
What Do You Expect?

A Special Report

By
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What Do You Expect?

Abraham Lincoln famously observed that,
“Most folks are about as happy as they make up their minds to be.”

Lincoln makes an interesting point. We all have a strong hand in the creation of our own happiness (or unhappiness), knowingly or not.

But it’s not only our happiness. The same is true of everything in our lives.

- Business success or failure
- Social ease or awkwardness
- Financial plenty or scarcity
- Love or loneliness
- Confidence or uncertainty

As I write this, it’s the first week of February. We entered a new year just about four weeks ago, and already the first month is in the history books. January’s gone, all 744 hours of it. That’s 8% of the year. What have you got to show for those 44,640 minutes?

Did you build a stronger bond with members of your family? Are you closer friends with someone than you were on New Years day? Have you improved your business skills in some way? Are you a little richer now?

How about your inner landscape? Is there something in your life that you understand better now? Or some uncomfortable situation that you’re improving? Are you a calmer person today? Do you have even a tiny fragment more wisdom than you did a month ago?

If not – or if you’re not sure – don’t despair because most of us are about the same. Almost nobody can claim they made a huge breakthrough during this last month. It’s not because we CAN’T make breakthroughs every month. It’s because we don’t expect to.

Great strides forward have never been the norm in our lives, so we don’t expect our future to be much different from our past. And there lies our biggest block.

When we’re not open to new possibilities, we don’t get many of them.

Of course unexpected things happen to all of us, but the nature of those surprises is usually determined by the nature of our general expectations. Somebody who has been mired in poverty suddenly wins the lottery – they’re unexpectedly rich. In almost every case, they’ve soon run through the money and are poor again, right back where they still expect to be.

What do YOU expect?

I don’t mean the specific things that you want. I’m talking about the general level of your attitude toward yourself and your life. Most of us never examine these because, although they’re nothing but attitudes and beliefs, we take them for bedrock truths and we never question.

I’ll give you an example. I’ve mentioned this before, but it bears repeating. I grew up in a pretty dysfunctional family. It was an unhappy marriage, with constant bickering and sniping that fairly often escalated into major blowups.

So my beliefs about marriage and love were shaped by that environment. I “knew” that true love, romantic love, was nothing but a fairy tale. It was used in novels and movies to make a sweet story, but it didn’t exist in real life.

That was truth to me. Unshakeable bedrock. I had seen marriage and “love” up close for around 20 years, so can you guess what I expected when I married? Bickering, arguing, lack of communication. And it was nobody’s doing but my own. That’s all I expected.

In fact, I remained unable to see anything different until I was willing to question the “truth” about love.

What things do you “know” about life? What “truths” are shaping your expectations of a disappointing life? Let’s take a look at that list again:

- Business success or failure
- Social ease or awkwardness
- Financial plenty or scarcity
- Love or loneliness
- Confidence or uncertainty

If there’s anything – anything at all – in this list that is not the way you want it to be, then it’s time to pull out your bedrock “truths” and start to reshape them into something more helpful. Because what you *think* is true always, ALWAYS shapes your expectations.

Maybe you remember the quote from the Christian Bible, “According to your faith be it unto you.” What is faith but expectation? Whatever you expect, you WILL receive. Now we know how to change what we expect – the ONLY way to change it, in fact.

We change our expectations by challenging and reviewing all the “truths” that are telling us how lousy life is. All the “truths” that say “life will never get any better, and we can’t do anything about it.”

Well, in every case, that’s NOT how life is. Just start adopting new, more

convenient, more useful truths, and your life will just naturally change. Because THAT'S how life really is.

So now your very logical question is probably: "How do I change my "truths"? You have a strong arsenal of tools available.

There's hypnosis. It's very powerful. If you don't feel confident enough yet to do it yourself, then go to <http://www.wendi.com> and pick up a couple of Wendi's excellent CDs or tapes.

There's EFT, which can do some amazing things very quickly. Try one of these:

<http://www.eftuniverse.com>

<http://www.BradYates.net>

<http://www.CarolLook.com>

Or you may like TAT. It's also very powerful, and it may be even simpler than EFT. Check out Tapas Fleming's website at <http://www.tatlife.com>.

And another very powerful, very successful method for quickly and easily changing the things you believe is Michael Brescia's Think Right Now CDs and tapes. He's at <http://www.thinkrightnow.com>.

(Note: these are not affiliate links. I get nothing if you buy any of these products. But you do need to do SOMETHING, because that's the only way change takes place.) Okay, so now we're into February. What do you expect?

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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