returned surveys, I felt many different emotions, including sadness, and I even shed a few tears. The survey gave me an idea of how much the lack of instruction on these topics can influence people later in life. How many costly, easily preventable mistakes are made.

It was sad to read the responses from hundreds of people saying that they'd wasted decades before realizing what really makes them feel alive. Very often, people answered that they wished they had read the right books earlier. They would have wanted someone to tell them about these things earlier.

The areas where they felt the greatest lack of knowledge were:

Topic	Number of respondents	Percentage
Finding one's true passion/talent	1069	71.2%
Money and finances	975	64.9%
Setting goals and achieving them	934	62.2%
Motivation	800	53.3%
Entrepreneurship	749	49.9%
Relationships	745	49.6%
Energy (nutrition and health)	718	47.8%
Self-expression and public speaking	637	42.4%
Spirituality	625	41.6%
Leadership	613	40.8%
Influence (sales, marketing)	582	38.8%
Productivity	530	35.3%

In analysing the responses, I also experienced moments that brought a smile to my face, like when I read this: "There's nothing easier under the sun than knowing these things and life on earth is pure enjoyment."

What are the greatest obstacles and challenges that people don't achieve success in these fields?

The participants in the survey noted the following:

1. I acquired my knowledge by trial and error, independently, with significant expenditure of money, time and energy, and I have made mistakes that could have been prevented.

- 2. Insecurity, lack of self-confidence, belief and courage, low self-esteem.
- 3. Fear of speaking in public and self-expression, social phobias.
- 4. The wrong profession, speciality at university, choices in life, direction, decisions.
- 5. Relationship problems heartache, getting involved with someone for the wrong reasons and breakups.
- 6. Being in the rat race, not making ends meet, not knowing how to manage one's finances, problems organizing money matters.
- 7. Lack of motivation, being in a comfort zone, laziness, low energy level.
- 8. Unhealthy, wrong diet, health problems, lack of energy, fatigue.
- 9. Missing out on opportunities, could have achieved more.
- 10. Stress, dissatisfaction, depression; worrying too much, coping with emotions, burnout, anxiety problems.

In putting this book together, I considered the results of the survey, my own experiences and knowledge gained from interviews with successful people all over the world. These are fields that are vital to know for living a happier life. In the following pages, I will start delving into the following topics...



1. Finding your calling and passion

Everyone has some special talent that they're the best in – I sincerely believe that. I'll give you advice as to what processes and activities you can use to discover yours. It took me 6-7 years to find my calling, but with specific exercises it's possible to get there faster.



2. Entrepreneurship

Anyone can become a successful entrepreneur if they know what they have to focus on to achieve success. Creating value for as many people as possible is the most important thing. I'll give you the practical knowledge that works best in today's economy and help you to create and grow your business.



3. Setting goals and achieving them

I'll show you how to achieve your goals whether big or small; while enjoying the process, without pushing yourself into burnout. It's very important to forge the right connections with the right people who will help you achieve your desired goals quicker and easier.



4. Relationships

The importance of this topic is often underestimated. If you haven't seen or experienced great relationships – and many of us haven't - it's extremely hard to be successful in your own. If you know how differently men and women view the world and act, this could bring noteworthy changes into your private life. I'll let you in on some knowledge that will help you to take your relationship to a totally new level.



5. Productivity

How to do more in less time, freeing up time for yourself so you can fully enjoy it.

The most important thing is to trust your gut feeling. Many people find it hard to say no. But think about it not as saying no to someone – but as saying yes to something more important for you.



6. Energy (nutrition and health)

Your physical body is the foundation for everything that will allow you to get things done in this world. In this chapter, I will share some tips that have helped me stay healthy for the last six years without the slightest cold, let alone anything more serious.

I'll help you to have much more energy, stay healthy without any medicines or doctors and achieve your ideal body weight. Merely starting to eat more foods with a high water content will significantly reduce your chance of getting sick.



7. Influence (sales, marketing)

I'll talk about how to positively influence yourself and everyone else you have contact with (children, parents, friends, colleagues, business partners, customers, etc.). How to make your ideas inspiring to others and how to "sell" and market yourself. We will also discuss how to significantly increase your existing or future company's income streams. The most important is understanding what the other side really cares about. There's no point in trying to sell anything before you know that.



8. Self-expression and public speaking

In this chapter, I'll talk about how to express yourself better. You'll learn the tactics that helped me overcome my own stage fright and fear of opening my mouth in front of more than three people. I'll share experiences about how to get up in front of any size of audience and convey your important message, speaking clearly - and enjoy doing it.



9. Leadership

What does it mean to be a true leader without having to be in a formal leadership role? A true leader never does anything just to seem better than others but rather to succeed at something important. When they succeed, they give credit to the people who helped them get there.



10. Spirituality

How to achieve peace of mind no matter how difficult the circumstances or the situation you are in? Of all the fields, this one came latest to me, but generated bigger changes faster than any other. Everything starts from within us and if you're irritated by anyone or their actions, it's not them, it's the fact that they are bringing out some situation that's unresolved for you, or a bad experience that you haven't let go yet.



11. Money and finances

This field is important for being your own boss, doing the things that you care about most, and leading the lifestyle you want. It all starts with getting your finances under control and managing them conciously.

I'll also discuss investment - where and how to invest your money so you will achieve financial freedom in the manner that suits you.

When your choice of activity no longer depends on whether and how much you're getting paid, but on what creates the most value for society while making you happy at the same time, that'll change everything for you.



12. Motivation

This is a field probably everyone has wrestled with at some point in their lives. I'll share how to keep yourself on track no matter what the outside factors.

By the way - you need motivation above all when you do something you don't like. However, there will be times when you need to get yourself going to do even the things you like.

If you look at these topics, doesn't it seem incredible that they didn't teach them at school? Actually, what's even worse, no one even told you would need them in life. It's like we're living in parallel worlds where schools give out knowledge but keep secret what actually takes place in life.

And worst of all: not only does the school system not teach many things you need in life, for most people it takes away the desire to learn anything new. We all want to learn and grow like plants do. Every bad experience is a lesson and points us in the right direction, but because failure was something to be ashamed about in school, many people think they have actually failed.

With this book, I will show you that's not the case. If you want to develop as a person, I'll give you the tools you need for that.

For many people, life isn't what they want, and there are four major reasons for that. Yet there's a good fix to all of them.

1. Psychology

Whether we achieve anything or not usually comes down to our mindset. As Henry Ford said: "Whether you think you can, or you think you can't - you're right." In this book, I will show you how to think you can achieve exactly the kind of life you want or an even better one.

2. Lack of a supporter

Most people lack a coach or mentor to give them the support they need to start achieving results. This book will give you specific advice on finding the supporters that are right for you.

3. Lack of inner motivation

Some people don't have enough reasons to change their life. Reasons determine 80% of whether you will achieve something or not, because how to achieve something only has 20% importance. This book will tell you how to make your "why" so strong that you won't need external motivation to make progress toward your goals.

4. Not making time

Many don't have time – or they don't make time for it – to make their life better. You'll find good advice about this, too - how to make time and bring the desired changes into your life, step by step.

Fasten your seat belt and get ready for a life-changing ride through the following chapters and lessons. I recommend taking notes and highlighting key points in the book. Have some note paper on hand for the exercises. I recommend physical note paper, not a computer or device, so you can actually write. First of all, this way you will have less distractions, and second, by writing down all of these important topics, they will be go straight to your subconscious - this alone can make you more aware in order to make better choices.

I'll also share some additional materials that can be downloaded for free. Be sure to take the time to read and watch them, especially if it's an area that you currently need to develop.

So, let's begin!

My story

"I was born with a silver spoon in my mouth, but it was taken away from me over the course of my life!" That's my story and this could also be your story.

I was a three-year-old boy and lived on the top-floor of a nine-storey apartment building in Estonia, few years before Soviet Union broke down. Since my mother and father were away a lot, I was often looked after by my grandparents. I remember my grandmother chiding me: "You're like lightning in a bottle!" I remember clearly how I rode a sofa pretending I was on a motorcycle or how I ran and hid from my grandmother after causing mischief yet again or coming up with some creative idea.

By the end of secondary school, all that was left of that energetic boy was a quiet and modest man who didn't dare talk to girls for fear of saying the wrong thing. I didn't dare to share what was on my mind and I tended to agree with other people's ideas in order to be accepted. I didn't have any idea of what I was going to do with my life.

I went off to university to study economic law because someone else thought it was something that would definitely be needed in my life. I attended university for four years and in the end, I didn't graduate. To be honest, at best I've used 1% of what I learned during those four years.

The only time I felt really alive during that time was playing soccer (which I've played since I was 8) and guitar, which I started at the end of 10th grade.

I remember very clearly how I stopped being shy on the soccer field and became really enthusiastic and happy to be active. I liked being a part of a team and working with others. When I was out on the field, I always wanted to give my all and I couldn't stand it when someone else didn't pull their weight or let us down.

Unfortunately, it was all different at school. I remember wondering why it was like that. Why did I give 100% for the team on the playing field yet we competed against each other at school? Why did we respect the coaches but couldn't stand most of the teachers? Why did I feel an enjoyable thrill, positive emotions and pleasure of being active during tournament play on the field but tests or getting up before the class evoked fear and negative feelings? Why did everyone on the soccer field know what to aim for – to get the ball in the goal – but at school it was almost impossible to understand what we were trying to achieve?

My other pleasure in life, guitar, came to me by chance, but I now believe that everything happens for a reason. A while after I first picked up my guitar, my classmates and I formed a band. We even got a practice room in the school's basement, which we furnished and covered the walls with egg pallets to keep the echo down. It was a pretty pleasant place and sometimes we skipped uninteresting lessons at school and hung out there.

As said, I also felt alive when I was playing music with my band. The more we performed, the more I saw myself again as that three-year-old boy who couldn't sit still, now performing confidently and coming up with creative guitar runs.

Aside from sport and music, I also tried to start making a bit of money to live on, working in a restaurant for several years.

I've worked in an office for a few years, too, but I realized there was something about the 9-5 lifestyle that just didn't click for me - I can't live like that for the rest of my life. I didn't know how to get out of it, but I knew there had to be some way.

I also remember that in school reading required literature was the homework I disliked the most because most books didn't spark any interest and curiosity in me. Once I even fell asleep and mostly I didn't manage to get over a three (like a C) on the test. So I started developing an aversion to reading books. And so it was that after school I didn't read any books for quite a few years.

Fortunately, my interest in learning and reading books eventually came back. One day, I came across Robert Kiyosaki's book Rich Dad, Poor Dad. I don't remember anymore why and where I bought that book but I know it was 2007 and I was 23. I remember that for the first time, I felt true pleasure from reading a book - it gripped me and I couldn't put it down, I just kept reading and reading. It was unprecedented. I felt there was something there, something no one had ever told me about. I finally had evidence that there was some other way to live than payday to payday, trying to make ends meet.

I read that book cover to cover in a few days and I felt fortunate that the information had reached me. Unfortunately, I didn't have much to do with the new knowledge right away; I didn't know how to apply it, and I didn't know anyone who was into the things described there. Though this was the start of my journey to learn things that are badly needed in real life, the things that no one teaches you in school.

I started attending seminars in 2008 and by the time I started writing this book, I had been working on my self-improvement for 10 years.

I now know clearly what I want out of life; I know what my strengths are; I know what I am happiest doing and how I can generate the most value for others.

I don't have to do things for money; instead I can choose what I do, whom I do it with, and when I do it. And my mission is to help as many different people as possible find their true potential. And that is why I also share with you my best knowledge that has helped me completely transform my life.

I hope it will give you courage and confidence to make your wishes and dreams come true. If you're prepared to take action one step at a time, before long you won't believe how far you've come.

Learning the hard way

Everything in life happens for a reason and that serves you. **Anthony Robbins**

My self-development path hasn't been an easy ride. I've learned painful, costly lessons, which I'll be sharing with you in the pages of this book. I'll also talk about how I overcame these difficult situations and turned them into advantage. You, too, can also apply the same principles.

It's important to understand that everything that happens to us, happens for some reason. It might be hard to believe when the going is hard, but the things that happen in life always happen in our favour, not against us.

At the age of about 13-14, I started dreaming that I would become a professional soccer player and one day playing for a club in the English Premier League. This dream got even more fuel when I was invited to play for the youth national team wearing several times our national soccer team uniform.

At the age of 16, I played my first game in Estonian Premier league, being one of the youngest ever done that. About a year later at my peak form I experienced an odd snapping sensation in my foot in one game. I couldn't continue and had to come off the field. A sports doctor touched the foot and said he thought it was a stress fracture that would heal in a couple weeks. Actually, I was out for a year and when I finally went in to get an X-ray, it turned out I had a fracture in a very odd place, near the joint of my little toe.

I was obviously very sad, but in hindsight, I wonder whether it really was a coincidence? Maybe it was my fate to have some other mission besides being a professional soccer player. How else to explain the fact that I broke a bone in my foot in a very ordinary situation, in a place where a bone doesn't break very easily. Besides, I had never broken any bones before, nor have I later.

So I'm thankful it happened, and now I'm beginning to realize why it happened that way. As you continue reading, you'll understand why I'm so grateful.

Think about whether anything in your life has seemed really bad at first but later you feel thankful. Or maybe something happened in your life that you haven't figured out for yourself yet why it was positive? Remember that everything has a reason, and try to find out what it is.

In this book, I'll also share how in 2011 we organized a concert at the Tallinn Song Festival Grounds that made a loss of 30,000 dollars. Again, this was something that seemed really bad and painful when it happened, but thinking about it now, I see that it was the best thing that could have happened to me. It made me look for ways of turning this around and the valuable lessons I learned have paid off later.

If you tell me that your situation is different and it isn't possible to see anything positive in it, believe me, I understand. When I started my journey to self-improvement in 2008, I couldn't see anything good in my situation either. There was just the feeling that something was wrong in that 9 to 5 model; I couldn't imagine I would be doing something like that for my entire life, and I knew something had to change.

Self development books and courses showed me that other totally ordinary people were able to set up their lives in a different way and that this path was also open to me. One of the most important fundamentals for achieving anything is to believe that it's possible! The fastest way of getting results is to get to know what those who have already achieved something similar you want to achieve have done. All you have to do is to follow their formula for as long as it takes for the results to appear.

I can't help you directly, but together we can shorten your learning curve.

Have you heard that if you help a butterfly out of the cocoon too early, it will die quickly because its wings aren't strong enough to fly? That idea hit home for me when the mother of a six-monthold infant said it wasn't a good idea to help the child into a sitting position or to turn over, because the child won't go through the all-important development process themselves.

Most people have a very strong desire to help others. But it's important to distinguish between when helping helps and when it's actually doing disservice. I can't take you by the hand and lead you to fast results, but we can make your learning curve much shorter. Still it's you who has to go through the process of change.

It doesn't happen overnight. It's taken me at least eight years of work on myself to get to where I truly understand my real talents and can put them to use. It has been a long process of breaking out of the cocoon, butterfly-style. But that feeling I get almost every evening - wanting morning to come faster so I can get down to business or do things I like to do - is worth it. The time and money I have spent participating in courses, workshops and coaching sessions, reading books, and talking to mentors have all been worth it.

And I know the life you want is possible, too. In the following chapters, I will tell you more about the 12 topics that they forgot to tell you about in school, but which will help you reach your dreams in life.

Thanks to this knowledge, I have rediscovered my strengths and know myself better every day. Besides that, more and more great opportunities come into my life from every day. In 2014, I achieved my initial financial goal, which gave me the freedom to deal exactly with what I like, when I like, and with whom I like. I promised myself that once I achieved that goal, I would do everything I could to get my lessons, setbacks, successes and experiences and inspire as many people as possible to find their calling so that they could be happier and even more successful.

One of the main reasons we founded Better You Academy is that I saw how much my own life changed for the better by acquiring the knowledge I share in this book. And I wanted the lives of as many other people to change the same way. So we decided to establish an educational company that does what the education system should be doing – bring out people's true potential.

I wrote this book in the faith that it will make your life and the lives of many others better. I'll be happy if this book at least plants one seed that will grow into something that gets you ahead in life.

Creativity and success

Before I finally get to the promised 12 things, I'll say a few words about how creativity and success are linked. In today's world, creativity is more important than a university diploma and factual knowledge. Attitude is important, because companies who keep up with the times hire employees above all on that basis, not for specific knowledge and experience. The skills needed for doing a job can be acquired quite rapidly but a person's attitude won't easily be changed unless they want it to change. Ernst & Young has publicly stated that a university degree is no guarantee of success and so they have stopped using it as a sole criterion for hiring.

What does creativity mean, anyway?

It's been defined in many ways, but I like the following interpretation the most: Creativity is the power to connect the seemingly unconnected - William Plomer

A study conducted by Dr George Land in 1968 shows that all people are born creative. Unfortunately we lose that ability as we get older. The study included 1,600 five-year-old children and used the NASA test designed for finding innovative engineers and scientists. The same children were re-tested at the age of 10 and 15. The results were the following:

- at the age of five, 98% passed the test,
- at the age of 10, 30% passed the test,
- at the age of 15, 12% passed the test,
- the same study was conducted with 280,000 adults, and 2% of them passed the test.

Why aren't adults as creative as children?

Creativity generally gets buried under rules and regulations. I gained a very memorable experience that showed how creative people are before the school system starts blunting them.

My friend Ike and I were invited to teach a second-grade music lesson. We put the kids' creativity to the test - we divided them into groups and gave them all a couple minutes to write a poem. We had a guitar with us and called on the kids to get up in front of the class and sing their poems, accompanied by music. Everyone had their hand up and wanted to get up on stage, even the ones who didn't have their poem totally ready.

That never happens with ninth-graders, let alone adults. We've run the same experiment on adults many times and you can clearly see that people's first reaction is shock and they definitely do not have a desire to perform. Adults don't think they're creative and worst of all, they're afraid of making a mistake and looking foolish in front of others.

Is creativity learnable?

Yes, creative skills are learnable, but not by listening to a lecture. Learning creativity is similar to learning a sport. It requires a supportive environment and practice to develop the right muscles (the so-called creative muscles). The belief that only special, talented people are creative and that they're born that way decreases people's confidence in creative abilities.

The argument that geniuses like Shakespeare, Picasso or Mozart were talented is a myth. Researchers at Exeter analysed outstanding people in art, music, mathematics and sport to see whether the widespread belief that people have to have inborn talent is true or not.

The study found that it depends on:

- opportunities,
- encouragement,
- consistency,
- motivation.
- and most of all, practising.

None of the outstanding people would have been so accomplished without putting thousands of hours into serious practice. Mozart tried and tried again for 16 years before he composed his first masterpiece that got attention. It's really important for people to develop the activities and skills that they really like doing or else sooner or later they will be unhappy, stressed out or mad at the whole world for not being talented.

Creativity develops most when a truly difficult task is undertaken or a problem from which the only way out is finding a solution to it. My best creativity practices are related to my first company, BandCamp, which was in the field of music. With only little money, we did all sorts of cool things there.

Take any activity or field you're interested in and set yourself a goal using the goal-setting model you'll find under the goals section of this book. Then, get going. That's a magnificent way to go about developing creativity. Remember that creativity developed in one field affects creativity in all others!

What's success? Who's successful?

I like the following interpretation by Eric Edmeades of success the best: the only true measure of success is how many days of your life you're truly happy.

In today's world, in other words, the most successful people are the ones who do what they are most passionate about.

What characterizes these people?

- they educate themselves on money matters,
- they set goals,
- they set up businesses or have an enterprising mindset,
- they know the various personality types and take it into consideration in interacting with people,
- they're able to set priorities and be an inspiration to themselves and others,
- they're able to find inner peace and motivation within themselves,
- they know how to take care of their health, they have enough energy to pursue their dreams and generate value for other people,
- they're able to express their ideas and get others interested in their ideas (even in front a large audience).

In short, success requires a whole bunch of skills that no one has taught us in school. The good news is that you can work on all of it yourself. And this book will give you clear and specific instructions for how to do it.

Deficits in these skills are the main reason that a great number of people:

- don't know what they actually want to do in life, and try to be someone they're not;
- are constantly short on money and sacrifice their health, dreams and happier life;
- believe that their life is predestined, that someone else has power over them or that someone else is to blame for their problems, like the government, business people, parents, school and so on:

- see life only from their point of view and don't want to understand other people's sides;
- waste a lot of time and energy on not important things, constantly procrastinating more important things;
- are dissatisfied with themselves and others;
- are regularly sick and constantly tired and aren't able to achieve what they actually desire;
- are unable to express their thoughts and ideas clearly and are scared to death about speaking in public.

This list is a good description of where I started my own path of self-development from. So, if any of these points applies to you, that's not unusual, you're one of many. But what you do with that knowledge, depends on you. I really hope that you're one of the people who will do something about it and make your life better. And if you're already doing so, that's great!