
I Won? I Didn't Know I Was *IN* a Contest

A Special Report

***By
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I Won? I Didn't Know I Was *IN* a Contest

Jack laughed out loud when the letter came. “I won a sales contest,” he told us later, “and I didn’t even know I was in it.”

Jack, a freelance printing salesman, was one of our steadiest customers at the photo lab. He wasn’t really a photographer, but he sold full color brochures and picture postcards, and his customers never had good photos of their facilities, so he supplied them.

Simply to ensure that no sale got away from him, he bought a cheap 4x5 view camera and learned to take the photos his customers needed. And he brought all his film processing to us.

He didn’t know that the photos he took were better than most of the work that came in from “real” photographers. And I doubt he would have cared if he had known. Jack never claimed to be anything but a salesman – just doing the job he enjoyed.

Then came “The Letter.” The company that printed all his color postcard orders notified him that he was their salesman of the year and that he’d outperformed the next competitor by four-to-one. They awarded Jack a cash prize, a trip and a nice engraved plaque.

He stuck the money in the bank, put the plaque up on a wall, and took a few days off in Jamaica. But as soon as possible, he was back out on the roads, knocking on doors.

He enjoyed helping people put a better face on their businesses. That's the way he saw his work.

I guess a psychologist might say he was "inner directed."

But time moved on, I left the photo lab, and now, decades later, I'm a writer and coach living in Thailand.

And recently I got an unexpected phone call from my long-distance phone carrier. They tell me I was their biggest non-corporate customer for the three-month period just ended, and they wanted to send me a prize to express their appreciation.

During the last several months I'd been doing a series of one-hour interviews for a new book I was working on. Thus, I'd spent many hours on the phone, racking up the minutes, and now they wanted to give me a prize.

That's when I remembered Jack.

He was just doing the job he had set for himself. So was I. He enjoyed what he was doing. So did I. For him, winning their contest was a nice little surprise, but otherwise irrelevant.

In my case also, the wristwatch they sent just went on a shelf. I suppose I'll give it to one of my grandkids the next time I see them.

And I keep on doing the job I enjoy.

Meantime, as I look around the Internet, it's easy to identify the people who, like Jack, really enjoy what they're doing. Their websites have a different feel, a personality. Their eBooks give real, solid, usable information. Their email gets read, not deleted.

They're the ones with the crowds of customers, the masses of fans and followers thronging their websites.

The public is rewarding them, but these achievers don't dwell too much on the prizes and awards. Oh, don't get me wrong. They like the big earnings and the popularity. That's all pleasant, but their real pleasure is the job they do.

They love writing their eBooks, producing their ezines, running their Internet businesses.

Giving value.

And you can be sure that if they weren't enjoying it, they'd instantly go do something else instead.

But not everybody recognizes how important it is to give value.

That last eBook you produced: of course most of the information in it came from you... surely you didn't just drag it together from bits and scraps you lifted from here and there around the Web?

And your ezine – I'm sure you don't scrounge around and grab up whatever article is at hand five minutes before the mailing deadline. (Or 2 hours after?)

And your website? We've all read article after article warning that a page with nothing but banners, links and buttons – a flea market site – is a total waste of time.

So why do we still see them?

Two things I can guarantee: first, visitors to such a website leave almost immediately because they sense no personality; second, such sites are done by people who feel they don't have anything of their own to give.

This is tragic. Everyone has something valuable to give. Most people just haven't ever done a personal inventory, so they don't know all the things they have to offer.

In a future article, I may talk about how you go about doing that kind of inventory, but for now, just remember this.

If you're enjoying what you're doing, and you're giving it everything you've got, you'll win contests – even the ones you didn't know you were in.

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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