

THE GREATEST LIVING SUCCESS COACHES

MATT MORRIS AND LANCE HOOD IN CONVERSATION

"The Specific Success Principles I Use To Consistently Create Success"

LANCE HOOD: Hi, this is Lance Hood with *The Greatest Living Success Coaches*, and today you're going to learn directly from one of the world's foremost experts in educating and equipping people to succeed, and his name is Matt Morris.

Matt is the president and CEO of Success University which became the number one most visited personal development site on the Internet in their first year in business. And as a testament to their success, Success University enrolled over 65,000 students in 179 countries around the world just in their first two-and-a-half years in business. That has made them one of the most dominate companies in the personal development industry, generating millions of dollars annually. And one of the things that I like about Success University is you're going to learn from over 50 of the most amazing minds on the planet. Some of the biggest names. People I've interviewed, people I haven't interviewed.

On the phone with me today, I also have one of Success University's most successful faculty members, Johnny Wimbrey. Johnny, is there anything else that you'd like to say about Matt?

JOHNNY WIMBREY: well, Lance, it's an incredible honor and a pleasure. Thank you so much for having us on, and before Matt says anything, let me say this. I've been exposed to what I believe to be some of the greatest coaches and mentors that the world has to offer, like, Les brown, Jim Rohn, Brian Tracy, Dr. John Gray. Individuals who create life enhancing, and life changing moments for people around the world. And I have to say that my greatest mentor now is also my best friend, and that's Matt Morris who is the founder and CEO of Success University.

I sat down with him back in December of 2004. He shared with me his vision, where he was going, where he was headed, and for the first time in several years in the network marketing industry, I got excited. And I got excited, Lance, because I knew that Success University was going to move with or without me.

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Who would have ever thought that our first year in the business we would achieve incredible ranks like having the having the number one hit website in the entire world in the personal development industry, hitting the top three network marketing companies visited on the website in the entire world. And I've got to tell you, I have to say, it goes back to the genius, the founder, the guy who put this thing together, who brought this birth into fruition, and that's my good friend, Matt Morris.

So you are definitely standing on the shoulder of a giant, and this is going to be a great interview.

MATT MORRIS: Oh, that's awesome, thanks Johnny, honor to be here. Lance, thank you so much for having us on the call. Excited about what you're doing with your business, and just how you're getting your information out to the world. I definitely admire you greatly for that, and Johnny, awesome introduction. Hopefully I can live up to that on the call today.

JOHNNY WIMBREY: I'm sure you will.

MATT MORRIS: It's funny, when you and I kind of got things started, Lance, I had the pleasure of hearing Johnny speak. And the one thing, if anyone on the line, if you ever have the honor, the privilege of listening to Johnny onstage, he is without a doubt, you rank him up there with the Jim Rohn's, with the Zig Ziggler's, with the Les Brown's and it's almost like watching Picasso paint a picture listening to Johnny speak. So it's just an amazing way to impact an audience and just leave people moved. Touched, moved, and inspired so their life is never the same again.

And that's one of the main reasons why Success University has been so successful, and it goes back to the principle of surrounding yourself with smart people, and with people who have an amazing ability to make a difference. And so Johnny is definitely one of those individuals. We've traveled all around the world together. We've had a blast, and just doing big things, and being able to be surrounded, Lance, with people like yourself. So thanks for having us.

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LANCE HOOD: Hey guys, when I started doing research on all the top success coaches and companies, I also found out about your story. And can you talk about how you came from being homeless to starting up one of the largest personal development companies in the world?

MATT MORRIS: Sure, absolutely. I guess, it would go back to when I was about 18 years old, is when I got started as an entrepreneur. I came out of high school and went into college, and it was funny, sitting through class, I was always learning from instructors who had lived their life through the educational system, and always talked about the benefits of getting a good job, and getting an advanced degree so you can get a really high job, and all this kind of thing.

Something in me, I guess was just wired differently because I was never excited about having a job. I always wanted to work for myself. So I kind of jumped out into the entrepreneurial world when I was 18, started a business, and long story short, after starting and failing in about three different businesses by the age of 21, I was \$30,000 in debt. Couldn't afford to pay rent anywhere. Was living out of my car, found a job selling swimming pools, basically door-to-door, and living out of a little beat-up, old red Honda Civic.

It had been wrecked twice, and in fact, had been wrecked so bad that the back when I got rear ended, as I drove down the highway, air would just flow in through the vehicle. Obviously, didn't have the money to fix my car. About five or six nights a week would sleep in my car and find a cheap motel room one or two nights a week, and then bathe in gas station bathrooms which was an interesting time in my life. So I guess that was kind of my version of rock bottom.

It was interesting because even living out of my car, I was hungry. I had a huge desire to achieve massive success in my life. And so I was searching for something, really anything that would allow me to kind of turn my life around. One of the mentors that I had met about a year previous had given me a cassette tape, and the cassette tape was from a gentleman who went from earning a very average income. He was living out of

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a 400 square foot efficiency apartment, washing his dishes in his tub, and I really related to that story because he went from that to earning over a million dollars a year in personal income, and he did that in about a year's timeframe.

I kind of listened to that cassette tape and said, "Well, that is someone that I want to follow. I want to figure out how he did it." And he introduced a concept called "modeling," and modeling is essentially finding someone else who's achieved the level of success that you really desire for your life, figuring out how they did it, doing the same thing, and getting the same results.

And so one of the interesting things he talked about was it wasn't just figuring out "the things that they did", it was "figuring out their belief systems", and really interviewing someone. And this is why what you're doing right now is so powerful, interviewing people like Johnny Wimbrely, and many other success trainers and speakers, is it's important to ask them, "What are their belief systems around success?" Because what I realized in listening to this speaker was that my belief systems were essentially broken because I grew up very poor. We were on food stamps and lived in a little garage apartment, one bedroom apartment with my mom as she was working her way through college and law school.

So my belief system said, "Success is difficult. It's a challenge, and it's really meant for people who have amazing backgrounds, and who's parents are wealthy, and who have the education, and have all these things that I didn't have. It was meant for people who were older in life."

Suddenly I was too young, I was not smart enough. I didn't have the right background, and didn't have the right experience. So all these things running through my head. And so one of the biggest, I guess, revelations for me was understanding that success really has more to do with your belief systems than it does the specific things that you do.

But obviously, the things that you do are important, and so again, in listening to this tape, another story that he told was

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what he did. Some of the specifics of what he did, and it was that he read over 700 books in the personal development space. He read everything he could his hands on as it related to communication skills, having charisma, being a public speaker, building wealth, how the human mind works.

And so I said, "Those are a two things I can do. I can learn to model other people and I can make a massive commitment to personal development."

What I did as I was living out of my car, I started almost living at Border's bookstores, and Barn's & Noble bookstores. And I would just read everything I could get my hands on as it related to success. I believe "that if you're green you're growing, and if you're ripe, you're rotten". So you're either kind of spiraling up or you're spiraling down, and I had lived the first part of my adult life spiraling down. What I learned is really the key to success is the power of knowledge.

So as I started making this commitment to developing myself, I started reading books on becoming a master communicator, being comfortable in front of rooms of thousands of people. Being an entrepreneur, being able to manage people effectively. Having deep close connected relationships.

As I started reading and learning all these things, I started applying just little by little making these small percentage improvements in my life. What happened was kind of a compounding effect where I never had overnight success. From the age of 21 to 24 I did reinvent my life. I went from \$30,000 in debt, miserable, living out my car, to at age 24 earning a six figure income, being able to travel around the world, being able to throw away my alarm clock, live life on my terms. It was an amazing life, but it took about a three year process because of the small compounding effect.

What happened at age 24, I looked at my life, and I saw how I had just reinvented my life, and I said to myself, "Well I can do it again. If I've gone from there to where I am now, what's next?" And I said, "Well, I want to become a millionaire." So from age 24 to about the age of 29, a little bit before the age of

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30, I became a millionaire. And in looking at that process, I wanted to say, "Okay, what is it, what can I attribute the success to?" The one thing above all else that came up was the commitment to personal development.

I believe there's a formula for success, and in my opinion it's the one and only formula for success there's ever been, or ever will be. Once you understand this formula, success is pretty simple, so here's how it goes. Write this down. "So the success that you experience in your life is equal to the amount of effort you put in. So how hard you work, multiplied by your skills and ability."

What I had been doing from 18 to 21, I was working very hard. I've always had a lot of discipline, was in the Marine Corp at age 17. So always worked really hard, but I realized is my skills and ability was awful. I was really, really bad. I didn't understand success. I didn't understand how the mind worked, belief systems, any of that.

In looking at that, what I did is I greatly enhanced my skills and ability because we all have the same number of hours in a day. You look at the most successful people in the world, you look at people like Richard Branson, Donald Trump, Warren Buffet, they earn thousands, even millions times more than we do, but they obviously don't work thousands or millions of times harder.

What they've done, is they really learned the success principle. They've learned what it really takes to achieve massive, massive wealth in the world. And you could take any of those individuals and with 100% confidence, you could take them, take away all their money, put them in a completely different industry. You take any of them. Take Bill Gates, take him out of the computer industry all together, and put him in anything. Pick something, real estate. Well, beyond a shadow of a doubt, take away all his contacts, take away all his money, he would become a millionaire, a multimillionaire in the real estate industry because he learned the success principles. He learned the success formula. The strategies, the techniques, the modeling. All of that, he's already learned.

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So what I realized with my life in my late 20s was that I knew you could take me and drop me off in any city in the world, take away all my money, and within about 12 to 24 months, I could become a millionaire because what I had done utilizing the success formula is six separate times in my 20s, I generated over \$1 million. So over \$1 million, six separate times. Now, in different industries as well. So the Internet marketing industry, in the network marketing, direct sales industry, in the health and nutrition industry, and the travel industry, and it all boils down to that success formula. Is figuring out the success skills, the principles. So I got to a point in my life where I said, "I've figured it out. I've figured out the success game, and really wanted to take my life to the next level." And what I became and was always passionate about, was helping other people achieve success.

So that is really where the birth of Success University came from. It was in contributing to others because I had an experience where how to one day where I earned a quarter of a million dollars in one day. Was excited about the money, but it was interesting. I'd deposited the money in my bank. Had a very full bank account, but I personally felt empty. It was because I wasn't contributing to the level that I really wanted to. My relationships weren't really on the level that I wanted to.

I kind of looked at success and said, "Well, what would my dream life be? If it's not just about the money, what's the ultimate vision for my life?" And that was being able to deliver personal development education to more people than anyone else in the world has ever done.

And so that's really what Success University is all about. It's making a difference and showing others how they can make a difference not just in their life, but in the lives of thousands, or tens of thousands. In Johnny's case, hundreds of thousands, or millions of people around the world.

We went to the top speakers, trainers, authors in the world, and shared with them our vision of delivering this material to not

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just the United States, but creating really the first and only truly global learning opportunity where people can not only have access to all the top speakers, trainers in the world, but also to earn income by simply referring others.

So that's probably a longer answer than you had planned on, but that's the brief story of kind of where I came from, and really the birth of Success University.

LANCE HOOD: Matt, what were some of the specific success principles that you were able to use to consistently create success?

MATT MORRIS: Sure. Here's the thing, is people look at the success that I've had, and people will want to see just the successes. It's like Babe Ruth. He's known as the Homerun King. Well, people don't really talk about that much that he was also the Strikeout King. I heard the founder of IBM at one point said, "If you want to double your rate of success in life, double your rate of failure." It was very true for me, even when I started achieving success, and learning the principles and techniques, I still ended up failing. I still ended up having experiences where I would lose money, or different things would happen, but I learned how to be what I call "a bouncer instead of a splatter."

People in life many time they go out and they try to be an entrepreneur, or they try to do something and they fail, and they just splat. They don't get up. And so one of the secrets is becoming a bouncer. When you land on the ground, don't stay there, bounce back up. It's one of the principles where you can either get up or give up. Even though I got knocked down several times, I just kept getting back up. And if there's one overall secret, that's kind of it, "If you fail, figure out what you learned by failing, try not to make the same mistakes again, and just try again."

What happens is as you keep trying and keep trying and keep trying, your skills and abilities get better and better and better because you've learned what not to do. In many cases, this is something so many people get confused about, they're always looking for what it's going to take to achieve success. They're looking for all the positives, and if you talk to most multi-

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multi-millionaires, if you talk to billionaires in the world, what you learn is they put as much value on what they've learned in "what not to do, as what to do".

Here's the thing. The only way that I've found that you can really learn what not to do, is by doing. When you fail, you look at that as a success because each time you fail, you're closer to success. As Johnny says a lot, "Where you've come from and where you are, has no basis on where you're going. Your past doesn't determine your future."

Be a bouncer not a splatter. Get up, don't give up.

LANCE HOOD: What exactly is passive income, and how could someone get on the path to starting their own passive income?

MATT MORRIS: Sure, and we talk about residual, or passive income all the time with Success University. It's one of things, and I know you have a lot of Internet marketers, and one of the things that when I generated several million dollars in the Internet marketing industry selling websites, and leads, and certain things like that, and so many people I saw in the Internet marketing arena for instance, they were selling an e-Book. And the e-Book was anywhere from \$29 to \$300, or maybe even more, but the mistake I saw so many people doing, it's just a onetime hit. So they earn the whatever, \$67 for the e-Book, and their income is always based on generating new customers.

What I did that was very different, is to me it made no sense to sell a onetime product. It was selling something that people pay monthly for. So websites they would buy monthly, and even with the lead generation system that I sold, the leads, every lead company out in the industry, they were selling their leads on a onetime basis. You buy leads, when you're done, you sell them more. Well, most people aren't going to come back for more. So we did everything on an auto-ship basis. So if they bought leads from \$77 to \$1,500, we were selling those monthly.

It's really just like writing a book. You write a book one time, and that book sells for years to come, in many cases, years after

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you're gone. So you're able to leave a legacy for your family. So that's passive income, or residual income, and so with Success University what I realized was learning is not a onetime process. When I talk about the journey, the definition of success is, "The progressive realization of a worthwhile goal or dream." And so that word "progressive" is important because the journey to success, there's no destination. You're always on that journey.

So it's the same with personal development education. You're always reinventing your life, but you're reinventing it a good way or a bad way. And the best way to reinvent your life in a good way is to continually feed your mind with success. It's no different than me personally. I read more than most people I know of. I got to seminars more than most people I know of. In fact, next weekend I'm heading out to Las Vegas to attend a seminar from our faculty members because I know that if I'm green I'm growing, if I'm ripe, I'm rotten.

With Success University, we have an empowerment for life concept. We don't want people to join Success University and just get involved, and go through our products one time, or read a book one time, it's a monthly empowerment process. It's an empowerment for life process. So what happens is people end up joining Success University and they get hooked on this community because suddenly they're surrounded with a group of people who are committed to a success. Committed to achieving more in life, and helping others achieve more in life.

So many people tiptoe through life quietly so they can arrive at their grave safely. And when people join Success University, they get surrounded with this community of people who are committed to living life on a big level. They're committed to making a difference. They're committed to leaving a legacy for their family. To do that, we have to deliver the best of the best in education every single month.

So that's residual income. It's residual income for us a company, but as importantly, it's residual income for the affiliates in our organization because as our students, they can simply refer other people to our website, and when they enroll,

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they're going to receive residual income month-after-month, year-after-year as the organization of students they refer continues to pay their tuition.

We have people like Johnny Wimbrey who earns more in a month than most people earn in a year, and it comes in every single month. So even if Johnny stopped working now. If he didn't do anything else, he's really set for the rest of his life because has thousands upon thousands upon thousands of student who are paying their monthly tuition.

So that's residual income, and that's a little bit about the income opportunity available with Success University. It's really simple. We really don't tell people to become sales people, just refer others to our website. Refers other to the information systems that we have, and let the information systems do the selling, and they'll earn income just through that word-of-mouth referral.

LANCE HOOD:

That's amazing because personal development is something that everybody needs, and now there's an opportunity for people not only to have the personal development and the community, but here there's an opportunity if people want to make an income just referring what you'd already refer anyway.

MATT MORRIS:

Yeah, absolutely, and it's funny, I'm in the process of putting together a 4-CD set. It's a new product that we're going to be offering, and one of the things that's so true, is you look at the level of success that you'll experience in your lives, it's a direct influence of the knowledge you put in your mind. And it's just so powerful that we have this opportunity for people to continue to grow and get better every single month. Not just from a financial standpoint, but it's amazing the stories that we've had.

Had a young couple that came up to me at one of their events, and they shared with me that they had been on drugs for the last three years. Just about every day had been on drugs, and because of being around the community within Success

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University, starting to develop themselves, they had been drug free for the last month.

There's no other opportunity that I've been around, or been able to experience that has that kind of tangible benefits for people aside from just earning money. You could go on and on all day long with stories about husbands and wives who have rebuilt their relationships, they were about to divorce, now their relationship is more solid than it's ever been. Kids who have been able to repair their relationships with their parents, and it all kind of boils down to really the vision for Success University. If I can share that with you, it's the thing I'm most passionate about in life, and it's really my life's purpose to the vision for Success University.

We talk about our mission is transforming lives through education. And our company goal is to deliver success education to more people than any other company in the world, But those are our goals, and that's our mission because it allows us to achieve what our vision is. Our vision is creating a positive shift in the world. We live in a world where obviously wonderful amazing opportunity all around the world, but we live in a world where tens of thousands of children die every year because of starvation. Tens of thousands of people die ever year because they don't have drinkable water. War, crime, you name it. So we obviously don't live in a picture perfect world, but one of the things that I came to realize that is if you're not part of the solution, you're part of the problem. And so one of the things that we've really rallied around with Success University is being part of the solution. Being able to make a difference in people's lives more than any other company ever has

It's simple things. You look at mothers and fathers around the world for instance who are not open enough to even say, "I love you" to their child. I remember an experience when I was 10 years old, my father had all kinds of challenges. Was an alcoholic, he committed suicide when I was 13 years old, but the one thing was he was very loving. Always gave me affection, told me he loved me, and one day when he had given me a big hug, said, "I love you son," one of his friends was

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there and his friend was shocked at the closeness of the relationship that my father and I had. Dad kind of looks at him like, "Well, what do you mean? This is normal." And he said, "Well, my son and I we don't say that. We don't say I love you." I was 10 years old at that point and I thought "Wow. How sad is that? That the father can't even say I love you."

So part of the education that we offer is opening people up, and breaking down the walls that they have within them that allow them to simply be open and express love. That's one of many, many examples. Again, as you can tell, I could probably talk all day about our different curriculum and course offerings, but that's an example. So we want to live in a world, a vision of Success University, is living a world where every mother and father can say "I love you" to their child. Living in a world where no child dies of starvation.

So to move forward for that mission for instance, we partnered with Feed the Children. Feed the Children's an amazing organization that is making just a massive difference around the world. So we said, "Let's donate a percentage of every student enrollment that comes in, and we can feed and educate a child." So every time a student enrolls, we donate enough to feed and educate a child for a week.

Just had the pleasure of being in Kenya about two weeks ago. Visited the Abandoned Baby Center there in Kenya and these children, if it weren't for Feed the Children, many of these children would have died because they'd been left on the streets, left in dumpsters, left at hospitals, and orphans. So Feed the Children's an organization committed to being part of the solution, not part of the problem.

That's what Success University is all about, is being able to live in a world where we can just create that shift. We can really make a difference, and it's not being naive enough to say, "We're going to change the world overnight. We're going to end war, and end crime, end hunger, and all these things, but here's the thing that I know that I'm certain of, that our leaders are certain of, is that we can make a difference."

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Overall, I would say that's really what Success University is all about.

LANCE HOOD: If someone were interested in Success University, what would be the single most important thing that they could do?

MATT MORRIS: Here it is. The most important thing for them to do, getting involved in Success University, if they want to build an income through Success University and live an amazing life like many of our leaders, is number one, is make that commitment to developing yourself. We have hundreds of hours of content from the top minds in the world on success. The top financial experts, the top relationship experts. The top experts in being a better communicator. The top experts in health and fitness. The top experts in bringing out your personal happiness and fulfillment. We have all that material, and so the thing is, just make a commitment to making small improvements. Go through a course a week.

One of the things that happens when a student enrolls, we send out a product package with material from some of the great speakers, Zig Zigglar on DVD, Jim Rohn on DVD, Jim Rohn on CD. Denis Waitley on CD, Jerry Clark on CD. So we're delivering this amazing information, and what's important is for people to just go through it.

If you're in your car, pop in the CD. And then with our monthly tuition we have a \$5 million learning technology that is a personalized technology that tracks your progress, allows you to print out certificates of achievement when you complete courses. It's just an amazing technology, and it's making a commitment to once a week, or even a few times a month, log into your learning center and go through the courses. Figure out what's important for you from a learning standpoint and go through it.

Then we have a monthly empowerment series where we mail out a physical product every month. Actually three CDs, one DVD, a full color glossy newsletter, all of that's geared to helping make a difference in your life. And so turn your car into Drive Time University. That was one of the secrets of my

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success, is I said to myself, "There's no singer on the radio who's going to make me a millionaire. There are speakers and trainers who can help me become a millionaire." And so by listening to them instead of these singers or DJs on the radio, that little tweak in your life is going to make a huge difference. It certainly did for me.

So we make that available for \$49.95 per month plus \$7.95 shipping and handling. You have access to the entire learning center, you have access to the products that we send out every month, and it's an empowerment for life program. Just do a little bit, and by doing a little bit you make these small improvement, and Albert Einstein he nailed it when he said, "One of the greatest inventions of mankind is the principle of compound interest." So it's that compounding effect, make a one percent improvement in your life each month, and over the course of two, three, four years, you're a totally new person because you've learned so much, and you just continue building upon success and building upon success.

So that's the secret. There's obviously all kinds of ways that you can refer people and earn income, but above all else, just go through the material that we provide. It's incredibly hard to fail if you make that commitment.

www.TrySuccessUniversityNow.com

LANCE HOOD: Well, Matt, I'd like to thank you for all the great information, the strategies, and sharing your story and everything with us today. And I certainly look forward to talking with you again in the future.

MATT MORRIS: Yeah, this has been great. Honored to be on the program with you. Best of luck with everything you're doing, and I look forward to next time.

LANCE HOOD: Thank you Matt.

MATT MORRIS: All right, thanks, bye-bye.

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THE SECRET TO CREATING THE LIFESTYLE YOU REALLY WANT STARTS WITH "1" SIMPLE STEP!

Every person who has ever lived has built within them, the desire to reach their full potential, to become and experience everything that they are capable of. Whenever you feel that inner pull, I believe that it's part of you, realizing that you are capable and deserving of an even greater quality of life.

Success can be very simple. Most everything that is standing between you and the life you truly want has most likely already been solved by someone else. It can be as simple as just showing you how someone else busted through that very same challenge. Whether it is mental, emotional, physical or financial, the solution to take your life to the next level is so close.

If you still have any questions at all about creating your ideal life after reading these transcripts. Then immediately go here and tell me what your single greatest question or concern about becoming more successful is. I will work with some of the greatest people on earth to find or even create solutions for you. You deserve to be happy, healthy, and wealthy in all areas of your life.

Lance Hood

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