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# Where the Good Stuff Is Hiding

A Special Report

**By**  
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# Finding Where the Good Stuff Is Hiding

I'm sitting here in the hospital, and perhaps because this is so far from my usual routine, I find my mind wandering into unaccustomed byways. I see people all around me facing the uncertainty of declining health, unexpected surgery and massive medical bills.

I see them meeting their circumstances in various ways. Most are facing their unsettled future with courage. Surprisingly few cower. They are all facing upset and change, but their styles vary.

Buddha, in his wisdom, told us that, "Life is suffering."

Now, you may be comfortable with that statement, but somehow I'm not.

And far be it from me to take issue with the venerable Mr. Buddha, but I'm going to do it anyway.

There are probably days when you feel that, yes, life is indeed suffering. It's a vale of tears, a sojourn of sorrow, an unending stream of tribulations and travail, a journey where nearly everything eventually goes wrong, and usually at the worst possible time.

But I probably don't have to tell you about that. You've already had plenty of that stuff. We all have.

Most of us tend to spend a large slice of our life accompanied by discontent, frustration and emotional turmoil. Even if this isn't outright suffering, it falls fairly far from where we'd like it to be. It isn't quite suffering, but neither is it pleasant.

So to get started, let's take a closer look at this matter of suffering, and see if that's really what comprises life.

Goodness knows, we've all had our share of suffering in many of its various forms. When suffering comes calling (perhaps too frequently), we sure don't welcome it. We tend to shy away and try to avoid it. That's just common sense, right?

But just this once, let's NOT shy away. Instead, let's stand up and demand, "What are you doing here, and what did you bring me?"

Let's skip over the major upsets like life-threatening illness, massive injury and death. Few lives are comprised totally of these events, so let's assume that Buddha was talking about the common folk and the everyday stuff that most of us agonize over.

Of course, we don't suffer much when we're getting what we want. On the contrary, we suffer precisely when we are NOT getting our way:

Your raise didn't come through; your spouse doesn't love you quite the way you want him/her to; your children don't appreciate all you've done for them; your parents or in-laws treat you like you're an idiot. And on and on we could go.

Other suffering is centered more around the inner experience:

Your health is weak; you don't feel smart enough to get good grades or to enter the career you'd prefer; your hair is hopeless; your feet aren't the same size; your nose is too small/large/off-center. You can supply a much more complete list, I'm sure.

So yes, there are lots of things in life that we can suffer over, but does that mean that life is really suffering? Hmmmm... let's dig just a bit deeper.

You may be thinking that so far, I've only dealt with relatively trivial worries. Nose size? Bad hair day? C'mon Burke, that's not important stuff...

Oh yeah? Says who? How many billions are spent each year on hair? How much more on cosmetic surgery? Do you really think people don't agonize over these "trivial" things? I once knew a lady who always, ALWAYS came home from the hair dresser in tears.

And when was the last time you fretted over what to wear to a party, to a job interview, or to meet your spouse's boss for the first time?

"But that stuff isn't serious enough to call suffering, either." You're probably right... it's not such serious stuff, but you and I both know that it causes an awful lot of emotional pain anyway.

Ask the person who just received a hacker haircut, who just failed to snare the job they'd been counting on, or who gets major tremors anytime they're about to meet an "important" person. Ask 'em whether or not they're suffering.

But not everyone is pained by the same experiences. Some people will spend large sums of money to join a crash weight-loss program, lose 10 or 15 pounds, and be glad of it.

At the same time, others have been without food for days, have lost the same 10 or 15 pounds, and they're hating it. Those in this second group are definitely suffering.

Isn't that interesting? Same general experience; different reaction.

This can offer us a clue to unraveling why life is so filled with suffering for so many. It may also help us understand why some favored few love their lives. (It's true – there are those who feel they're lucky, or blessed, or favored by the gods of life.)

Let's switch tracks here for just a moment.

Do you like sports? I do. Now, I'm not much of a participant, but I love to watch. The power, speed and strategies of any team sport can be breathtaking.

But it's the individual sports that fascinate me most. Gymnastics, diving, running. There are no team members to take up the slack if you mess up; it's all up to you whether you succeed or fail.

And of all the individual sports, the one that seems to me most like a perfect metaphor for life itself – is surfing.

First, a disclaimer: I have never surfed; in fact, I can barely swim. But that doesn't stop me from admiring what a master surfer does every time he or she paddles out to catch a wave.

The size of the wave is fairly important, but it doesn't matter as much as what you do with it. It's the ride, not the wave that counts. Of course, there's a bigger thrill from catching a huge, curling tube that just goes on and on, but even middling waves can be enormous fun.

Surfers don't ride a wave by a ten-step process. They don't refer to the rulebook to check the size of the on-coming swell. Nah... they just get up and ride. Just direct experience which is completely devoid of intellectualizing. The simple joy of doing.

But those who are not surfers won't look at waves the same way at all. When the big, pounding surf comes, they quit swimming and get out of the water. They have a totally different attitude toward those big, beautiful, curling waves.

Now, let's see if we can transfer that surfing metaphor to how we live life.

When the big surf comes your way, when the towering waves of unexpected change come disrupting your neatly laid plans, do you start complaining? Do you begin resisting the new flow, because it isn't YOUR idea? Maybe you even quit swimming so you can devote yourself full time to complaining.

Well that's one way. On the other hand, you COULD look around, say, "Wow, that's a huge one," and try to find a way to ride that magnificent new wave of circumstances in your life.

The truth? You don't HAVE to gripe or complain. You actually have a choice. Yes, I know that resisting the unexpected is the way we've always done things up till now. And yes, I know that it's bitterly unfair, and that these things always happen to you (if you say so).

But I also know that, fair or not, every change carries within it the seeds of massive opportunity. However, stamping on those seeds and trying to grind them under your heel is not the way to make them grow and deliver their fruits to you.

So the next time life hands you an unexpected disruption, you have a choice. You can either gripe, complain and resist the change.

In other words, you can choose to suffer.

Or..... you can look for ways to surf that big new wave and get the greatest good from it.

You can choose to prosper.

It's all your choice.

If you choose to suffer, you'll be joining yourself to the great, helpless masses who only know how to get dissatisfaction from life.

For you, Buddha's statement that life is suffering will be unshakeably true.

Or, you COULD choose another way. You might decide that changes, unexpected twists and turns are not threats at all, but simply waves to ride, bringing you wonderful new experiences and opportunities.

But I warn you... if you take the second route, you'll no longer belong among the great suffering masses. Instead, you'll be one of the few who has begun the first small step in the process toward enlightenment.

Now, is that really such a hard decision?

Cheers from warm and smiling Thailand,

Charles Burke

Your Gentle Kick-in-the-Butt Coach

## **Workshops:** **Rocket-Write™ Your First Book** **(or Next One) in Record Time**

If you've read my *Makin' Book*, you already know the quick, smart way to get your ebook written, posted online and selling – and do it all FAST! (You'll find it at [www.MakinBook.com](http://www.MakinBook.com)) In this ebook I've given you the complete plan, without holding anything back. And I didn't load you down under too many details. You got exactly the how-to information you need, plus a healthy dose of inspiration and motivation.

Of course, a large part of inspiration is realizing that, not only is something possible, but that it is possible for *you*.

Inspiration, however, is a highly individual thing. And some people, no matter how inspired they are, may still need a little jump-start to help them get up to speed. Some short-term mentoring or coaching. That's normal.

If you're now thinking of writing your own book, you may feel *almost* ready to move forward, but need just a bit of help during your first few steps. If this is you, here's good news. I've put together an action-based coaching class to help you move forward more confidently.

### **Coaching Class One:**

#### **6 Week “Rocket-Write™ Your eBook” Coaching Class**

This class will take you deeper into the writing process than this book could. I'll take you by the hand and lead you through the entire book-planning and writing process. This 6-week program will give you direct, hands-on experience in producing a complete outline, then writing your entire book using my Rocket-Write™ System.

I'll be there throughout the entire 6 weeks to answer your questions as soon as they arise. This can reduce the uncertainty that most people feel when tackling something they've never done before.

When you've completed this class you'll have:

- **A vivid description and understanding of your target reader**  
(you'll know your reader as well as you know your best friend)
- **A clear grasp of what your readers are starving for**  
(you'll know them and understand exactly what they crave more of)
- **A long list of benefits your reader will gain from your ebook**  
(this will form the foundation of your sales page)
- **A powerful book title and subtitle**  
(they'll grab your reader's attention and won't let go)
- **A complete outline for your ebook**  
(so you'll never get lost, or stall midway through the writing process)
- **Your ebook completely written**  
(The point of this entire program – a completed, Rocket-Written™ ebook)

Average time commitment required for a student over the course of the 6 weeks will be about 10 to 12 hours per week. This is about equivalent to working a part time job (but with more potential for advancement). If you are unable to commit to this, then your results will suffer, and it would be better to wait until you have the time and energy available to take this class.

Each week, students will receive a written lesson containing that week's assignment.

Also each week, there will be a group phone call. This will give each student an opportunity to ask questions and share experiences. Although attendance at these calls is not required, most students consider them helpful because they serve as masterminding opportunities, where other students may have the answer to the issue you've been facing.

Each day, a student can email me up to 3 questions – that's as many as 42 personal emails (and over 125 questions) during the course of this class.

I also give you an iron-clad personal guarantee. If you get two weeks into the class and decide it's just not for you, simply drop me an email, and I'll refund your money instantly. And cheerfully. Guaranteed. Already know you want in? [Drop me a note](#) and tell me! Let's get you started on Rocket-Writing™ your book right away!

- **Check class availability** and dates at the [CharlesBurke.com](http://CharlesBurke.com) website.

## **Additional Coaching Classes:**

### **Which of these classes is right for you?**

#### **Coaching Class Two:**

##### **6-Week ‘Build Your Website FAST’ Coaching Class**

You’ve written your ebook. Now you need a place to showcase it. This coaching class will enable you to build a good-looking website, including sales page, download page, and other support pages as needed.

#### **Coaching Class Three:**

##### **6-Week “Launch & Sell Your eBook”**

With a completed ebook and a strong sales page, you still need to drive large numbers of qualified buyers to your website. In this coaching class, you’ll learn simple ways to attract hoards of visitors to your site.

#### **Coaching Class Four:**

##### **26-Week “Mindset Makeover for Business Owners”**

Mindset is the master key to success. Without a strong success mindset, we can make all the right moves and still come up short.

And the biggest difficulty with changing mindset is that it’s mostly out of sight. We have a hard time recognizing which attitudes and beliefs are the ones holding us back. For that reason it generally takes longer to get mindset adjusted and pointed in the right direction.

In most cases a short class only gets you started, then leaves you hanging halfway to your mindset goals. Unlike shorter classes, this one carries you well past the “easy backsliding” stage, and deep into firmly established new mindset and thinking skills.

- **Check class availability** and dates at the [CharlesBurke.com](http://CharlesBurke.com) website.

## More Suggestions for Success in Your Life and Your Career

- Luck is the word everybody uses when they have no control over their life. Successful people seldom believe in luck, or fate, or destiny. They know there's something far better. [Click here for the secrets to Command More Luck](#)
- Tired of having your mind polluted by the random negative conversations all around you? Now take the initiative. It's easy to stay positive when you saturate your mind with the [Words Winners Use](#)
- Many entrepreneurs have a hard time getting the Law of Attraction to work for their business. If this is you, see [The Business Owner's Quantum Cash Pump](#)
- Some people see opportunities all around them, while others stumble through the same landscape and see only difficulties, roadblocks and lack. It's not your fault if nobody ever taught you how to "See Rich," but now is the time to discover your own [Acres of Opportunities](#)

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