
How I Lost the Secret of Dazzling Success for 20 Years

A Special Report

By
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Ever heard of the Fuller Brush Man? You know, those legendary guys who came knocking on the front doors of America, selling brushes, mops and cleaners? I was one of them, back in my early twenties.

I had just quit a job in an employment agency after four-and-a-half very long, very stressful days.

Confined for eight hours a day to an incredibly tiny cubicle, ear pressed to the phone calling through the yellow pages trying to find job listings, then on my very first interview having to lie to a girl about a fictitious job the boss had advertised to pull in applicants. (Can you say bait-and-switch?)

That girl knew I was lying, and when she walked out the door, I walked out, too, almost on her heels.

So when I started a new job selling door-to-door, it seemed like heaven in comparison. No cubical – I was outdoors in the June sunshine and balmy breezes. No telephone – I was talking to people face to face.

And no lying. If I didn't think a product measured up, I simply didn't put it in my case; I only showed what I thought was the best.

I was ecstatic from the first minute of the first day.

Every house I walked up to, my heart sang and I said over and over to myself, "I am SO-O-O-O-O-O glad to be out here and not trapped in that cubical."

I was deliriously happy to be where I was. Overjoyed to be doing what I was doing.

And sell? Man, I sold just about half of all the people I talked to. Back in the early sixties, a hundred-dollar-day was the holy grail of Fuller Brush men. Sales people would stay out till eight or nine o'clock every night trying to nail that hundred dollar mark.

But not me. I knocked off every afternoon about five or five-thirty with \$120 or \$130 worth of receipts in my order book.

Then, after a few weeks, something quietly changed. My sales began to sag. Each morning saw me going out a little less enthusiastic. I spent increasing amounts of time trying to figure out what was going wrong.

After a few months, I left that job, utterly disappointed in myself.

Afterwards I wondered how I could have taken something so obviously perfect for me and messed it up so badly.

In fact, that question followed me, haunted me for twenty long years. Eventually, though, I figured it out.

The secret had been right in front of my nose all those years, but just as a fish can't see the water it swims in, I had been unable to repeat that undeniable success.

My big secret? It was simple, really.

I had filled my mind with thankfulness – undiluted gratitude – unreserved joy at being right where I was, doing exactly what I was doing.

Then, twenty years later, when I started being thankful again – but deliberately, this time – my life changed back.

Suddenly, all sorts of “serendipitous” things started occurring. People I barely knew started bringing me terrific opportunities.

Mark this: Joyous stuff started happening AFTER I went back to being overjoyed with my life.

Make no mistake – there were still challenges that needed to be dealt with. But I stopped seeing “problems” as personal affronts deliberately sent by life to impede me. In fact, with the right mindset, I couldn’t see problems at all. Instead, they looked like fascinating puzzles to solve and games to enjoy sorting out.

And even now, anytime I feel life becoming a bit too stressful, a bit too heavy, a bit less fun, I make myself stop and – against all logic – I start looking at all the stuff around me and calling it good.

And yes, I even make myself say, “I am SO-O-O-O-O glad to be right here, right now.” And I don’t stop saying that until I can feel it taking hold.

Now, I realize that on the surface, there is absolutely no logic to this practice... except for one tiny thing.

It works.

So if you decide to try this approach, do this: make a list of all your major problems and start through them, one at a time, saying, “I am so glad this is happening. This is actually very interesting now that I look at it closely, and I’m lucky to be here so I can gain some great new knowledge from this. I am SO-O-O-O-O glad.”

But you’ve got to put some real oomph into it. Some real feeling. Just saying the words without working up some enthusiasm is like writing a letter without a pen in your hand. You’re going through all the motions, but no communication takes place.

So do that, and keep doing it till it starts taking hold.

How can you tell when it's taking hold?

There are two signs. First, you begin to lose that tense, blocked, frustrated feeling. And second, your life starts working FOR you instead of AGAINST you. Lots of little things start going right instead of wrong. People begin treating you like you've always wanted them to.

And you go to bed each night feeling like you've just had a wonderful day.

If you've tried and tried all the logical stuff and your life is still a mess, try being illogical. Try being thankful for everything you've got... including the mess.

And you'll find, just as I have, that indeed there is a miracle in every mess.

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)

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 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 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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