LEAD YOURSELF TO FINANCIAL SUCCESS

HOW TO BECOME A GREAT LEADER, ADD VALUE TO ANY ORGANIZATION, AND INCREASE OVERALL PROSPERITY IN AS LITTLE AS THREE MONTHS

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Acknowledgments

This has truly been an extraordinary journey. I have so many people to thank in my life. I would like to start off by thanking my late grandfather Moses. He was the driving force behind my ambition to continue to be better than the day before. Anyone who knows me knows I look to him as a role model. If I wrote about all of the magnificent things he has done in his life I would probably have to write another book. He has not only made a significant impact in my life but everyone he has ever came in contact in life. To have that much of an influence is something I aspire fore.

I would like to thank my late grandmother Jeannette. I understood what family was when I lived with her. Even in her illness she was able to raise my brother and me with what little resources she had. She was strong and independent and the true definition of a wonder woman. I would like to thank my mother Iris. She made her education a priority in her life and it inspired me to never stop learning. I would like to thank the young and inspiring William Cassell Jr. At his age he has is able to continually inspire many people in our generation. He has helped me realize adding value to other people lives is extremely important in this day in age. He continues to deliver free content to his audience with videos, articles, and books. He has a wealth of knowledge at such a young age. A true mentor for anyone looking to excel to the next level. When I think about mentors I cannot forget to mention my mentor Peter Voogd. When I started this journey I reached out to Peter to get more in-depth knowledge on master vs overload and I couldn’t be happier with my results. He is an exceptional role model for our generation and the millennial movement. When I think of how I was introduced to Peter Voogd’s book 6 Months to 6 Figures I cannot forget the person who has had a huge influence in my ability to look at entrepreneurship a different way, my father John Taylor. He has continued to help me see things in a different light. I would like to thank you, the people reading. None of this is possible without you and I mean that from the bottom of my heart. I made it my life’s mission to add as much value as possible and I cannot achieve that without you. Thank you for the continuous support and I promise to continue giving you the best information to give you the biggest advantage in the game. Last but not least I would like to thank God. Without God none of this is possible. I know I have missed a lot of people and I really do apologize but just know each and every one of you mean a lot to me. You are all leaders and have the ability to make an impact on us all.

About the Author

Jason Taylor has proven time and time again he is one of the top millennial leaders
of our generation. Coming from a poverty stricken area on the east side of Richmond Virginia, Jason has always had his eyes set out for leadership and entrepreneurship. Jason was raised by his aging grandparents and exposed to gun violence and drug trafficking with little to no mentors to guide his path. Deciding to take his education seriously after so much negative exposure he raised his GPA significantly during his last year of high school and enlisted in the United States Air Force. There he received numerous leadership roles along with many awards and accolades for his exceptional performance. Jason also traveled the world completing humanitarian assignments and fulfilling his duty with the military in countries like Afghanistan and Kyrgyzstan. After his enlistment Jason went on to use his military training to consult at several high profile companies including the Pentagon, FEMA, and Microsoft just to name a few. Unsatisfied with his physical conditioning, Jason rigorously trained and conditioned himself to play semi-professional football for the Virginia Lions making it his first time ever playing the sport. Jason has always taken challenges head on and continue to break through barriers to provide his clients and staff the best experiences. His leadership has reached countries all over the world and continues to expand.

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Introduction

Do you find yourself working for individuals that aren’t as talented or qualified as you are? Do you need help overcoming obstacles that keep you from getting to the top? Clueless about how to position yourself for better leadership opportunities? Maybe you see yourself as a leading authority but are unsure on how to get into position to prove yourself. After reading this book you will understand how to position yourself for higher roles within your any organization. You will also discover some important strategies on how to make a living acquiring followers. You will master processes and techniques that has helped the majority of our greatest leaders succeed.

I wrote this book so you can understand the making of a leader in today’s society and how to create a successful career while pursuing you dream. Each chapter gives you short, no-nonsense strategies you can start implementing immediately. Whether you work for someone or starting your own business, you will learn the necessary strategies to becoming an authoritative figure. Becoming a Leader means
dedicated followers, increased confidence, and doors opening for unlimited opportunities. So turn the page and begin now!

Chapter 1: Talk Less; Do More

Did you know that the majority of us spend 46.9 percent of our time thinking about something rather than doing it? In this new day and age spending too much time in la la land can cause severe consequences in your relationships, finances, and career. When you think of a leader you think of quick decision makers, mentally focused juggernauts with a tough exterior who can take on any project given to them. These people don't seem to waver in an uncertain economy, nor do they seem financially overwhelmed.

I've learned a lot of my leadership skills over the years through several techniques I will breakdown for you later in this book. These techniques ultimately helped me become who I am today. I want to share with you all that I know so you can lead more efficiently and gain financial freedom.

Most careers, positions and jobs require change, but being an effective leader requires adapting to change. One of my mentors, Warren Bennis, who has been deemed the dean of leadership gurus by Forbes magazine, helped me realize my true potential and showed me that conventional thinking is never leads to a fulfilling life.

I implore you to engrain the following quote from Warren into your head—it will bring clarity into fulfilling your overall potential as a leader. Warren said, “The most dangerous leadership myth is that leaders are born—that there is a genetic factor to leadership. That's nonsense; in fact, the opposite is true. Leaders are made rather than born.”

Learning the above made me realize I didn't have to look a certain way or act a certain way to be a leader. I didn't have to be born with leadership genetics or blessed with wealth to obtain leadership; I just had to be perceived as a person who was eager to step up to the plate.

The stories of people starting out looking for opportunities to prove themselves are usually all the same. People tend to talk themselves out of certain opportunities before they even have the chance to act on them. You don't know who you are or what you are capable of until you actually step up and try. Most people want to be perceived as Katana swords, but they don't spend enough time in the forge to even be butter knives.

For example, suppose you have a person who has been with a company for a decade working as an administrative assistant and never really making an attempt to go any higher than that. Next to him is a new intern who was hired after graduating and is eager to become a project manager. The newly hired intern steps up when there are minor tasks that needed to be done and eventually labels himself as a person who can add value with a willingness to learn. Guess which person is offered a promotion? If you guessed the intern, then this book will steer you onto the right track to engraining the core leadership qualities that will make you a success in any business.

Don't be the majority, just hoping for your name to be called, because it won't happen. What will happen is when a recession hits this company, they will need to make executive decisions in regard to their budget for the fiscal year and layoffs will occur. Your longevity and poor performance ratings will be a factor in their decision, and you will soon find yourself searching the career section of your local paper instead of mindlessly chattering with your ex-colleagues at the water cooler.

You don't have to be the Zig Ziglar of sales to get promoted; in fact, the key to being noticed by most people of authority is just to show up when needed. Warren Bennis said, “Great things are accomplished by talented people who believe they will accomplish them.” Make yourself known by building a reputation of consistency in the workplace. Make efforts to stand out when others aren't willing to, and pride yourself on performing at an exceptional level regardless of what others are doing.

During the course of my lifetime, I have offered my expertise to clients in my leadership webinars, people looking to make a change towards a better opportunity in their career. If there is anything you take from this book, I hope that it's this:

“Good leaders make people feel that they're at the very heart of things, not at the periphery.” –Warren Bennis.
You need to give upper management the feeling that you have everything under control. What most people do is react with emotions not suitable for the corporate environment, or any environment for that matter. I have met so-called leaders who showed fear in a moment when strength was required, and they give leadership a bad name. Show your leadership team you are cool, calm, and collected in any circumstance, and you will be rewarded in return. The key is to not overthink and not to overreact when the task at hand seems complicated. Because when you show fear, anger, resentment, or any other negative emotion, you pass that behavior to your team, and then everyone is in a negative state, which can have a negative impact on the task at hand.

Next time you are confronted with an opportunity to take the lead on something, remember this phrase and embed it into your way of thinking and you will see a tremendous change in the way your leadership perceive you: "As your value and your contribution increases, so do your pockets."

The difference between a leader and a manager is that one has subordinates while the other has followers. Who is coming to you asking for your guidance or assistance? Are you perceived as a person who is knowledgeable or helpful? A leader works with people to accomplish a task while a manager makes them accomplish it on their own and asks for a report every 15 minutes. It's easy to see which of these two people will get the job done in a timely manner. If you want to lead, study Moses; if you want to manage study Pharaoh.

You can make a living acquiring followers if you keep an eye on these three simple things:

**Lead by example:** If you don't take your own advice or use your own product, don't expect others to either.

**Manage your emotions:** Let people know you aren't easily flustered by obstacles by showing unwavering focus.

**Show up:** If you are a leader, or put in a leadership position, make sure you are visible not only to your leadership team but to those that are following you as well.

Becoming a leader is much more than looking the part. But if you follow the steps in this book, you will not only outshine your competitors, you will be financially successful while doing it. You are limited only by your inability to see your potential. You will be able to create followers, manage and lead tasks more effectively, and increase your value and your bank account while doing it.
Chapter 2: Pressure Process

You are constantly running into a brick wall because you want something that is attainable but also far out of reach. The good news is: it's only out of reach because you are using the wrong system.

To lead by example, you first need to become a follower. You cannot go wrong with following the steps outlined in Chapter 1. Taking the steps outlined in Chapter 1 and throughout this book is what changes your "I want" to "I am". They say too much of a good thing can make you sick—that's why when you are going through the process of becoming a leader and becoming financially successful, you don't want to stay stuck on one step for too long. You want each step to breed a new version of yourself so you can flourish and use your new outlook on life to add value and bring about change to others with similar aspirations. We are all diamonds; we just need a little pressure, which is the ultimate goal. The steps outlined in this book turned my wants into must haves and helped me make decisions in my life that led me to financial success.

Going from good to great is more than steps and strategies to follow it is learning from those experiences in which you ultimately have to overcome to be successful. Every successful leader or person of authority has had to overcome some sort of experience that made them who they are today. I summarized these learning experiences into a system of techniques to help you transition into greatness called the Pressure Process. The Pressure Process can squash those who aren't fully prepared for what life has to offer them, but it can help those who are ready to shine amongst their peers. To lead, you must already be in a place to follow. Julius Caesar once said, “Experience is the teacher of all things.” Let your experience lead you and in turn lead those less experienced. Don't be in a rush to get through the process but instead master what is being taught to you and let the process mold you into a champion. What you learn will ultimately help you flourish and excel in this ever-changing economy. The Pressure Process is what created the majority of our greatest success stories. Albert Einstein, Henry Ford, Oprah Winfrey, Michael Jordan, Bill Gates, and Walt Disney all had to go through the Pressure Process.

You can control your destiny by mastering the follow Pressure Process techniques:

Clear interpretation: Let's face it, our experiences in life create our perceptions and can play a huge part in our understanding throughout our individual life lessons. What should be clear to you is that this book will transform and renew your mind to better success. It is a tool to unravel the inconsistencies that are limiting you from your true potential. Use this tool like you would any other to get the job done.
Relentless perseverance: Life has a way of putting so much pressure on us, it makes us feel as if we are being treated unfairly on purpose. Are you accepting the Pressure Process as a learning curve you haven't overcome yet? Or are you infatuated with playing the blame game? Don't be like the ninety-five percent who count their losses when the challenge gets tough. Persevere.

Uncanny tolerance: I like to think patience is a virtue and that if you are consistent with the process, and have the ability to wait without anger, you will not only see the results you were dreaming of, but you will have the experience that comes with them. These experiences cannot be duplicated, sold, re-furbished, or given away. They're yours to keep.

"Anyone who had a deep well and ability to change lives also had a deep experience which was the catalyst to give them the motivation to drive over all the obstacles that would deter you from destiny." —TD Jakes

Chapter 3: 86,400 Seconds

You should now have more of an understanding of the perseverance our best and brightest go through and a clear definition of what is to come on the other side of that rainbow by looking at their results: experience. Experience cannot be taken away at any moment in your life—HRs know this, CEOs know this, and entrepreneurs know this.

You know what else that cannot be taken away? Time. I know this is contradictory to what has been programmed into your mind, but let's disconnect from the matrix for a few minutes. Yes, you can waste time by not fulfilling your true potential, but quality time used correctly will never fall by the wayside. If you look at it from a Pressure Process level, time is equal to experience.

There are eighty-six thousand four hundred seconds in a day. A negative person who misses a train by one minute perceives that experience as a minute lost; but to the optimist, that is a minute of wisdom gained. People always say there is not enough time in the day, but if you truly dedicated yourself to maximizing your productivity within the time you have, you will see better results. Leaders know how to use this to their advantage.

I remember what it was like not having enough time in the day. Being put in the same scenarios with the same empty bank account woke me up from that lie I was telling myself. Albert Einstein said the definition of insanity is doing the same thing over and over again and expecting different results. I learned the hard way that, regardless of how many credentials or years of experience you have, no one knows everything. If
you decide to go through life with the mentality that you do know everything, you won't get far.

You will not hear many coffee shop conversations about this subject, because the reality is ninety-five percent of the population is dealing with the same issue and no one wants to admit it. The other five percent are self-aware, and they make changes to better themselves in that area. In the book *No excuses! The Power of Self-Discipline*, Brain Tracy mentions how daily goal setting can transform your life faster than you can ever imagine. Don’t waste your time on busy work, because that is just another form of laziness. Make sure your daily goals correlate with your long-term goals. Short-term versus long-term.

In today's society, we often focus on multi-tasking, and with an abundance of new toys and gadgets to keep us preoccupied, giving our focus to any given task has become more difficult than ever before. I want you to break out of society's norm of scrolling Facebook timelines and reading every trending news article and blog. Each of these distractions has its place, but when you are trying to achieve success and complete your goals, you have to rule out all distractions. How can you concentrate on your goals and time management when there is a new notification popping up every five seconds on your phone?

The following passage was once sent via email and expanded upon overtime. This quote can also be found in the book *If It Were Only True* by Marc Levy, a fitting title. I want you to pay close attention to this next message and engrain it into your mind:

"Imagine there is a bank account that credits your account each morning with $86,400. It carries over no balance from day to day. Every evening the bank deletes whatever part of the balance you failed to use during the day. What would you do? Draw out every cent, of course. Each of us has such a bank, its name is time. Every morning, it credits you 86,400 seconds. Every night it writes off as a loss whatever of this you failed to invest in a good purpose. It carries over no balance. It allows no overdraft. Each day it opens a new account for you. Each night it burns the remains of the day. If you fail to use the day's deposits, the loss is yours. There is no drawing against "tomorrow". You must live in the present on today's deposits. Invest it so as to get from it the utmost in health and happiness. The clock is running. Make the most of today."

Change the way you think about your time, and your pockets will follow.

With the advice, processes, and steps in this book, it will help take your leadership skills to the next level and allow you to live life on your own terms. It will help you realize your true potential and give you the tools you need to convert your dreams to reality. My goal is to help you understand the correlation between financial success, leadership, and time management. It doesn't matter how old you are when you receive this information—it only matters how long it takes you to understand it.

Leadership can help you financially, but that shouldn't be the reason you become a leader. The best leaders use their prestigious position to help other people be more successful. When I lead a team at the Pentagon during our life-cycle refresh project, I had no intentions of gaining power or money. My check was the only financial reward. The real prize was helping those I lead to become more independent and eventually become leaders themselves. I want you to understand that you can be a leader in any organization or career you join; you just have to step up and understand why the position is needed. Find the gaps that need to be filled, and make it your priority to deliver when the time is right. This book is for those who have a leadership mindset, want to be of value, and want to enjoy the financial benefits that come from it. When you see a leader displayed on television, they are often working long days and over exhausting themselves in every situation. That association is for those who undervalue their time, underappreciate their worth, and manage their tasks poorly. I will show you how to produce twice the effort with half the time with the power of delegation and other tools while using your position to leverage your pay.

Chapter 4: Leadership and Financial Success

Standing tall pays off in the long run. When I first realized my own leadership potential, it was through my relationships with people. My friends became followers because of my actions, not my status. My initial job at the Pentagon was to collect employees' information using a pre-made computer script. This job did not take much thought process and could have been done remotely with the proper tools. I learned I had a knack for figuring out what gaps needed to be filled within an organization's project strategy. My initial promotion was brought on by implementing procedures for filling those gaps. Not all of my promotions started off this way, however.
While I was enlisted in the United States Air Force I was also appointed lead of several organizations and groups. There were times I did not get the positions I wanted. I assumed I wasn’t qualified or lacked the required leadership presence these companies were looking for. The hardest part of not getting what you want is the feeling of rejection. It can send you down a spiraling path to depression, poor decision making, and pessimistic behavior. It can also set you back with improper thinking in regards to your career path and current goals. I know this because it has happened to me. Adversity hit me hard during the economic recession because I had recently separated from the military and had a hard time finding a position that fit my qualifications.

The truth is when you become a true leader, negative mindsets like the one I displayed above will only set you back in terms of progress. My thought process was wrong, and I needed to re-wire how I perceived my situation. Warren Bennis explains Four Lessons of Self-Knowledge in his book *On Becoming a Leader* which I have put in my own words:

- You are your own best teacher. Make a habit of learning constantly. No one knows everything, and the best leaders in the world know that. Commit to positive growth and change.

- Accept responsibility. Blame no one. I often see people who want leadership positions but fall short because of their lack of responsibility. It is true that no one wants to be the one to blame when things go wrong, but ownership shows character and compliments extraordinary leadership qualities.

- You can learn anything you want to learn. Have an appetite for knowledge. Don’t just absorb the information. Master and understand it.

- True understanding comes from reflecting on your experience. The *Wall Street Journal* wrote an article on historic leaders and their battles with depression. A classic study revealed that mildly depressed people tend to see the world more clearly based on previous experience. In the book *Great by Choice*, companies that outperformed their competition did so by ten times. The studies show that it was fear of the unknown that allowed these company leaders to plan for the worst and cover all aspects of business. True understanding comes from experience.

Bennis describes learning as way of life, with knowledge being equivalent to change. Being able to learn is not about having something but rather being something, something more.

I decided to adopt these lessons and use them to change my circumstances. The library was my refuge, temple, and my place of salvation. When there were books I couldn't find at the library, I took what little savings I had left and put it towards Kindle books. I also rummaged the Internet at the library for free content I could download and read at my leisure when I didn't have a reliable internet connection at home. These decisions helped solidify a well-needed change in my life. I logged out of Instagram and worked towards having a laser focus on my daily goals. I didn't want to be a part of the ninety-five percent anymore, and my journey through the steps I outlined in this book started with self-awareness.

You don't deserve to live paycheck to paycheck. You don't deserve to be a follower the rest of your life. You deserve success. This is why I put together a strategic system that cuts your learning curve in half. Why go through life's lessons all over again when someone went through them for you? Learn from my failures and mistakes by adopting this system for amazing results. We will get more into this three step system and the significance of each step in the coming chapters but here is an overview.

The Wealth Leadership System:
Golden Intentions

Platinum Investments

Diamond Relationships

I divided this system into three categories that will effectively help you take a step back from your current life structure and reevaluate your plan for success. It took me years to perfect this process and establish an identity of self-awareness. I walked aimlessly though life, making the same mistakes and receiving the same failed results. I didn't know what I wanted out of life. I was depressed, broke, out of shape, and all-around miserable. I spent my mornings in bed with no daily goals. I was afraid to hang out with my friends because I felt I wasn't successful enough or I hadn't done enough throughout the day. I needed to invest in myself with clear directions and goals. This is why I adopted the system of Golden Investments.

What was the most important first step for me to take to get out of the situation I was in? I made several simple rules for the Golden Investment and these were to invest in myself, invest in others, invest in capital-producing activities, and invest in residual-income opportunities.

Learning what it took to go from just living to intentional growth was a turning point. Growth equals opportunities, and if you want to be successful in life, you have to grow mentally, physical, spiritually, and financially.

Platinum Relationships was built on the foundation of who I wanted in my circle at all times. I found that the people I often associated with were just like me. There was no sense of urgency, and we spent more time talking about what we wanted than taking action on it. You will learn how to change your circle of influence from high school associates to serial entrepreneurs and New York Times best sellers.

Building and maintaining these relationships are crucial to your success in more ways than one, and forming Diamond Intentions will solidify your wealth and leadership potential. Before you have ambition, you need to know what you are truly hungry for. What is it that drives you to complete a task? What are your wants, needs, and desires? Don't sit around waiting for a miracle to happen, master the steps in this book and add them to your repertoire. Adapt to this system and take your time with it. Success doesn't happen overnight, but taking the right highway will make you that much closer to your destination.
Chapter 5: A Conscious Mind

You picked up this book because you want to make a change. You probably know what it is like to be picked out of a crowd because of your uniqueness. You have a specific gift and the toughest part of being you is fitting in. I am here to tell you that you were never made to fit in. You have a calling to be someone great and make an impact on our society. Leave the social norms to the average people, and start a new beginning to be the best you can be right now.

In the book *The Purpose Driven Life: What on Earth Am I Here For*, Rick Warren said, "We are products of our past, but we don't have to be prisoners of it." It might have been cool to dress like everyone else when you were in high school, but that's not going to pay the bills or advance your career. Take accountability for your actions today by reflecting on the past but not dwelling on it. The grind never stops, and those who out grind outshine. Guys like Grant Cardone and Gary Vaynerchuk are known for their work ethic, but who's to say you can't be just like them or even better?

You first have to invest time into getting to know yourself. We will cover several crucial steps into what you should know about Golden Investments:

* p=>(color:#000); Invest in oneself/know oneself

* p=>(color:#000); Invest in others

* p=>(color:#000); Invest in capital-producing activities

* p=>(color:#000); Invest in passive/residual-income opportunities

You can't add value to anyone else's life until you add value to your own. Adding value to your own life can be accomplished with a few tools I will outline later in this book, but first I want you to understand why you are who you are and why you were put on this earth. My mentor Peter Voogd and the author of the highly successful book *6 months to 6 figures* drew up an awesome email template for those looking for friends' and family members' support. Having an outside perspective can give you an understanding of some of your best qualities. The majority of us live inside an alternate reality of how we assume other people perceive us. The true reality is we either set the bar too high or set the bar really low.

"It takes courage to grow up and become who you really are." –E.E. Cummings.

To get a deeper feeling of what you were put on this Earth for, ask yourself these five questions:

# p=>(color:#000); If there was no way to fail, who would you be or what would you do?

# p=>(color:#000); Imagine being an attendee at your own funeral. What would your eulogy say?

# p=>(color:#000); What are your personal core values?
What brings you to life?

If there were no banks and money did not exist, how would you live your life?

These are very challenging questions, and the average person will need some time to answer them.

Failure is not an option, literally. No one wants to fail in life—that's why most people settle for less. It's easier to get an average-paying nine-to-five job than it is to strive for something that may seem out of reach and not attain it. I went out on a limb and started my company Phenomenal Staffing because I was tired of playing the subordinate position.

Fear inhibits people from going after their dreams, when you remove this emotion from the equation you are able to pursue your goals more efficiently. Shannon L. Alder once said, “Carve your name on hearts, not tombstones. A legacy is etched into the minds of others and the stories they share about you.”

When you leave this Earth, as we all will one day, what do you think your family members will say about you? Sure, you will hear what made you a great person, but what will your legacy be? Not just what you did in life but how you did it. What meant the most to you should be expressed so clearly that on that day and carried on long after people will continue bringing up your name. You only have one life so make it count.

You should also ask yourself what is it do you value the most. My core values derive from my time spent in the United States Air Force. I've always believed in “Integrity first, service before self, and excellence in all we do.” These priorities come before all else. I take them with me in my career and in my relationships. You should find your own core values and apply them in life.

Afterwards ask yourself what brings you to life? What is it that you really enjoy? If writing is your passion, develop your craft and pursue your passion, and make sure you put in continuous effort into always getting better.

Now that your focus is directed to what you really enjoy instead of what pays the bills you can now imagine a life with the dollar taken out of the equation. If there were no money in sight, how would you go about your life? If this question is too difficult for you, it is probably because you have become attached to money and entwined it with happiness. Money will not make you happy. Open your mind to the possibilities of pursuing your dreams, and explore your newfound options.

Now find a piece of paper and write down the questions and answers. Fold up the paper and keep it in your sock drawer as a reminder of what you want out of life. We often get complacent, either because there is no immediate action in our lives or because we've come accustomed to simplicity. Unfold this paper and reflect whenever complacency rears its ugly head.
You know who you are, and now it's time to put some work in.

Most leaders know the definition of investment inside out. The Golden Investment is making sure you are taken care of first. How can you offer advice when you have never taken any? To be of value to others, you first need to value yourself. Are you eating the right foods and keeping your body in optimal shape? Are you focusing on studying and reading books pertaining to your core values, or are you overwhelming yourself with bits and pieces of information from all sources. All news is not good news. Learn to differentiate the quality information from filler.

Use this book as reference and read over it as many times as needed to fully master the information I'm presenting to you. Success starts with mastery. By picking up this book, you've already taken the first step to investing in yourself. You want to be able to develop your skills so you can add value to your job, family, friends, and self. A carpenter never leaves his tools behind when preparing to build a house, and neither should you. Take these tools and build the foundation of what you want to become.

There are three areas of self-investment you should focus on. You need to have your mental, physical, and spiritual health in order to maintain absolute clarity.

I am a huge fan of education. Traditional universities are not always necessary for higher learning. There are unlimited resources you can use to gain the knowledge you need. Your cell phone is a gateway to unlimited knowledge. When I didn't have a car to drive to the library, I often used my phone as a way to look up books and reading material I was interested in. When money was plentiful, I invested in hardback books and treated them as gold. You want investments that are going to better you in the long run.

You see, the other ninety-five percent might purchase a brand new Apple iPad but use it only for social media and gaming. A product like that has so much potential for increasing your mental well-being as well as your wealth. Resources like cell phones and laptops will change with the times, but the premise of acquiring information will always be the same.

Physical health should also be a priority when investing in yourself. Studies find aerobic exercise improves memory, brain function, and physical fitness. Researchers from the University of Texas found engaging in a physical exercise regimen helps healthy adults improve their memory and their brain health. Make a ritual to get an average of at least thirty minutes of exercise three days a week. I normally work out six to seven days a week in the morning to stay physically fit and mentally sharp. Morning exercises spike brain activity, and aerobic exercises work as a first-aid kit on damaged brain cells. When I am not in a normal exercise routine, I can definitely tell there is a difference in my brain activity.

With regards to your spiritual health, think back to your core values and what you believe in. The reason why some leaders are so strong in their decision-making and emotional stability has a lot to do with their spiritual health. Highly successful people like Oprah Winfrey, Tom Brady, Mel Gibson, and many others have been open about their religious preference and how they positively affect them.

Ask yourself these three questions:
Countless studies have shown it only takes twenty-one days to make or break a habit. Answer the above three questions and build a ritual to improve your answers to all three for the next twenty-one days, and your rituals will become habits on autopilot. Immerse yourself in the process and break through. Literally anything is within your grasp if you break out of your comfort zone with this twenty-one-day building exercise.

Chapter 7: Why Are There So Many of Us?

I was asked a long time ago why I spend so much time caring about others. I think, if we were meant to be selfish, we wouldn't have as many people on this planet. There are a number of things I get from helping others. When I played semi-professional football for the Virginia Lions I noticed the only times we achieved a victory were when each person on the team put one hundred percent into the game. I prefer to give back to society rather than take from it. When you invest in others, you make friends, allies, companions, and, sometimes, followers.

A good friend and mentor of mine, Warren Cassell, Jr., created an awesome program that allows the general public to reach out to the top five percent of our nation. It is called “How to Build a Billion Dollar Rolodex”, and it has helped me tremendously in reaching out to the elite on business opportunities and general inquiries. This system is based on the foundation Cassell used to reach out to bestselling authors, business leaders and finance experts across the globe. The program also can show you how to get someone to agree to be your mentor with just asking one question. If you have an opportunity take a look at the program, and if you use me as a reference, you will get a discount and unlimited access to the program. Learn more here: [+ http://www.warrencasselljr.com/store/p2/How_to_Build_a_Billion_Dollar_Rolodex.html+]

With that billion-dollar Rolodex, you eventually want to start investing in capital-producing activities. What are you doing on a consistent basis that is increasing your bank account? Real leaders are often financially savvy business people because they knew early on the value of passive income and investing in the future rather than the present. Changing your mentality on long-term investments versus being a consumer right
now will make a difference in whether you retire at 35 or continue to carry debt even after you are buried. If you want to learn more about investments, I advise you to study Warren Buffett. I would also advise you to read the best investment book I have ever read, _The Intelligent Investor_ by Benjamin Graham.

Sir John Templeton once said, “If you buy the same securities everyone else is buying, you will have the same results as everyone else.” Don’t be like the other ninety-five percent and spend more money than you have coming in. The wealthy have budgets; why don’t you? What would you do if you had one million in the bank right now? The majority would waste it all within five years with poor decision-making. I don’t want you to be the majority, there’s enough of those already, I wrote this book because I want you to be a better leader and make better financial decisions. Financial success has a lot to do with what type of people you have around you, which we will dive into in the next chapter. The pessimist says money doesn’t grow on trees. The optimist invests in trees and makes money. Which one will you be?

Chapter 8: Your Circle

If you want to know how people at the highest level spend their time, then just ask Tai Lopez, investor and advisor to over twenty multi-million-dollar businesses. He promotes the law of thirty-three percent in which he states one-hundred percent of your circle should be divided three ways. He states that you should divide up your life and spend thirty-three percent with people who are not as successful as you are, but are willing to get to your level and above.

If you want to know the fastest way to build your confidence and following, help out these people by mentoring them and showing them the way to success. A great way to do that is to share this book with them. Let them in on the undisclosed strategies to success. The next thirty-three percent of people should be on the same level you are on or a bit higher. Lopez says these should be friends and associates. I often bounce ideas off my peers and ask them questions related to topics I might not have mastered yet. Remember: no one knows everything, but together we can come pretty close. Also remember not to spend too much time dabbling in everything and instead work on mastering a few things at a time, maybe even just one thing at a time. To be a leading authority on any given subject, you first have to know your subject.

Lastly, Lopez suggests having thirty-three percent of the people in your life be on a higher level than you are. Not two or five years higher, but ten to twenty years higher than you. Most people fear rejection, but this is the perfect time to take that extra built-up confidence and start learning from the masters. They will test your endurance, your will power, and, ultimately, your self-understanding, which will make you stronger than you can ever imagine. Most people make having a mentor seem easier than it is. The truth is, if you get the right mentor, he or she can add value to your life ten times faster than you could ever imagine. The fastest way to learn from your mistakes is to learn from someone else’s. If you want to build an empire, learn from someone who already has built five of them. That is what Platinum Relationships is all about: Diving deep into the relationships and concentrating on adding value while receiving the best information at a shorter timeframe. Quality and quantity all mixed into one system.

Every leader I have ever met has had at least one mentor in his or her life. Finding the right mentor can be a grueling process, which is why I referred Warren Cassell’s program earlier in this book. Most of the elite value their time more than anything. If you want to get attention from
You want to know the person you are reaching out to before making requests to connect with them. It shows them that you are sincere about your endeavors, and it also shows you took the time to invest in the relationship itself and are not concerned only with what you can get from the person. Once I decided to reach out to Peter Voogd, I chose to understand who he was first by reading his book. Then I sent him a friend request on Facebook, curious to see if he would accept it. Once he did, I sent him an email almost every week, thanking him for enlightening me and given me new direction with his book. He did not respond right away, which is to be expected of people at his level. Remember: the elite value their time more than anything. A true email exchange did not occur until I showed I was interested in adding value. Showing that you are willing to help others does not always include money; sometimes it could be as simple as writing a review for a book. My relationship with Voogd flourished afterwards, and I never looked back.

You have to be hungry in this world if you really want something in life. I sent email after email and I never gave up. Most people would quit after the first non-response, but I persevered and ultimately created a relationship worth more than money.

Being introduced to mastermind groups also played a vital role in my career advancement. When you bring up mastermind groups to most people, they seem puzzled, because these groups are rarely talked about. These “secret society” groups can bring a wealth of resources and challenges to your life if used correctly. Napoleon Hill introduced the concept of mastermind groups around seventy-five years ago in book *Think and Grow Rich*. The idea is to assist you with some of your most difficult challenges using the intelligence of others. It's obvious why these groups are rarely discussed.

Imagine being in a room with several people, each a master in their respective field, each having vast knowledge on subjects like marketing, social media, writing, business, etc. Of course, your knowledge would increase drastically by spending time with these people.

The majority of mastermind groups that hold real weight are sometimes difficult to get in to. Even if you know someone within the group, you still might not get in. I will offer you a few places to start looking for these prestigious groups. First you should ask your circle of influence if they know of any mastermind groups that are looking for new elite members like yourself. You never know which one of your friends might be reaching new levels by participating in these groups. You can also try Meetup.com, a great site that connects like-minded people with a variety of different interests. Craigslist is another place to find mastermind groups, but from my perspective it is a little harder to distinguish what's good and what is just OK. But I have heard from others who have had success with Craigslist, so it's worth a try. Another great place to look is Internet Business Mastery, which is a great source for hooking up with people locally.

Leaders keep mentors and people with similar goals around them constantly so they can continue to build on what they already know. You will never see a leader in a high position stop learning. They have the emotional fortitude to keep going even after the motivation have faded. To keep consistent in your goals is the ultimate key to success. If you want to get the most out of this book, make a decision to be the best you can be now, and worry about how you feel afterwards.

Building Platinum Relationships takes time, but with the right pieces in play and the lessons taught in this book, you can come out on top. Some things, however, you can't learn from a book. You have to have experiences that qualify you and get you ready to be of service to other people.

If you watch or listen to any interview with a successful person, the story is always the same: their rough past and their faith allowed them to persevere. They also always have a team of people who were there to support them along the way. Who will your team be? Where will you seek motivation from when your emotions try to stop you from pursuing your goals?

“...Anyone who had an ability to change lives also had a deep experience which was the catalyst to give them the motivation to drive over all the obstacles that would deter you from your destiny”- TD Jakes."

Don't be upset, however, once this change starts to occur, because the people that were once your friends will not understand why you have chosen to get a mentor, quit that nine-to-five position, or change your circle of influence. You will have to manage your time, finances, and relationships differently if you want real change to occur.

Once you go through the process this book presents, you will see everything you have learned, and every action you've taken, prepare you for the shift in your life that will automatically occur. Do you want to know the cost of your newly found knowledge and ambition?

* Late nights and early mornings.

* Lots of associates but very few friends.
Chapter 9: The Story That Motivated Me

I have been blessed to see many things in my life. I traveled around the United States with Microsoft. Traveled the globe with the Air Force. Learned what true leadership is at the Pentagon. And I learned what true teamwork is by playing for the Virginia Lions. I am certainly grateful for the experiences that come along the way.

I want to share a short story with you from one of my favorite motivational speakers, Les Brown. It shows his hunger and describes the Wealth Leadership System quite well. If you take anything from this book, I want you to know you have to be hungry to survive and thrive. You have to have the passion, drive, persistence, and perseverance to do anything you want and have anything you want. As long as you are hungry, anything is possible. Take responsibility for your dreams and goals and don’t allow them to be placed in other people hands. Other people won’t take care of your dreams like you will.

So, the story starts off with Les Brown wanting to be a disc jockey. He was told by his mentor to start working on his craft and practice every day.

And so Les's mentor says it is better to be prepared for an opportunity and not have one than to have one and not be prepared. Once Les was comfortable with mastering the disc jockey position, he applied for a job at WMBM Miami Beach Florida. The person interviewing him for the job was a man named Milton Butterball. Milton questioned Les about his experience and skill level, which he did not have. After being rejected for lack of experience, Les went back to his mentor and told him the bad news. His mentor said, "Don't take it personally. Most people are so negative, they will have to say no seven times before they say yes." So his mentor tells Les to go back and try again, and Les did. Les went back, went through the same routine, and was rejected. The next day came, and so did the same results. Only after Les showed sheer will and determination did Mr. Butterball hire Les and give him his first assignment: to get Mr. Butterball coffee. That’s not the end of the story, however. Les continued to seek out an opportunity to become a disc jockey at the radio station. The chance finally came when a disc jockey was drinking during broadcast. The general manager called Les to ask him to help find a replacement, but instead Les took the opportunity to go on the air himself. Les saw his window and did not hesitate to take advantage of it. The thing about persistence is it also takes patience, and if you are not willing to be patient during the process, your work will be for nothing and you will soon see yourself quitting everything you start. What you need to know is there is a difference between those who have an appetite for success and those who merely just want to nibble on it. It's one thing to be hungry, but it's another to see the window of opportunity and jump through it. Can you remember the last time you were truly hungry for something?

With the Wealth Leadership System, you have to have Diamond Intentions if you want to stand out and be the best leader.

“(_, When life knocks you down, try laying on your back, because if you can look up, you can get up._” - Les Brown. _)”

Diamond Intentions are focused on what feeds your appetite. With Diamond Intentions, we want to focus on the Five Whys that give you ammunition to go after what you want. Here is where control of your life is placed into the palm of your hands. I often ask myself five simple questions during the week that motivates me to keep going. The Five Whys can be any five questions you need to ask yourself in order to get to the root of a problem. I recently adopted this strategy and incorporated it into the Wealth Leadership System because of the impact it has on clients for my IT staffing firm Phenomenal Staffing and how it has helped change lives of people all around. This technique explores the cause and effect relationships between why and where you are financially, mentally, and physically, and it breaks down ways you can improve. The Five Whys use counter-measures rather than solutions.
The reason why counter-counter measures work so well is because they prevent the problem from arising again. They are more robust and will prevent the issue from occurring again.

What can you take from this? By repeatedly asking why something is the way it is, you can dig below the outward symptoms of your issue and find out what the actual root of the problem is. Dealing with the cause instead of just the symptoms means your answer to the problem will have longer-lasting benefits. Leaders know this, and that is why they've been appointed to their respected positions.

There will never be a cure for the common cold unless the whys are answered and understood fully. There will only be more treatments for the symptoms. Stop treating the symptoms of the biggest problems in your life. If the problem is finances, ask yourself why you are broke instead of why you can’t afford to pay your bills. I assure you that once you get to the underlying problem, you no longer have to worry about where the money for your bills is coming from.

The other ninety-five percent of people blame their situations on things or people other than themselves. No one has more control of your destiny than you, and the sooner you realize this the sooner you will become successful.

There are always going to be obstacles—that is what makes life worth living. The key to success is finding a solution to life's many obstacles. Think about some of our nation's top inventions. The car was created to solve travel problems. The light bulb was created to help people see in the dark. Even the chair you might be sitting on was designed with a purpose.

Here’s another example (This is an excerpt from www.educational-business-articles.com):

**Problem:** Was caught speeding

**Why?** Was late for work

**Why?** Woke up late

**Why?** Alarm clock did not work

**Why?** Batteries were dead

**Why?** Forgot to replace them

In this scenario, there would have been no need for a speeding ticket if the batteries had been replaced when the clock showed weak performance.

I hope you are starting to understand the relationship between the Five Whys and your current life decisions. You know your whys—the real question you should ask yourself is why are you not you fixing them right now.

Diamond Investments forces you to dig deep, because surface living just is not cutting it anymore. Remember: you have only eighty-six thousand four hundred seconds in the day, so ask yourself how you will use yours.

Now it's time to develop your action plan and focus on setting strategic goals each day, week, and month to finally get to the next level, become a leader, and make the money you deserve.

Let's go over some of the key points of being a leader:

# p=>(color:#000;). Have a clear, concise vision. Understand what your mission is in life.

# p=>(color:#000;). Know and utilize your strengths and gifts. Know who you are.

# p=>(color:#000;). Maintain a positive attitude. Have emotional intelligence when dealing with issues.
Motivate others to greatness. Help the thirty-three percent rise to the next level.

Continue to improve yourself, master the information you learn, and learn from the top thirty-three percent who are ten to twenty years ahead of you.

Remember: you have to be hungry if you want to get everything you ever dreamed of. Successful leaders understand this and are able to add value to everything they touch. Make sure the people you associate with cover all three of the thirty-three-percent rule, and start implementing a plan of action.

Chapter 10: And So It Begins

I often ask myself where I would be if I hadn't stepped up to the plate when the challenges in life started flying towards me. Being urgent about my decision-making helped me through some of life's most difficult struggles. When I attended combat survivor training before heading off to Afghanistan for the first time, my ability to make quick decisions was tested on numerous occasions. These near-death experiences were simulated, but out there in the real terrain of Afghanistan anything could happen, so being unprepared was not an option for me. That is how everyone should look at opportunities going forward.

"To be prepared for war is one of the most effective means of preserving peace." – George Washington

We need leaders today more than ever. What's happening is those who are not qualified are milling these positions because they are moving with a stronger sense of urgency than those who are qualified. It is easier to go after something when you have nothing to lose.

Are you willing to work for people who are not qualified? Will you vote for someone who is not qualified? Probably not.

Leading yourself to financial success is possible, because you now have the roadmap to start your travels. All of the information in this book is meant to be utilized. Those who don't take action with the tools in this book will not see the same results as those who do. Don't get left behind. The best time to start is now.

Ask yourself: how many more years are you going to be stuck in the same career making the same money when you have the same, if not more, potential as those leading you? There aren't any more excuses now that you have what it takes to succeed. The only difference between a pessimist and an optimist is perception. Which side are you ready to take? If you felt you didn't have a choice before, I'm here to tell you that you do now.

I was raised in a bad section of Richmond, Virginia. My perception of where I saw myself career-wise and financially did not change. Even when I fell on hard times and reverted to those conditions, the poverty-stricken conditions did not change my perspective of my reality.

I was destined for greatness, and you are too. We are all destined to etch our names in the history books.

I laugh when I hear people say they work hard and still do not see any results. My response has and will always be the same: work smarter, not harder.
With this book, I want you to challenge and change your addictions. I want you to change your habits and your views. All it takes is a little redirection. In the words of Eric Thomas, “Make the rest of your life the best of your life.”

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LEAD YOURSELF TO FINANCIAL SUCCESS

Did you know that the majority of us spend 46.9 percent of our time thinking about something rather than doing it? In this new day and age spending too much time in la la land can cause severe consequences in your relationships, finances, and career. When you think of a leader you think of quick decision makers, mentally focused juggernauts with a tough exterior who can take on any project given to them. These people don’t seem to waver in an uncertain economy, nor do they seem financially overwhelmed. I’ve learned a lot of my leadership skills over the years through several techniques I will breakdown for you later in this book. These techniques ultimately helped me become who I am today. I want to share with you all that I know so you can lead more efficiently and gain financial freedom.

- Author: Jason Taylor
- Published: 2015-10-02 21:50:11
- Words: 11047
How to Become a Great Leader, Add Value, and Increase Overall

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Finally, knowing yourself can lead to financial success because you can set yourself up to always be motivated. If you know that during a particular phase in your plan you will be vulnerable to make a mistake, you can set yourself up to overcome that problem. For instance, if you know that being upset will lead you to make the wrong financial decisions, you will consciously avoid making choices while you are feeling negative about something. You will learn to control your emotions or you will decide to skip making a decision. And if you happen to go through a trying time, you will know how to