

Chapter 14

Find Alternate Routes

Don't beat yourself up about repeated failures. Repeated failures just mean you need to change one or more factors to become successful. Find and change those factors!

Albert Einstein defined insanity as "doing the same thing over and over again and expecting different results." When someone fails to accomplish the same goal, over and over again, using exactly the same techniques the same way, Einstein would define that person's behavior as insanity, not persistence. So would I.

Listen to exactly what I'm saying. I'm *not* advocating giving up on the goal. I'm just saying that when you've tried unsuccessfully to achieve the goal, over and over, using the same techniques, it's time to try a new way.

Metaphorically speaking, find a better route to the goal. You can go over the mountain, around the mountain, or through the mountain. Maybe you can find a better shortcut. Maybe you can find a better tool to go through the mountain, or significantly improve your conditioning to go over the mountain. Perhaps you can find what you need on this side of the mountain. Perhaps

you can find a different goal that's just as good. The possibilities are endless, and that's the greatest reason for optimism. If you repeatedly fail doing it one way, you have many other ways to try.

■ What Do You REALLY Want?

If you repeatedly fall short of a goal, it's handy to ask yourself what you REALLY want. Was your goal too specific? Or maybe too general? Here are some general goals that crop up over and over again. Which of these is a general goal for you?:

- Lots of money?
- Enough money?
- Happiness?
- Love?
- Lots of sex?
- Be true to yourself?

When managing your expectations, please remember that usually you can have *anything* you want, but you can't have *everything* you want. Prioritize.

If your main goal is money, that's actually not all that difficult, always assuming you're willing to pay the price. Excellent salespeople usually make quite a bit of money, especially if they're creative about what they sell, and *especially* if they have their own business. If you're in a position to become a doctor or lawyer, that's a route to an income in the top 5%. Plenty of people become rich in real estate, although many of those later go bankrupt because they don't understand what goes up must come down.

Happiness is a tough goal, but this book makes it much easier. Manage expectations, take pride, and continuously improve your performance, while prioritizing your happiness and that of those around you (I personally don't think you can be happy if you make others miserable).

Love is another tough one, and this book addresses it only indirectly. For one thing, expectations need to be managed.

If you're short, fat, fifty and broke, you're not going to marry Pamela Anderson. Which might be a good thing — Pamela has had two divorces, and annulment, and a couple broken engagements. If love is your goal and you're having trouble finding it, you need to read other books in addition to this one. This book will help, however, because good mood, good confidence and good performance are attractive.

Lots of sex from one person is a matter of finding the right person, and both of you making sex a priority. I predict it will become somewhat challenging when you have kids, but that's OK, priorities change when kids join the family.

I'd imagine lots of sex with lots of people is tough if you're ugly and broke, and probably easy as pie if you're good looking, well off, and willing to subvert everything to that one goal. Be careful what you wish for though. This ain't the summer of love, and sexually transmitted diseases aren't a mere embarrassment like they were in 1967 — AIDS is often fatal.

Being true to yourself is remarkably difficult because it puts you at odds with much of society. As mentioned in chapter 10, **Evaluate and Strongarm Your Mental State**, the person with absolutely perfect ethics finds it harder to make money. But if absolutely perfect ethics is what you believe in, what makes you you, you need to be true to yourself.

■ Possibility Lists

In his outstanding book, "Tough Times Never Last, but Tough People Do", Reverend Robert H. Schuller describes possibility thinking, in which you list ten different ways to get to a goal. For instance, to make a million dollars I could:

1. Sell 100,000 copies of a \$10.00 eBook
2. Teach troubleshooting for 600 days at \$1,900 per day
3. Teach troubleshooting 400 days at \$2500 per day
4. Sell Troubleshooters.Com for a million dollars
5. Write a national best seller that sells two million copies
6. Become a specialist doctor and make \$3,333 per day for 300 days