

Business Knowledge Library **Education for Entrepreneurs**

Week One:
Change

Copyright © 2004 by Domenic Fusco

Published by
Image Artistry, Inc.
PO Box 4200
Sanford, FL 32772-4200

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

ISBN 0-9722978-2-0

Welcome to **the** Business Knowledge Library. We call it small business "Education on Demand". It is my pleasure to introduce you to this innovative training system that offers materials from well know authors and speakers for the sole purpose of helping you achieve financial independence and to expand your horizons in becoming all you want to be. The subject matter we begin with is, in the consensus of my peers, fellow trainers and life coaches, by far the most important subject we share for a simple reason. It has to do with you, your character development, your attitude, your ability to recognize that if you are going to change your present station in life, it is going to require that you change you. You see you can be give money, and that will help, you can be given a great opportunity and that will help, you can be given a great location to sell your products and that also will help, or you can possess the most comprehensive product knowledge that anyone possess in your industry... but when you begin to develop the personal attributes of the very prosperous such as vision, decision, discipline, desire, compassion, commitment, courage, enthusiasm, persistence, tenacity and faith; once you develop these key attributes and more in your life then all the other knowledge you acquire will be put to use with great power, great passion and efficacy. Then, you will be on the high road to reaching all your goals and aspirations. There is nothing I enjoy more that informing and inspiring young entrepreneurs, as well as helping them implement there dreams by teaching these first few lessons which is the foundation on which you will build a bright future. So, I encourage you to, "invest in yourself" invest in building you, invest in learning the secrets all great achievers know. You drive a new car out of the showroom floor and you immediately lose \$5,000. This is regularly done with no thought of loss. However, how much money does the average person invest in personal growth materials, self-improvement books, motivational tapes and business seminars. You are in the right place at the right time to start and build you own business. It starts with building YOU. The return on your investment will be tremendous and for a lifetime.

Let me start by asking the question why? Why? Why do precious few achieve anything exceptional in life while most just get by... just go from cradle to grave paying bills and growing old in quiet desperation as Thoreau put it. How does one move beyond the mundane of existence to become a shining star in that vast sea of mediocrity? It is because so few are willing to **change** what is needed to achieve greatness. So the answer to the question Why most just exist is... **Change!**

And herein lies the greatest hurdle for most of humanity: the mentality to **accept change as necessary for changing your present postion, personal skills and finances.**

As Jim Rohn puts it:

***"For things to Change, You've got to change.
For things to get better, you have to get better"***

First, we resist change for survival. Once we know how to safely cross a street, what to consume and not consume, who to trust, we develop patterns

or as we call it paradigms. Changing these patterns means moving into the unknown. Fear of the unknown is a tremendous force which keeps people where they are; keeps them from moving ahead and keeps them ultimately from changing.

“Most of us are about as eager to change as we are to stand in front of 5000 people and speak for the very first time. Changes are very often a similar state of shock.”

DAF

Secondly, we resist change for reason of COMFORT. We live in a comfort zone where we are obviously “comfortable”. Change is uncomfortable. People, Places, Work habits, TV, Church, etc. We resist changing from our comfort zone. Once we stray from the known comfort zone we are pressured back by a feeling of discomfort. **So accepting and embracing the idea of change is the starting point for personal growth!**

As Nathaniel Branden puts it:

“The first step is toward change is awareness. The second step is acceptance.”

American Author

Once we accept change next we have to know **WHAT** to change. “What” is it about me, my skills, my knowledge base, attitudes, habits that I have to **change** to reach my goals, to reach my dreams? We will answer “**WHAT to change**” in the coming weeks with course work that covers personal growth, sales, business, marketing, technology, etc.

But the fact is...

Knowing “WHAT” to change is the beginning of the journey. Knowing “HOW” to change is the secret map that takes you to your destination successfully.

Domenic Fusco Author Speaker

This brings us to today’s lesson; **HOW** to change. Today will be in retrospect for many listening one of the most important days of your life. I will be so bold to say that the next 15 minutes will change your life forever. You see I am going to share **one word, the one word** that describes the activity, the secret, the one word that succinctly describes HOW one changes. How you can go from where you are today to where you want to be tomorrow.

But let me first share something personal with you.

Over the years of standing in front of small groups and large crowds of 2000 or more people, I have discovered that when the dust settles only 3 to 5% are affected by my presentation. Even with all my great knowledge, wisdom and

jokes I only truly affect a small number of people. Most go away telling my jokes remembering a quote or two but remain the same as the moment they showed up. The fact is **All Want to CHANGE** or they wouldn't be there; financial picture...zip code grow personally... But, **why** do most people *remain the same* when in fact they want to change? They listen intently... read my materials and others... start excited but then most give-up or do not do what is necessary for lack of continued motivation.

**That brings us to the big question,
HOW does a person permanently change?**

How do YOU change? A Pill... Secrets... Place to learn Oracle of Delphi... And there are QUICK CHANGES and SLOW CHANGES. Change is sometimes deliberate and other times it occurs by OSMOSIS.. **It just happens. You know** Some changes require will power and determination Others NONE. I have spent a good amount of time thinking about this **problem and the solution**. I have come to the conclusion after years of reflection on people and groups that show great change that **there is one word that describes the central activity you must participate in for change**. This one word describes the activity that will bring YOU success or in fact failure.

Understanding WHAT TO CHANGE must be fused with HOW TO CHANGE for success.

This one word succinctly describes HOW one changes.

Let me tell you how I discovered the one word.

It started with a project I was asked to fill in on for a friend: documenting a graduation for a government organization. I call it the **Work Force Story**. It was one of the most exciting days of I've experienced. An epiphany. The challenge of this 4 week course was to turn Welfare recipients into Working and productive members of society.

I watched 25 women go from takers to givers, welfare to workers, discouraged to sense of destiny. From hopeless to hopeful. Imagine a government program that works!

But HOW? 4 week attitude adjustment.

Let me tell you what I discovered. We shot the graduation and then I interviewed 6 or 7 of the ladies. They were excited. They laughed. They cried... I cried. The common thread was a story of unwed mothers, 5 children, broken down cars, no man in the house, depression, didn't want to get up, victims of a social disease laboring under ever delusional excuse confirmed by the surrounding circumstances. Yet in four weeks these seemingly hopeless individuals were now filled with pride, a vision for the future, beaming with hope, determined with an attitude of "I can do it, I will do it". They all were placed in jobs, going to shoot for the top.

In 4 short weeks they developed the key character attribute everyone must possess to succeed. They now believed in them selves.

Again, it is my firm belief personally growing... developing character... is the first step in every successful journey, Not formal education, not opportunity, not a set of new clothes or having a great aunt die and leave you money. 60% of lottery winners eventually claim bankruptcy. Again it is acquiring character attributes like believing in yourself, developing a vision, learning how to make quick and effective decisions, disciplining your work habits, igniting desire, developing compassion, sticking to commitments, and the courage to go on when most quit; But **HOW did these girls do it/. How did they change in 4 weeks?** I discovered the answer in less than one hour that day. The most common reason for Change: The one word that describes how these girls went from doubt to great faith in a prosperous future. Discouragement to being encouraged. I can't to I can, depressed to obsessed with winning, giving in to not giving up. From don't to do,. To I will and not won't, to people who win rather than wallow in excuses. They envisioned themselves as there, at the finish line, operating in prosperity even when they were human defects by all standards. They saw themselves winning over the doubt, trials and tribulation. Although they will encounter troubles along the way they now believed they must NOT look back but look beyond to the high calling, the mark, the prize, the pinnacle for their fulfillment and purpose in this life.

As I interviewed these girls they said it over and over in many ways. **HOW** believing grew in the four weeks and Change occurred. It happened and happens in one incontrovertible way. Can't buy it, borrow it, lease it or steal it. I can not be given to you. The women told in so many words what the central activity to their change was and I reflected **on it** in my life's CHANGE experiences. The ONE WORD that describes the activity that brings CHANGE is... Are you ready? Listen now; the word is **HEARING**. What? Yes **HEARING**. Change does not come by doing but by hearing. Not by touching but by hearing, not by smelling, but by hearing, not by seeing, but by hearing.
What you HEAR, you THINK about.
What you THINK about you BELIEVE and
what you BELIEVE you BECOME.

HEARING is the central activity to CHANGE. Now listen this is the one activity that change the women and will change you!

Let me prove it. Think about the words you heard growing up from your family, friends, school mates and teachers. What words did your parents use to paint the expectation they had for your life. Did they develop your psyche with you're going to amount to nothing or you can do anything you set you heart to? How about you're and angel or you are the devil. What about you are smart or dumb, stupid, talented, an artist a bull beep artist. What did your cruel classmates call you that you remember?

What you HEAR, you THINK about.

What you THINK about you BELIEVE and
what you BELIEVE you BECOME.

Hearing words over and over and over are thought about and then said enough become what you believe about yourself. If you hear the same words enough like the Kennedy's of Massachusetts heard, son your going to grow up to be important, you are going to be a liar, I mean a lawyer, then you believe it and grow up to be a liar OPPS I mean a lawyer. This kind of change comes **slowly** like most changes. Quick changes occur but rarely. Sometimes you HEAR about a death. It is a Shock; Sometimes an awakening or an epiphany that inspires you to change. But CHANGE comes by HEARING word over and over, time and time again for long periods.

The Work force Girls told me that the one common thing the facilitators did was to always be there **with words of life, encouragement, you can do it speeches**, 24/7 over and over. For only 4 weeks they heard words that transformed their attitudes, their mind set from prison to freedom. They heard and then they began to and finally believed that they could change. And they did. Their lives are changed.

**So that is what the Business knowledge Library is all about...
CHANGE... CHANGE that comes by HEARING.
HEARING positive, inspiring, motivating principles day after day,
HEARING mentors share truths all successful people possess.
HEARING how to apply these principles,
HEARING secrets all great salespeople know to close the big orders,
HEARING business principles used by achievers and believers
HEARING word disciplines that change you attitude that will change
your altitude
HEARING authors who have lived the prosperity lesson they share so
you can successfully navigate the road less traveled.
And most importantly,
HEARING what you need to believe you can, you will, not "if" but when
you will be that person you desire... it's just a matter of time.
HEARING the words that transforms you into believing in yourself.**

You will listen to words for 15 to twenty minutes a few times a week. Each time you'll **hear** something different. In fact the best thing to do is to talk to others about it and hear yourself share or teach what you have learned. Hearing the principles come from your mouth is another great way of **HEARING**, then thinking, then believing, then putting those words to action in your life. One of the steps toward great success is to create a successor. Duplicate yourself.

Again Change comes by **HEARING. HEAR** me now. Your life will be transformed by the words you hear over the weeks to come if you just

LISTEN. You will not need a lot of will power. Just listen. Hear what I am saying and you will change!!!

You will develop the most important character attribute, believing in yourself, you will change from fear to faith in your abilities, and to one who now has the knowledge to take you from where you are to where you want to be by hearing positive, unchanging truths, irrefutable and incontrovertible principles in the weeks to come.

So you will acquire **WHAT** you need to succeed, you will employ the one activity that brings about **HOW** you change, that is HEARING, and you will be given a game plan of activities to put your knowledge to action and reach higher than ever before in your quest for the best.

I want to leave you with this truth. It's a WARNING: Hear in lies a real truth... HEARING a Lie long enough will cause you to believe that lie.

The amazing thing is everyone believes. Unfortunately most beliefs deter and hinder success: progress, growth, learning, peace and prosperity. HEARING words like *you'll never amount to anything, you can't, you'll never, get a real job, you ain't got it. Who do you think you are Einstein?* Those are lies. Hear me... lies. But hear them often and you begin to believe that is you.

I believe American Idol is the greatest example of self deception in America today. 50,000 kids try out and about 30 can sing. 49,970 people are masters of self deception. These kids have heard over and over they are great singers. They are the epitome of today's ideology of values clarification. No standards but clarify your values based on a relative situation. Situation ethics is another term we could use. Basically they can't perform but are told they are great. It's the story of the emperor's clothes.

WORDS BECOME THOUGHTS, THOUGHTS BECOME BELIEFS

What you hear over and over becomes your thinking patterns, your thinking patterns become your basic beliefs.

So be very careful what you listen to: Today our Churches and Temples have been replaced by Movie theaters, our prayer closets by TV, our priests and prophets are producers, director and actors. Our parents have been replaced by government teacher change agents. But it is our choice as to what we let in our ears; remember, what we hear we think about, what we think about we believe and what we believe is what we ultimately become. The fact is 99% of the people are negative. Imagine feeding your ears positive information, associating with positive friends and hearing positive words from family and the business knowledge library every day for a month. Your life would be changed.

So the challenge is simple. Listen to positive truth. It requires little will power, Little desire, a little action, a little help
The Goal: is to stir-up, develop, increase and strengthen Positive Belief by HEARING positive strength building friends, family and authors. Let's call it recreation, or re-creation of your beliefs by HEARING.

Improve your HEARING.
Improve you BELIEF,
Improve your performance and
Improve your future.

Decision Time.. HEARING HEARING HEARING.

Work Force Model.

1. be totally consumed with getting a certificate of achievement. Don't quit half way, don't play half a game, don't give half of your time and energy. Give it all! 24/7/28
2. Change negative Associations: TV, Friends and Family TURN THEM OFF. HEAR POSITIVE INPUT
3. Books CD's 7 times, positive words.. no negative words, no criticism treat everyone like your child and counter the negative with a positive. PMA
4. Affirmations at the start and finish of each day. Read and recall.

Close:

I will not remember the names of those girls. That's not important. I will not remember what they wore. But I will remember how their lives went from rags to riches; riches in the most pure form; riches of the heart. The belief that they can, and they will do it. And so will the many other welfare recipients that come the way of those 25. As the graduation came to a close one of the ladies was asked forward. She obviously was asked to participate; she began to sing "I Can Fly". The Women began to shed tears of joy Hearing the **words of hope** fill the room. And now 4 weeks later they HEAR and believed that they are on their way to fulfillment of purpose in this life. Affirmed by a graduate certificate, everyone already with jobs, they all marched into the future with hope in their hearts, faith in their newly acquired attitudes and stirred gifts and a love for life they've experienced for the very, very first time.

It was an epiphany for me to watch how this transformation of the society's sorrowful takers became proverbial butterflies, now beautiful, glowing, positive and productive contributors. From Welfare to Well being.

Believing the words they HEARD and changing their entire lives in only 4 weeks. If they can Change, anyone can change! Hear me now! You can change ... you will change and reach that gold ring and become that special person God has designed you to be.

May you hear the words just spoken and take the challenge.

May God bless you richly in hearing positive truth in your quest to fulfill your higher purpose in this great life.