

Chapter Title: Think Big & Swing For The Fences

WARNING: Irreverent Language And Touchy-Feeliness Ahead!

I really wanted to title this chapter "Think Big And Kick Ass" but Donald Trumps book already has that title. In fact, its one of my favorite books of all time.

I was never a big fan of his until I read that book. Now I think he's awesome! Yeah he's cocky and probably a real jerk in real life (A friend of mine has worked with "the Donald" on a few projects and he confirms that he truly is a real asshole).

That book taught me – actually RE-taught me – was that you can never think or act big enough. Big things happen from BIG vision. Vision so big it scares most people. But that's what gets things done!

People ask me all the time about my secret to success. Mine is a bit unique compared to others. My main secret is that I'm almost completely fearless. I charge head first into any opportunity without any hesitation or fear of failure. In fact I have really no fear of failure.

I strongly believe that in order to have massive success, you MUST embrace risk and the potential for failure. Without risk there can never be reward. Without big risk there can never be big reward. Understandably, that's hard for many people to do.

But I submit to you that those fears that are holding you back are not stories you are telling yourself and in fact are NOT EVEN CLOSE TO REALITY! Tony Robbins breaks the word fear down into a saying. He says the word FEAR means False Evidence Appearing Real. I couldn't say it better myself.

Those fears really are nothing but false stories you are telling yourself. Usually they come from our parents or from a simple fear of something unknown. They can certainly come from a previous failure as well. But no matter the source please understand THEY ARE NOT REAL.

The cool part is that it's actually very easy to get over those fears if you do a simple exercise. First, picture that fear in your head as if it were an object. Really put form to it. What does it feel like? Is it big? Is it small? Does it "feel" heavy? Does it have a color? Does it have a smell? Close your eyes and really picture it.

Now that you have those details about the fear simply look at that fear object and see it as a movie or a story you read in a book. Realize it's simply not real and does not affect you at all.

Once you consciously realize the false stories you tell yourself they will literally evaporate. I'm not kidding! It's that easy. Just try it and you WILL see incredible results.

OK, now let's take it a step further. Close your eyes and see that "fear story object" and now just think of the exact opposite of its properties. Really put some feeling and action into it!

Here's that I mean. Say your "story object" (formally known as your fear) feels to you like a big steel ball that's pressing on your chest. Now just think the opposite. Imagine that it starts filling with helium and becomes lighter and lighter and eventually floats like a balloon. Now imagine that as it gets lighter it starts shrinking. It gets smaller and smaller and lighter and lighter until it just floats away and disappears. If you really do this using your very powerful imagination you will completely remove that fear/story from your life forever!

Guess how long this takes. Mere minutes. I've seen people CURED of lifelong fears after doing this exercise for just a few minutes. Here's the coolest part. This exercise will work on ANYTHING. It works really well on procrastination as well.

One of the largest barriers to success is lack of action. Most times this is manifest as procrastination. It's really just another form of fear. Do this exercise earnestly and you will never have procrastination again. Seriously.

Ok so now that you have a tool to remove your fear stories as obstacles you can move towards success. You can break free from procrastination and finally take some decisive action towards your dreams. Now let's move on to those dreams.

Now its time for another exercise. Don't worry though; this one won't be so painful though. It will actually be fun! We are going to start dreaming and dreaming big! Now that you have your stories out of the way you don't have any limits! Wow I get pumped up just thinking about all the possibilities there are without false limiting beliefs.

Take out a notepad. Please don't do this digitally via your computer or any other electronic device. Grab an actual paper notepad and a pen or pencil and sit down in a comfortable chair. Get loose because this is going to be big!

OK now start by thinking of something really crazy big as a goal that you can barely even imagine like owning a 747 jumbo jet or your own private island. It doesn't have to be material things if that's not a motivator for you. Don't think it terms of money right now. Just think real of tangible goals.

Write down at least ten GIANT things that you would love to accomplish if you KNEW you could not fail. That part is really important. I mean really, what could you achieve? What lives would you change? What gigantic things would you get done if you absolutely knew without a shadow of a doubt that you could not fail? It's impossible to think too big in this exercise. Really stretch your mind and go way beyond where you ever though you can go before now.

Go through each of your goals and find just one that has the most “energy” to it. Which one would have the most impact on the world around you? Which one drives you the most? Which one would really make you excited to get up in the morning to work on every day? Which one would you possibly do for no pay? Really figure out which item you wrote down would REALLY drive you. Which one encompasses your true passions?

Now that you have your one huge goal we are going to focus on that exclusively. Here’s why, achieving big things not only requires big thinking and removing fear to achieve those things, it also REQUIRES focused action. It can be argued that focus is everything.

Now that you have dreamed big, found a big passion driver and focused on it alone, we are going to do the same sort of imagery exercise we did before with your fear stories. Really stretch yourself and put some energy into this goal in your mind. Imagine every aspect about it. Make it light and airy and make it feel like its lifting you up and filling your entire soul with excited energy. Really put some emotion into this. Make sure to spend at least a few minutes doing this again using your very powerful minds eye.

Now that you have the excited energy imagery in your mind now imagine you OWN it. Imagine that you can’t fail whatsoever with this goal. Put yourself in the middle it and float around. Imagine while inside it you are all powerful and in 100% control. Make yourself have a sense of wonder and awe of your ability to achieve this and be amazed that it was so easy to achieve. REALLY BELIEVE IT!

Using your imagination with strong belief like this attracts all the energy of the universe to help you achieve anything you ever want to achieve. If you do this correctly you should not even be able to sit down! You should be so excited about your new goal that you feel like you are about to explode from all the positive energy! Even writing this I can already feel the energy flowing in a big way! This stuff is for real people!

If you do this at least a little bit every day you will find amazing things happen to you all the time. Your life will be filled with miracles both small and HUGE. You will truly be able to achieve anything you want to do and it will be easy and fun!

I do this every day, as I’m getting ready to get out of bed right after I wake up. I think of my one big goal and I do exactly as I just told you to do. That simple exercise gives me energy for the whole day and had brought major success in my life and those around me. It really works if you do it. The best part is it’s free!

So some of you may be thinking but why shoot for such a big goal? Why not something a bit smaller? It’s because you want to be constantly reaching as high as possible. You want to be “swinging for the fences”. As the old saying goes, “Shoot for

the moon and if you miss you'll still land among the stars." What if you aim for your big goal and only achieve half of it? It's STILL a big achievement and a huge success!

I know this all may seem a bit touchy-feely and not practical but I challenge you to try it for just 30 days. It's totally free and only takes a couple minutes. I promise you will have big results if you put your mind into it.

Now get out there, really put that imagination to work, think big, swing for the fences and kick some ass!

-Matt

Author: Matthew Trainer

Contact Info:

Phone: 877-768-4660

Address: 8605 Santa Monica Blvd. Suite 13160, Los Angeles, CA 90069

Email: [matt@themarketingmoron.com](mailto:matt@themarketingmoron.com)

Website: [www.TheMarketingMoron.com](http://www.TheMarketingMoron.com)

BIO:

Matthew Trainer is a serial entrepreneur who's built many diverse seven-figure businesses in real estate, stock market, web programming and design as well as Internet marketing. He consults with many big industry leaders, celebrity clients and large corporations to take their businesses to the next level. He's also an avid helicopter pilot and owns a custom motorcycle shop as a hobby.