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# Seeking the Great Wrong Answer

A Special Report

**By**  
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## Seeking the Great Wrong Answer

**T**he number one question I'm asked goes like this:

*"I've read such-and-such book (listened to so-and-so's CDs), and it all sounds good, but I don't know where to go from here. I need a step-by-step guide so I can put these ideas into practice. I need simple, actionable instructions."*

BZZZZZZTTT! Wrong start, wrong direction, wrong assumptions.

This question, as soon as it's asked, is misleading us, and if you've asked it (I certainly have, many times), then you're being dragged down the wrong path.

If you've read more than four or five self-help books, or been studying self-development for more than a year, you already have virtually all the knowledge you'll ever need to change your life.

For example, you've probably read *Think and Grow Rich*, the self-help classic by Napoleon Hill. But I'll bet you're not rich. Millions and millions of people have read that book. And many fortunes have been made because of it. Lives have been forever changed thanks to that book.

But statistically, the vast majority of the people who've read *Think and Grow Rich* do NOT grow rich. In fact, if we judge this book purely by percentages, it's an abject failure. Example: if your child's third-grade teacher had the same success record, he'd be fired in a flash. And if you produced results like that in your job, you'd be long gone.

But it's not just *Think and Grow Rich*. All the success books and gurus run pretty low averages (no matter what they claim).

Example: among all the thousands of people who've attended programs by Tony Robbins, Jim Rohn, or any of the other great teachers, most of those attendees are no richer today than they were before going.

A tiny number of attendees / readers / listeners change; most do not.

Does this mean those teachers are charlatans? Swindlers? Incompetents?

No, but it does mean something else.

It means specifically this: The way most of us play this "self-improvement" game, it's flat out impossible to change anything.

Now, I hope you're starting to get uncomfortable with this line of thought. AND I hope you're starting to get at least a little bit indignant. Maybe more than a little.

But am I wrong?

Isn't it true that most so-called "success systems" change pitifully few lives?

I think you'll admit that it IS true. And it may even be true in your own case.

If it is, then listen up because the next little bit is going to be like a breath of fresh air for you. (It may also scare you.)

The reason we don't get the results that are promised is exactly this: we're taking perfectly good advice, then unwittingly misapplying it.

Since we're not yet real success-oriented thinkers, the assumptions and decisions

we make are colored by our failure thinking.

And the number one biggest wrong turn is this: “I can’t. I don’t know how. I don’t understand yet. I need *something more* before I can do it.”

Now be honest with yourself. After you read an inspiring book, or attend an energizing program, you go home feeling wonderful, but then gradually drift into those “I can’t” thoughts.... don’t you?

We’ve all done this. We automatically assume “I can’t; I don’t know how; I’ve never done this before, so it’s not possible for me.” And then we come up with a brilliant insight: “I need somebody to give me more – to show me how, step-by-step.” But then we end it there, and stop trying. Because obviously, if we don’t know how, then there’s no sense in trying

Have you ever wondered why successful people almost always say the beginning of their success was when they started working with a hands-on coach or a mentor?

It’s because working with a real success is a natural bridge across that “I can’t” feeling which is so universal. But it’s not because that mentor gives them step-by-step instructions. It’s because that mentor (or coach) doesn’t accept those “I can’t” claims.

Most people, however, will never just go and get a mentor. They won’t even seek out successful people to mastermind with. But sometimes they WILL hire a dynamite coach and then reject the advice they receive. This is surprisingly common.

I’ve had so many people request advice – “I’ll do whatever you suggest. I really, really, really want to succeed.” But then, in the face of having to actually do something that’ll stretch them and build new abilities, they’ll come back with all

the reasons my suggestion is all wrong for them, or they “just aren’t that type of person.” Or “my case is different.”

You know what? These are the some old excuses. They’ve been retreaded and remounted, but they’re running the same old road.

Let me state this again. If you’ve read more than four or five self-help books, or been studying self-development for more than a year, you already have virtually all the knowledge you’ll ever need to change your life.

Anything over that – without results – is kidding yourself, it’s self-help masturbation. It’s a total waste of your time, energy and life.

So before you read another self-help book (and this includes my own), go over to your bookshelf and pull down one that you already own. Re-read it and do what it says. No more excuses. No more weaseling. No more “I can’t” or “there’s not enough information here.” Just start. And don’t stop this time.

Persistence (not stubborn rigidity) is more powerful than any other trait you can ever develop. So develop it beginning today. (And as I just said, don’t stop this time.) Because here’s what’ll happen. Once you’re in motion and intent (*really* intent) on actually moving forward, the steps you should take will become quite obvious to you. You’ll no longer need to try and remember techniques. Instead you’ll make up your own techniques to fit the changing situation as you go along.

Really living life with an “I can” feeling is not a drill. It’s an experience that unfolds in real time, sort of like surfing or skating. You’ll find that it’s already within you, and bursting to get out into the world around you.

So the next time you find yourself thinking “I can’t” or “I need a step-by-step guide before I can do this,” just stop it. That’s not your real need here. What you’re doing is making an excuse for not starting. You’re being misled by your old

failure thinking into seeking the Great Wrong Answer.

From now on, every time that feeling of “I don’t have enough information yet” comes welling up inside you, stop and deliberately replace it with the awareness that you DO have enough... somewhere inside you.

Don’t resist the old feeling. Let it come. Then build a new thought on top of the old. With practice, this will become automatic, and anytime the old thought appears, it’ll immediately trigger the new, enabling thought that “Yes, I can – of course I can.”

And of course you CAN.

Then go find a mentor or coach to model. Not because they will teach you the steps, which they will, but because it’s from them that you will most quickly and efficiently absorb the “I Can” mindset.

**With the wrong mindset, even the right steps will go off in wrong directions.**

In contrast, the right mindset will lead you where you intend to go, even if you do all sorts of things “incorrectly” along the way.

Try this for the next 60 days and see if you don’t get radically different results. Then write and tell me about it. I love success stories.

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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