All Things Are Possible
The Moment You Give Yourself Permission to Win

By Ray Pelletier

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The Big Idea

From a new breed of motivators, America’s Attitude Coach Ray Pelletier gives you a practical guide for translating your personal mission into concrete action. Make today your January 1st. Say goodbye to negative thoughts and change your life by giving yourself Permission to Win.

1. Talking with Champions

- Poor perceptions of ourselves are formed in early childhood and may stay with us for the rest of our lives, unless we make an effort to change and have a winning attitude.

- Everyone has a “Simon” in their lives. A Simon (as in the game Simon Says) is either a person or a circumstance that caused you to be a negative thinker. A Simon makes you focus on what you can’t do, rather than what you can. If Simon Says give up, a person with low self-confidence and little self-worth easily gives up.

2. Decide to Win

- The first step to winning is: You need to Decide to win.
- Your January 1st marks the day you decide to restructure your way of thinking and escape from every cell to which others have confined or limited you.
- Life is full of prisons, some of them self-made. Whether you are suffering from an illness, are dissatisfied with your job, or are in a marriage that is on the rocks, you Can let yourself out of the prison you are in if you just give yourself permission to do so.
- Perhaps when you were a child, someone gave you the idea that you were stupid and worthless, and that has been stuck in your subconscious mind all these years.
- If you respect yourself, regardless of what others may think of you, you have high self-esteem.
- Real self-esteem is not based on superficial and temporary things like a job, a relationship, or material wealth. It comes from you knowing who you really are and staying true to yourself. Real self-esteem cannot be destroyed by outside forces.

3. What is winning?

- Giving yourself permission to win means deciding today and everyday that you are a winner.
- Winning is acknowledging one of life’s greatest truths – “It doesn’t matter what happens to you, just what you Do with what happens to you!” – a winner is someone who knows how to overcome adversity.
- For most of us, the “Circle of Life” is a balance wheel with ten spokes – family, financial, educational, attitude, physical fitness, spiritual fitness, charity, goals, professional, and leisure. When you apply “permission to win”
to each of those ten spokes, devoting time and attention to each, you’ll achieve the balance and inner peace most winners exude.

4. Goals and Missions

- Your mission refers to your reason for being on earth, your purpose in life. All of us need a vision and mission that reflects our unique talents and desires. It is something eating away at us and is the inner voice that tells us what we should be doing with our time.
- Deep down, you know what you were born to do. You know what your natural gifts and talents are.
- Some of the unhappiest people are those that never set goals for themselves and continue working at a job that they hate, or staying in a dead-end relationship. These people cheat themselves of higher personal fulfillment and inner peace.
- When you are fulfilling your mission and being true to your self, you have energy and feel more alive.
- Ask yourself, If you were going to die today, how would you feel about the way you have lived your life up to now?
- Write down your personal mission statement. Keep it where you can see it every day.
- First, decide to give yourself permission to win. Second, visualize your game plan. Play out each specific step and mentally rehearse the scenarios in your head, but do not be afraid to change your strategy as circumstance change. Keep your eye on the winning objective.
- Think like an adult on how you will accomplish your dream, but dream like a kid.
- Practice patience.
- It’s not working harder that counts - it’s working s.m.a.r.t.e.r.
- S in smarter means specific. You need to set specific steps and targets for the gradual achievement of your goals. M in smarter stands for measurable. You need to measure your progress with concrete to-do’s. A in smarter stands for Attainable. R stands for Realistic. T stands for Timely (you need to see how it aids others and the planet), E stands for exciting (dream like a kid, get excited about your dream like a kid), and R stands for Ready, get set, go!

5. Attitude – the Magic of Mental Coaching

- Every winner knows there is a price you have to pay for maintaining the winner’s edge. You will have to put in the hours to achieve your dream.
- You need to find yourself a coach. Where can you find the best coach? Look in the mirror.
- If you are going to be a long-term winner, you have to access your subconscious mind and reprogram it with the positive thoughts and experiences that will keep you on top!

If you’ve been programmed to think you are a loser and will never amount to much, chances are that’s what you will become. You can re-program yourself to think you are a Winner. Here’s how:

- Start each day saying, “I am not what I was. Today I am going to work harder to become a better Me”.
- Do some positive reading every day.
- Take a walk and listen to a motivational tape.
- Stop hanging around people who are negative. Surround yourself with people who are Positive thinkers, and who are Winners in their own right.
• Create a positive, winning environment at home. Surround yourself with things that remind you of your mission, with tools and images that will help you along.
• Winners dress like the champions they expect to be. Always maintain a well-groomed image. Dressing for success may be a cliché, but in every respect it is true and it works. You will feel better about yourself, and looking good gives you more confidence in every aspect of your life – from facing clients or the public, to going out and entering the dating/social scene again.
• Talk to the people who have achieved the dream you want to achieve. Seek out experts in your field and don’t be afraid to ask them for their knowledge.

6. Learning makes it happen

• If you have had only negative experiences with school, just flush it! Today is your January 1st and that means your new approach to learning and schooling will be Positive.
• Winners never stop learning.
• Read. Enroll in seminars and workshops. Research on the Internet. Learning doesn’t necessarily mean going back to formal schooling.
• You are responsible to yourself to get the best education to prepare you for your dream.
• Keep in mind that many cases of “overnight success” actually took years to achieve.
• Think “No day but today!”
• Education, in itself, can be a very important mission. A waitress who wants to get out of her dead-end job commits to going to school one night a week. A 40 year-old woman with nine kids manages to go back to school and get a nursing degree. Everywhere you go, you will meet lots of people who are studying and working at the same time.
• No more excuses. You cannot let having no money or time defeat you. There is always a way to get your education if you really look hard enough.

7. Communicating – the hub of the wheel

Winners follow these principles of effective communication:

• Think before you speak.
• Learn to listen and to read body language.
• Maintain control of your emotions and be positive, open-minded, and respectful of other’s views.
• Communicate with yourself about your mission and plans. Lay it out clearly and strategically. Keep a daily journal.
• When communicating with others: Be polite. Don’t interrupt. Be attentive.
• Show that you care. Understand the other person’s perspective first. Not everyone sees things the same way.
• When you’ve got something to say, begin by listening.
• K.I.S.S. – Keep It Simple, Simon! This means great communicators use plain, simple, concise and direct language. Nobody likes a pretentious person who only uses big words and likes to sound superior.
• People can sense it when you are not sincere in your communications.
• Non-verbal communication, or body language, is very important. Learn to understand it, but take note some people may only look like they are not paying attention because their mannerisms make it seem so.
• Tone of voice and enthusiasm are also important cues in communication. Keep your emotions in check.
• Raising your voice unnecessarily can be interpreted as a sign of anger or frustration and is to be avoided in every instance. Keep focused on your goal.
• A little caution, some common sense, and staying focused on your mission will keep your emotions and tone of voice in check.

8. Family and personal relationships

• Winners are able to weather a storm and come out okay. If your spouse has left you, it may be time to put on a winner’s hat and move on. Create your new life and don’t get bogged down in depression and non-activity.
• We can’t adjust the wind, but we can adjust the sails.
• Unconditional love and respect are the twin tools to healthy personal relations.
• Effectively communicating unconditional love and respect are essential to stable and solid relationships.
• When dealing with children, make sure you communicate acceptance, unconditional love, and respect. The quantity and quality of the Time you spend with your child are both important.
• Schedule a “family night” once a week that is inviolable.
• Listen to your kids!
• Let your children participate in the creation of a set of family rules of conduct and punishment.
• Establish a common language to signal to family members if someone has been offended.
• Involve your children in your life, and give them a chance to air their opinion in every decision-making process of your family.
• Many relationships fail because of the negative attitude of the partners towards their individual differences.
• When a crisis hits, partners must be strong enough to pull together. A weak relationship falls apart at the first sign of crisis.

9. Winning in the workplace

• Always remember: You are responsible for your own professional career. Your attitude is everything.
• Leave your work baggage outside the door when you get home. Likewise, leave your personal baggage outside the door when you arrive at your workplace. In real life, we make the mistake of bringing our work problems home, and our home problems to work.
• Winners have to be disciplined enough to be more than just organized, they prioritize in such a way that they can easily concentrate on work when they are at work, and on enriching their personal lives when they are at home.
• A winner’s attitude to work can be put in one word F.A.M.E. -

F means your day is never Full. You can fit your priorities into a day if you know how.
A means you can Accommodate every opportunity and address any problem.
M means you can Manage priorities and motivate yourself.
E means give it your best Effort. Stay focused and go for it.

Nothing can stop the person with the right mental attitude from achieving his goal; nothing on earth can help the person with the wrong mental attitude.

–Thomas Jefferson
10. Give yourself away

- All human beings, no matter what religion they belong to, find happiness and fulfillment in a form of giving or charity. It is when we are helping others we feel lighter, and happier.
- Choose a cause that interests you and fits your talent and unique profile. This will add new meaning to your life.
- Whatever your life’s mission may be, if everything else falls apart on a given day, if you have helped someone else less fortunate than yourself that day may still be viewed as positive.
- Serving others is the quintessential winner’s edge.

11. Fiscal fitness

- Yes, you CAN attend to earning a living AND working on your personal mission. Few of us are wealthy enough or fortunate enough to simply pursue our dreams without thought to where we will get our financing. It takes a daily effort to schedule one part of your day to the work of your personal dream, and another to paying the rent.
- Face it: you need money to function. You need money to allow you to pursue your dream without major interruptions.
- Get professional tax advice.
- Borrow money responsibly. Never allow yourself to get into so much debt that you end up devoting most of your time to working just to pay it off, losing focus on your mission.
- Learn how to invest and make your money grow. Put up your own business. Doing some form of business is a good way to be your own boss, earn a lot of money, and have time to pursue your dream.
- Pay yourself first. Put away a small percentage of your income so you always have a shelter. Put your money into a mutual fund, an investment, or a bank. Keep it safe and out of sight until you really need it.
- Solid relationships, in which you find mutual respect, trust, unconditional love, and good communication, won’t break up simply because of a temporary lack of money.
- Today is January 1st. Decide to get your fiscal house in order!

12. The Water of Life

This involves probably the most important spokes in the Circle or Wheel of Life.

The Water of life refers to the three essential spokes of the Circle of Life:

1) The spiritual
2) Physical fitness
3) Leisure

We all must make room for these activities.

- Spiritual does not refer to your formal religion but to the way you respond to influences common to all of us, our innate sense of right and wrong, decency, honesty, fairness, forgiveness, and love.
- A basic requirement of permission to win is you forgive yourself for your past mistakes. The second requirement is to forgive others. Bury yesterday. Time to move on. It’s January 1st.
- Unresolved differences can fester in our hearts and cause long-lasting resentment and rob us of spiritual comfort. Forgiveness frees you from emotional baggage. It makes it easier to pursue your dream.
- Settle differences. Correct misunderstandings. Start today.

- When it comes to physical fitness, we all have to fight the common laziness to go to the gym and workout. This is something every winner needs to fight. Start today.
- You need to understand that exercise is necessary. It is for health reasons, and not cosmetic reasons that people should put in the hours at the gym, on tennis court, or whatever sport you choose. Everybody wants to look and feel better. Not everybody has decided to pay the price.
- Exercise refreshes your mind and is a welcome break from everyday stress. Winners use it all the time.

- Leisure is a vital part of permission to win. You need to have fun and enjoy life. Chill out. Give yourself permission to do absolutely nothing, or to tend your garden, watch a film, talk to a friend. Block out time for leisure at least once a week. Schedule a long holiday into your year. After all, you’ve been working so hard on your new mission and goals, you deserve a break.

Permission to Win

- Free yourself of self-imposed restrictions and open your mind to a champion’s potential.
- Do not let the loss of a job, a relationship, or an illness take away your strength.
- The great thing about human beings is their ability to overcome adversity.
- Give yourself permission to win and start Today!
- Take five seconds to go to a mirror and tell yourself loudly and firmly:

  “I give you permission to win.”
Key thoughts:

“Be more concerned with your character than your reputation, because character is what you really are, while your reputation is merely what others think you are.”

-John Wooden, college basketball coach

“Although they only give gold medals in the field of athletics, I encourage everyone to look into themselves and find their own personal dream, whatever that may be – sports, medicine, law, business, music, writing, whatever. The same principles apply. Turn your dream into a goal and learn how to attack that goal systematically. Break it into bite-size chunks that seem possible, and then don’t give up. Just keep plugging away.”

- John Naber, swimmer, four-time Olympic Gold Medalist

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