

10 ESSENTIAL

SUPER- POWERS

FAST ACTION SURVIVAL GUIDE

Coronavirus
Edition



10 Essential SUPERpowers (To help you win the day!)

Hi, It's Russ The BIG Guy. Welcome.

We are currently dealing with the results of a global pandemic.

“How will I get through this?” “Will my business survive?”

“How do I pay my bills?” “When will life return to normal?”

These are just a few of the questions that regular people are asking as we all work to build, and rebuild our lives.

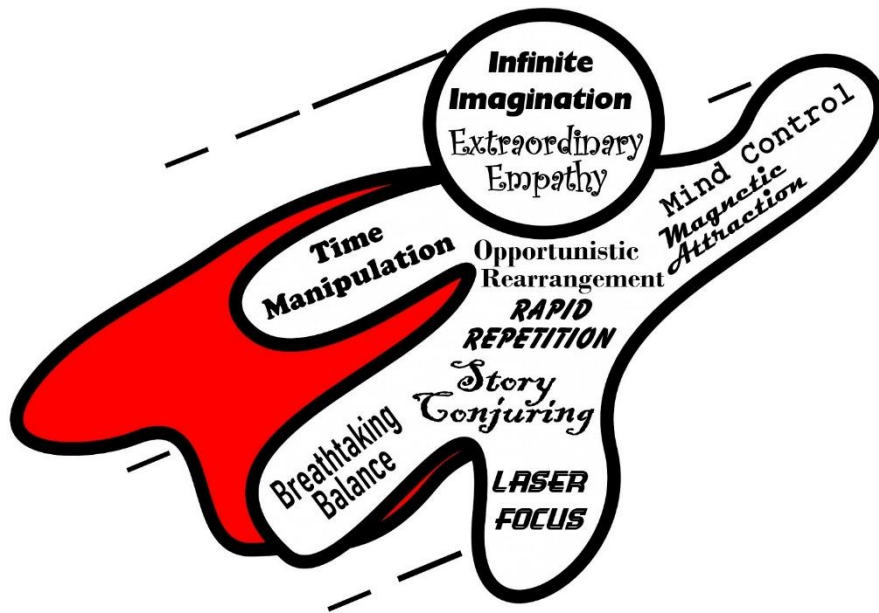
You will find 10 Essential SUPERpowers in this Fast Action Survival Guide that will help you find the answers to these questions and others.

This survival guide looks beyond the recommended health and safety recommendations that, are often mandated, to the specific concepts and power skills successful people voluntarily and intentionally employ to create amazing lives. Many of these tools- these SUPERpowers- come from the world of entrepreneurs who constantly pursue new ways to achieve personal and professional development.

Using these amazing SUPERpowers, you will become your own hero and win the day.

You are the one.

You will conquer this challenge!



FIRST you need to
FIND YOUR POWER SOURCE!!
FIND YOUR WHY.



Find your WHY!

It is the source that fuels all of your SUPERpowers. It is your WHY!

Mark Twain said, “The two most important days of a person's life are the day they are born and the day they discover why.” You have a WHY, a reason/mission/driving force that motivates you to action when others falter and quit.

What is YOUR motivator?

It is found deep down inside you. There is a desire, a passion, a calling that is the driving force for the decisions you make, for the way you react to, and interact with, the outside world. It impacts the way you think about your problems and your opportunities.

Your WHY is what allows you to stay focused on your goals. Your WHY allows you to see past the hurdles that stop others. Your WHY keeps you internally motivated.

You do not need permission from others to achieve your goals. You do not need outside motivation because your WHY is your personal source of an unending supply. Find your WHY! What makes you come alive? What are your innate strengths?

Some examples:

You may feel a calling through a deep desire to help others.

You may have a desire to provide for your children or for your parents.

You could believe that your gift/passion/talent/skill/heart is meant to be shared.

Find **YOUR** WHY!

For myself, I was born with the gift of creativity which I have nurtured throughout my life. I also have the entrepreneurial “bug.” I like solving problems and making money. I have a desire to help other people like myself who also know they are meant to be entrepreneurs and perhaps are also creative. Like me they are that round peg the world attempts to force into a square hole. I’ve been there. I am them. They are me. I get them.

It all started with the penny carnivals. I was a young kid and would create them with my younger brother and sister. We would devise our own carnival games and activities in our yard and use our unwanted toys as prizes. The neighborhood kids would spend their allowance money with us! I loved the feeling of earning money with my creativity!

In high school I started selling my artistic abilities to local businesses. I was creating logos, signs and more. I have the amazing gifts of creativity and entrepreneurship. What gifts do you possess?

I am driven to create! In a way, I am also driven by fear. I do not want to die before I have maximized my creative potential. I want to share it and I want to use it all up! I don’t want to “leave anything on the table.”

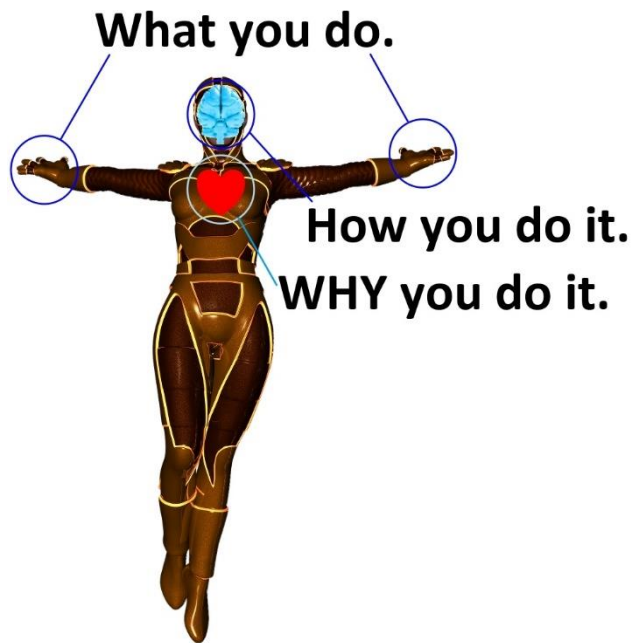
That’s why I created my company, Russ The BIG Guy Consulting! I provide unique non-traditional training for new business owners, aspiring entrepreneurs and other professionals—the stuff they don’t teach you in school. Now I feel it is a duty and also a privilege to share with you all that I have experienced so you can build or rebuild as we deal with this pandemic!

Now find your “why” using the activity sheet. Start by writing why you want to be successful in life, then below that write why it is important to you. Keep going down many levels until you discover the real, deeply held reason(s) that impact you emotionally!

Now you are ready to move on and discover the 10 Essential SUPERpowers you will need to help you prosper and win. I use these every day to stay inspired and productive so I can achieve my goals of sharing the knowledge and wisdom I have accumulated over my lifetime.

Find the SUPERpowers that resonate with you. There may be some overlap among these powers and some may be most effective when combined with one or more of the others. I know they can work for you. Put on your spandex, power up and get out there and **WIN THE DAY!**

Let's find your "WHY."



Why do you want to be successful in life?

Why is this success important to you?

Why is the above important to you?

Why is the above important to you?

Why is the above important to you?

Why is the above important to you?

Why is the above important to you?

Dig deep to find your your true motivator(s.) Is it listed above?

1. INFINITE IMAGINATION



In the book *Think and Grow Rich* by Napoleon Hill, we learn that anything the mind can conceive and believe, it can achieve! Good to know when dealing with a global disaster. What will you conceive and believe?

When you think about it, you will realize that everything made by humankind started as someone's idea. Even things that nature produces and we use in our lives were harnessed or transformed as a result of a human's idea. Our greatest achievements are each the result of an innovative vision and the certain belief that it could be made to come to fruition. If necessity is the mother of invention, we are due for some amazing progress!

Here are two abilities you will utilize as part of your SUPERpower of Infinite Imagination:

1. Visualization

Scientific research has shown that visualization creates predictable outcomes as documented by thousands of brain scans, and measurements of people's energy radiation. Visualize your desired result. See all of the details. Use your other senses too. Hear every sound. Smell aromas. Touch and taste as appropriate. Learn to feel the actual emotions you will experience when your result is achieved. If you are getting goosebumps as

a result, you are doing it correctly! Your brain doesn't know the difference between the actual experience and the one you visualized. You just created a memory that did not yet happen! So, what happens next?

Your Reticular Activating System (RAS) is a bundle of nerves within your brainstem that is in charge of filtering out all of the unnecessary sensory input you are bombarded with daily. It will prioritize the information that it determines is most important to you based on your beliefs and emotions—that is, based upon the thoughts and things you focus on the most. Opportunities and resources will become apparent when you discipline your thoughts.

When you do that, your brain will create the thing you visualize. Your world will begin to align with your vision. Organize your attention on the information and activities that will help you achieve your dreams rather than be distracted by the latest reality show, celebrity wedding, political circus or negativity surrounding the coronavirus.

Warning!

Just thinking of something amazing is actually the easy part. Being absolutely convinced that you can achieve it is a lot harder but it is a critical component to all of your future success!

Here's a key. To maximize the effects of Infinite Imagination, you need to recognize and overcome your limiting beliefs.

2. Defeat your limiting beliefs.

Your limiting beliefs are those which constrain you in some way. By believing them you are preventing yourself from thinking, saying or doing the things the limiting beliefs are inhibiting. These limiting beliefs are your learned ideas, and your current concept of yourself and of the world around you. As you grew up, the immediate environment around you—friends, parents, other authority figures—influenced how you think today.

Even now, how someone else thinks and feels about the potential negative results of a pandemic do not need to be your thoughts and feelings. You can think and reason for yourself.

Your need to come to terms with these limitations and start to reprogram your brain so it becomes limitless.

STOP! Take this minute to think!

Who are you? Did someone else label you? Did someone else decide what is possible for you? Do you believe their opinion? If so, why? Is the pandemic a harbinger of death and destruction or an opportunity to reexamine our lives and create new opportunities?

Think hard and deeply about what you believe about yourself and your future, and why you believe it. Who said it was true?

Focus on your own opinion of yourself and not on what someone else says you should think or be or do. Allow your dominating thoughts to support your own goals and not the goals someone else has set for you. In fact, *insist* upon it! Let *your* mind play with *your own* dreams.

So...who do you want the TRUE YOU to be, post pandemic, and what do you want to accomplish?

Permanently empowered with Infinite Imagination you can see the future of your own creation. Now you can navigate a course to that destination with a clear vision in mind of where you want to go. Your conviction, fueled by your WHY, will allow you to survive the many obstacles, and probably even some setbacks, that you are about to face!

The visualization exercise below is designed to help you harness your brains capabilities and start to reprogram your subconscious to move you toward realization of your dreams. Be sure to add emotion to your visualization. When you feel the goosebumps, tears or excitement you are on the right track!

Next, list your limiting beliefs-those thoughts that are preventing you from achieving your goals or are getting in the way of your happiness. Then to the right, rewrite them so the statement is an affirmative declaration of a successful action or an uplifting thought.

2. STORY CONJURING



“Story Conjuring is you sharing your journey as you build your dream, and what a story you will have to tell! How you overcame the challenges of a global pandemic is an amazing plot point and, in a world where competition is fierce and attention is scarce, Story Conjuring offers professionals a powerful tool to set themselves apart, establish deep connections, and build a loyal following.

By sharing personal and professional journeys with authenticity and vulnerability, professionals can tap into the universal experiences that unite us all, fostering trust and familiarity among their audiences.

Start with your WHY! It’s the key to one’s dream. Delve deep into the emotions and experiences that shape your stories, including lessons from the pandemic. Your story—the thing that comes from way deep down inside you—from your heart and soul. It is so connected to your emotions that you might feel overwhelmed when you verbalize it. It’s the story of your personal or professional journey and your vision of the future!

Be authentic and transparent and vulnerable. This establishes trust. Tell your story. Everyone has one. No two people have the exact same story but there are many common themes and common elements within those themes. By highlighting themes such as resilience, growth, and self-discovery, one can show that their journey is relatable and worthy of attention.

Here are several story formats that might be inspirational.

“Triumph Over Tragedy”

A famous example of a “triumph over tragedy” story is J.K. Rowling’s journey to become a bestselling author. She dealt with many challenges, including poverty, the death of her mother, and depression, which deeply impacted her life. Despite these obstacles,

Rowling persevered and continued writing, leading to the creation and publication of the popular Harry Potter series. Her accomplishment shows how one can overcome adversity and achieve great success through resilience and determination.

The classic love story of “Boy Meets Girl.”

A famous example of a “Boy Meets Girl” story is the romantic comedy movie, When Harry Met Sally. The story follows Harry and Sally who meet by chance on a flight and share a memorable conversation that leads them to become close friends. Over time their friendship deepens and eventually leads to romance, showcasing how love can develop unexpectedly and evolve over time.

How about the “Hero’s Journey?”

The Hero’s Journey is a storytelling structure developed by Joseph Campbell that describes the stages a hero goes through in a transformative quest. It typically includes stages like departure) leaving the familiar world), trials and challenges, encountering mentors and allies, ultimate conflict and transformation, and return) bringing new knowledge back to the world). This arc helps entrepreneurs frame and share their stories in a captivating and relatable manner by highlighting personal growth, lessons learned, and how their businesses can change customers’ lives.

Back to you.

What has this unprecedented time taught you? What did you learn about yourself? How did you interact with others? It is the commonality of human experiences that allow others to connect with you through your story.

There are an unlimited number of people who can identify with you and your history, dreams, and desires. As you exploit this SUPERpower and share your story you are building familiarity.

For entrepreneurs, highlight the solutions to the wants of your clients and prospects and how their lives will be better. Explain how they could pursue their own goals and passions while being connected to your mission. Everyone wants to be recognized, valued and loved.

These basic needs refer to the human desire for significance, appreciation, and connection. According to Maslow’s Hierarchy of Needs, these needs are essential for individual growth and fulfillment. Recognition and appreciation can be fulfilled through various means like praise, acknowledgment, and respect, expressing gratitude and love through words and actions. Failing to meet these needs can result in feelings of low self-esteem and lack of belonging.

Ultimately, Story Conjuring is about leveraging your own storytelling SUPERpower. It will attract people into your circle of influence and build lasting connections and a tribe invested in your ongoing personal or business saga.

Story Conjuring Exercises

Write down some key concepts that you can assemble into your compelling story. Think about where you've been, what you have experienced, what your ideal customer wants, results and solutions you can offer, how they might be part of the continuing story.

I am...

I come from...

I provide...

You will benefit...

In the beginning...

My biggest challenge I overcame...

Just like you, I...

Together we can...

Imagine...

Can you think of a time...?

The impact will be...

Like many people, we are...

3. MIND CONTROL



Mind Control is the ability to keep the big picture in mind, your eyes on the prize, and is an important SUPERpower. You are not controlling the mind of another person, but rather keeping firm control of your own mind. Your Mind Control is the biggest difference between you and another less disciplined mortal.

Since you have established your WHY, you can now create one or several of the major goals that will align with and support your WHY.

Your use of Mind Control will enable you to keep your ultimate goal in sharp focus within your consciousness, which will inform many of the interim goals you set and the resulting actions you undertake.

This SUPERpower is extremely valuable during times of stress as the primitive part of your brain simply wants to keep you safe from danger. The Covid-19 virus presents itself as a formidable enemy so your fight, flight or freeze stress response will be turned on. Use your Mind Control to short-circuit this reaction.

Start to dream of your future success, develop your life plan or your business plan and build from there. Always keep the big picture in mind.

If, for example, your WHY leads you to support families in poverty-stricken countries, you might create a goal to dig water wells for underdeveloped communities. You know that clean drinking water is directly related to disease prevention and you know that it is also related to a lack of educational opportunities for females in those communities? That's because they often must spend their time hauling water from a distant source rather than attending school. All of this connects with your WHY.

In this example of digging wells, there are many potential obstacles that lay ahead such as government approval, village acceptance, equipment purchases, logistics, labor and more. It can be easy to get discouraged as week after week and month after month pass by and still there is no clean water. Using Mind Control will help you do whatever it takes to reach your goal.

You know what you are doing and why it's important. When you get distracted, suffer setbacks or difficulties appear, and they will, use your SUPERpower of Mind Control to keep your WHY as your central source of motivation.

Mind Control allows you to harness your internal motivation that is powering all of your activities in service of achieving your goals.

Here is my favorite hack that could help you.

- Keep a Success Log. Every time you complete a step, achieve a goal or win a battle, write it down in a journal or on a list that you can readily access. All too often other people are happy to point out our failures, and in fact we often dwell on them way too much all on our own without anybody else's help! Most highly successful people can be their own worst critics. To offset this, keeping an ever-growing list of "wins" is a great way to feed your confidence.

Don't let the constant onslaught of coronavirus statistics, arguments, blame, drama, and more, promoted by the so-called news channels, pollute your mind and get you off track.

What dreams do you want to build for yourself and others? Is it a new business or a business expansion? Maybe you want to start a not-for-profit. Do you have a vision of your family life that will be vastly different than pre-coronavirus days? Whatever your dream, using your SUPERpower of Mind Control keeps your big picture in mind, keeps you feeling positive, proactive, on the offensive and headed in the right direction!

Something to think about:

Part of having a high level of emotional intelligence is harnessing the ability to use emotional information to guide rational thinking and behavior and then to be able to manage that behavior to achieve one's goals. In doing so, you will not be at the mercy of your emotions or of another's. Neither will you take personally the actions of another who

acts unceremoniously or unconstructively when under the influence of their emotions. Kick that right to the curb! You are in control of what you let into your consciousness.

Are you familiar of the concept of “Having a monkey on your back?” That is a problem or burden that torments us and won’t go away. It’s even worse when it’s someone else’s monkey on your back. Don’t accept someone else’s monkey. Use the SUPERpower of Mind Control to control your emotions, concentrate on your own goals, and not be distracted by other people’s shortcomings, drama and baggage.

Mind Control Exercises

What is your overarching goal—the big dream—the big idea you are wanting to achieve?

Success Log

Fill this with recent successes both large and small. Observe how your feelings change as you populate the list. Are you feeling overwhelmed or feeling like you accomplish a lot?

Today and the last week:

Over the last few months:

Over your professional lifetime:

4. MAGNETIC ATTRACTION



Did you ever meet someone who possessed an unknown “something”—a certain magnetic charisma that drew you to them? Did you ever wonder why that happened? Just like every other human, you have a need to be recognized and a need to be valued. You have needs for feeling connected and having a real sense of belonging. That person you met filled some need *you* had. You can do the same for others.

Not everyone is equally aware of their own needs but you can be aware of other’s needs for them and structure your life and business so your contacts can find fulfillment through interacting with you.

You can provide the opportunity for them to become part of your “tribe” and through that powerful connection become exposed to what you have to offer that will improve their lives. Invite them to join you. Help them see their part in the bigger picture. Remind them that as you build together, you are all part of an amazing story which they will be able to share with others. (See Story Conjuring.)

This time in history, as we deal with the pandemic and its impact, is certainly a shared experience that allows us all to be relatable. We all share similar feelings, face similar challenges, and hold similar hopes for the future not only for ourselves, but also for our friends, families and others too.

Business leaders can consider loyalty programs, and opportunities for connection and engagement via social media. Accept and act on feedback. Make inclusion and opportunity an underlying theme in your mission statement, advertising, packaging, social media, etc. Communicate these benefits through all of your business activities.

Provide opportunity for anyone who is involved with your business and your world at large, whether directly or indirectly. Employees, teammates, vendors, friends and family, and others all have their own passions. Encourage people to use their unique abilities and to follow those passions.

They also have a need to be recognized and valued. They will respond positively when acknowledged and given an opportunity. Connect them to an opportunity that will help them learn and grow.

Think about it. Who are you magnetically attracted to? It is someone who recognizes you, values you and provides opportunity and encouragement?

Now, use *your* SUPERpower of Magnetic Attraction and *you* will be the one who draws others to *you*! That puts you in a better position to impact their lives for the better! They'll become part of *your* adventure, and you will be part of theirs!

Magnetic Attraction Exercises

People are magnetically attracted to you when you recognize them, accept them, and value them.

What can you create that would attract, value and help others?

- 1) Facebook group
 - 2) Group video chat, Zoom meeting, Houseparty, facetime, etc.
 - 3) Meetings
 - 4) Activities
 - 5) _____
 - 6) _____
 - 7) _____
 - 8) _____
-

How can you communicate inclusion and opportunity through your:

Mission Statement:

Marketing:

Advertising:

Social Media:

Personal Brand:

Empathy, patience, generosity:

Philanthropy:

More:

List some ways to foster opportunity, support and encouragement for people in your immediate sphere of influence. Start by making an impact with three, then add others.

Name: _____	Action: _____
Name: _____	Action: _____
Name: _____	Action: _____

5. OPPORTUNISTIC REARRANGEMENT



Do the best you can with what you have, where you are now, and move forward from there. The pandemic and the resulting shelter-in-place order has disrupted our world as it was, created new market demands and thus new opportunities.

You have transferable skills, friends and associates, and other resources that can be used to your benefit. Figure out how you can rearrange them to provide yourself with some opportunity!

In organic chemistry there is a phenomenon called “Rearrangement Reaction” in which an atom shifts within a molecule to create a totally new compound. What can you shift to make something new?

For an example, imagine a pizza loaded with cheese, veggies and meats. Replace the pizza sauce with eggs and you now have breakfast.

Be creative and adventurous. All kinds of additional resources will appear once you have a clear goal and have taken the first step toward completion.

If you are still unsure of your goals, just get started doing *something*. It does not have to be perfect. You can tweak your actions as you go. The forward movement will help build momentum. Momentum allows for some wins. Wins produce confidence which makes it easier to take action, and the cycle continues!

You will be pleasantly surprised at the variety of opportunities that will present themselves to you once you make a substantive decision and then take action.

There are several possible forces at work here. Some people recognize a mystical or spiritual source. Some suggest that the universe itself provides all things to those who ask. Science suggests that we simply recognize things that were always available. That's called the "Frequency Illusion" or the "Baader-Meinhof Phenomenon" at work. It states that once you recognize something, your brain works unconsciously without your knowledge to recognize more of the same.

Just as the primitive human brain needed to recognize safe sources of food-more of the bushes with the safe berries rather than the poison berries, your modern brain starts to see all of the white Toyota 4Runners on the road as soon as you think about buying one!

It makes sense that our brains would work this way. Imagine if your brain could only recognize ALL stimuli ALL of the time. You would go insane from the crush of information! Your brain's job is to protect you, so, your brain screens out most of the information available until you decide what is important, and once you decide, opportunities and resources will become apparent.

Let this force work for YOU. Get started today! Do the best you can with what you have, right where you are now, and move forward from there! Don't procrastinate.

Here is an example of a successful use of Opportunistic Rearrangement: I was offered an opportunity to promote a project I was producing. I'd have less than three minutes to pitch the project in the middle of the midday news. I'll take that anytime!



Russ The BIG Guy and host Kara Conrad on *Around the Tiers*, WBNG TV12

It was an opportunity, on a popular newscast, to reach many local people who tuned into the program. I used what resources I had available (Opportunistic) and reassembled them into an effective presentation (Rearrangement.)

I had a large poster of the event and a small tradeshow display topper that I brought to the studio for visuals. I wore my signature hat for recognition. I used several physical and speaking techniques I learned through acting training, from online success gurus and also from my Toastmasters training. I rehearsed a basic message so I could answer almost any question and relate it to the information I wanted to convey. I included humor to reinforce the fact that this would be a fun event.

I mixed in several additional Essential SUPERpowers and in under three minutes, conveyed all of the important information in a fun way and wowed the host. Afterwards people talked about it for weeks.

In light of the pandemic, many people are finding it necessary to explore alternate employment opportunities, altered or brand-new career paths, new business ideas or pivots necessary for the survival of their current income stream

I challenge you to put Opportunistic Rearrangement to work for you today! You will gain some significant momentum toward the achievement of your goals.



Opportunistic Rearrangement. Cats use it all the time.

Consider this riddle: Five birds are sitting in a tree. Three birds decide to fly away. How many birds are left sitting in the tree?.....The answer is five.

The decision to do something is not the same as taking action. Do the best you can with what you have, where you are now and move forward from there. Get started NOW!

The following pages contain prompts to help you inventory your resources and to help you make some connections. This activity may reveal several possible paths that can provide opportunity for you.

The SUPERpower of Opportunistic Rearrangement is one of the most important tools to employ as we design and execute a plan to survive and thrive in a post pandemic world.

Opportunistic Rearrangement Exercises

You have a huge supply of resources that can be employed to help you achieve your goal or to create something altogether new and different. List them below, then make some connections.

Formal and non-traditional education:

Skills and abilities:

Things you love to do:

Friends and professional associates:

Clubs/Associations/Memberships:

Equipment:

Market needs and opportunities:

Make some notes below combining your idea with the impact it could have on others and the resources available to make it happen.

First Idea/Business:

Impact/Benefits:

Resources Utilized:

Second Idea/Business:

Impact/Benefits:

Resources Utilized:

You have the idea, now do some research to determine if your idea is plausible. You can then start a pilot project or trial run to get some market feedback before you invest more money and/or time.

6. LASER FOCUS (and Execute)



I am naturally very creative and easily distracted so I had to develop the SUPERpower of Laser Focus to stay on task! For me, it requires a lot of energy and discipline, but when in business for yourself you need to do whatever is necessary to move forward.

To paraphrase Bruce Lee, “The successful warrior is the average person with laser like focus.”

As a result of the Coronavirus attack, our home life, educational institutions and businesses are being disrupted. How we interact with other people is changing. The new reality we face requires lots of new thinking, and new behaviors. Probably we have to learn new technical skills as well. It’s possible that there will be a long adjustment period as we undertake one or more of these activities. So, how do we get everything accomplished? It’s overwhelming at times but using your SUPERpower of Laser Focus will help us endure and prosper-survive and thrive.

When your gut and your heart tell you that you are on the right path but all of the voices in your head are telling you that you are in way too deep, when hurdles or troubles or “brush fires” or setbacks are creating doubt or anxiety or fear, when you are feeling overwhelmed or distracted, the technique that always works the best for me is to Laser Focus and Execute on one thing! Then Laser Focus and Execute on the next thing, and so on.

For example, I undertook a new business project which required me to finance most of it with sponsorship dollars. I knew it would be a challenge to get all of the sponsors

needed in advance of committing to the event. At the same time, I needed to be sure I did not commit and prematurely spend money that I might not be able to refund should the event be underfunded and wind up canceled. I was having problems finding a salesperson to help. As time was running out, the only solution short of cancelling the event was to set aside all other planning activities and Laser Focus and Execute on selling sponsorships. That's what I did and we successfully launched the events!

You can do it too. Eliminate distractions. Work in a private space if helpful. Be thoughtful about the times you work. Are other people active and interrupting you during your peak working hours? Take a very short and thoughtful break if you get tired, then get right back to your tasks.

WARNING! It's easy to become distracted when you take this break. We have all heard the example of the person who spends all of their free time playing video games or watching Netflix. These are enjoyable and when undertaken in deliberate and thoughtful ways can be great ways to reenergize. Unfortunately, some people are not doing these things intentionally and are getting lost in the activities.

Two of the biggest distractions, that can manifest internally, are the doubt and fear that may creep into your head. Don't feed that nagging voice. It's just your primitive brain trying to protect you from the unknow. It's just your primitive brain trying to keep you safe from the sabre toothed tiger that no longer exists.

I adapted an anti-procrastination technique I learned from Mel Robbins to apply to this situation. This technique can be used to interrupt your doubt and fear-your debilitating brain activity, so, when you are experiencing this, count down from five to zero. Speak it out loud! This disrupts your brain chemistry so you can refocus. When you get to zero, immediately Laser Focus on the tasks you need to execute. Do this as many times as necessary to complete your list.

Your goal with this essential skill is to continue incremental forward motion. Laser Focus on just one activity at a time so you do not get overwhelmed by the enormity of the undertaking. You need to avoid getting bogged down. To persevere, you want to establish proactive action, creating solid momentum and continuing significant progress.

Riddle: How do you eat an elephant?

Answer: One bite at a time!

The SUPERpower of Laser Focus is a skill that you can hone. It is a powerful way to stay productive, to stay on track, and to reject quitting when things get tough.

You know what you need to do, so, stay disciplined and stay focused. You can do it!

7. TIME MANIPULATION



The mastery of Time Manipulation relies on the knowledge that one's perception of time changes.

Our perception of time is dependent on our individual points of view, our personal perspectives, and our unique mindsets!

Have you noticed that it seems to take a lot longer to travel to a destination than it does to make the return trip?

Does time seem to slow down during a crisis, or a period of stress or uncertainty?

Time seems to speed up during periods of joy and periods of creative indulgence. Time seems to speed up as we age, as a minute seems smaller and smaller compared to our overall lifespan.

Have you experienced this altered perception of time in your life? How about during the self-isolation phase of the Covid-19 response? What did you notice about the passing of time?

Do you realize that you can use Time Manipulation, this understanding of how you perceive time, to your advantage?

How? You can master this power within your own mind by deploying patience when attempting a huge and complicated undertaking. Yes, time may seem to slow down. You may be tempted to offer less than your best efforts. You may even be tempted to quit, so, be present in the process so you can be at your best because it will be over before you know it.

Here's another example. Not everyone has found their true calling or their ideal career path. Utilize the power of Time Manipulation while patiently exploring, "tasting" as Gary Vaynerchuk says, while uncovering your true path. Although time seems to slog by when you are on your quest, before you know it, you will be doing the thing you love and your time of doubt or of discovery will seem to have flown by in a flash. It will soon become a distant memory and you will be amazed at how fast the time has gone by, once you are beyond it.

Are you a student faced with long years of study before being able to work in your chosen profession? Realize that patience now, combined with your understanding of how fast time will seem to have gone by when you look back, will allow you to enjoy each day without the anxiety and stress many others experience.

If you are unhappily employed you may be tempted to make an ill-conceived move and quit your job before you are ready. Utilize the SUPERhero power of Time Manipulation while you patiently establish a financial safety net and align opportunities that will allow for a smooth and stress-free transition. Take the time needed to do it right. Savor the time spent preparing as it will become part of your amazing story as you grow your new endeavor.

As a middle-aged person, you may be wanting additional income and may think you do not have many more years to build a business. But don't rush yourself into a disaster. Better to patiently plan a long-term legacy while quickly exploiting the more manageable short-term tactics needed to attain it. Quickly execute the short-term tasks. Employ patience for the bigger goals.

That's ultimate time manipulation.

Are you a business owner trying to grow too fast? I've made this mistake. Do not overspend and become cash-poor or take on more debt than you can easily pay back. Don't be that impatient individual, too easily tempted to make decisions based on short term gain when taking a longer view would produce more value and importantly: sustainability. The power of Time Manipulation will allow you to patiently sidestep the pressure of time.

Do you identify with any of these situations?

In any of these examples, you can love the initial feeling of time seeming to slow down while you are Focusing and Executing, but when you are finished, enjoy the feeling that time has actually rushed by rather swiftly as you found your way through the difficulties and hardships.

During the activity you may not even be aware of time at all. Psychologists call this the "flow state" or "being in the zone." It is a mental state of energized focus in which a person is fully immersed in an activity, performing optimally and joyfully.

How many situations have you encountered where you experienced this?

For myself, I know that when I am fully present, I am hyper-aware of myself and my actions. My experience is full and vivid. For me, time seems to slow down at first and then it disappears. At a later point in time I look back at all I have experienced and accomplished and I marvel at how fast time seems to have passed.

IMPORTANT! Because I was present and aware, I have the memories and lessons learned from those past events!

Use your SUPERpower of Time Manipulation and you can patiently observe the happenings swirling around you in a more objective and confident manner or let time slow down and disappear completely. From your perspective, you will have profoundly changed the passing of time.

8. EXTRAORDINARY EMPATHY



Using the SUPERpower of Extraordinary Empathy, you are the Empath who is highly aware of the emotions of those around you and therefore you have the ability to understand people's wants and needs. It goes beyond metrics and data. Deeply understanding others can provide you with a solid foundation on which to relate to your associates, customers, family—just about anyone, really.

It can help you appreciate others in a post-pandemic world. Some people saw death first hand. Some experienced the illness personally. Many suffered financial setbacks or even financial ruin. We are wearing masks and practicing social distancing—not the best circumstances when trying to interact with other people. The impact of the pandemic leaves us with awkward interactions.

For you the business owner, Extraordinary Empathy can help you build your product features, fine-tune your marketing efforts, target your advertising messages, and even uniquely craft the company mission statement to be aligned with your prospective clients' needs.

Being good at understanding the emotions and feelings of another person might require you to first identify those same things in yourself. So, introspection and awareness of self are related to empathy toward others. Start paying attention to the feelings you experience in a variety of situations. When possible, stop and observe yourself feeling each emotion. What are your immediate reactions to those feelings? What are your actions in response? Would you make a different, more intentional choice now that you are more aware?

Try putting yourself in the shoes of another. Do you think perhaps the impatient person behind you in the checkout line could have a sick child waiting at home for the medicine

being purchased? At the restaurant, is the waiter forgetting to smile because he just worked a double shift to fill in for a no-show?

Pay attention to the people around you. Everyone wants to be appreciated and valued! What better way to do that than to observe, validate and honor the feelings of others?

Practicing empathy has helped me become a better person as well as a better businessman. In the past I was almost 180 degrees the opposite, as I was very self-oriented in thoughts and actions—I was very concerned and focused on money and the steps to get it. Often seeing other people as nothing more than a hindrance to reaching these goals.

Have you fallen into that trap? We all need money but its arrival is actually the result of helping people. One of my mentors used to say, “Love on people and the money truck will come.”

I am now more inclined to approach any aspect of my business with an attitude of service by focusing outside of myself. It has started to come more naturally and is in much truer alignment with my heart. I have made a 180-degree shift that has provided tangible results! I help more people. I earn more money. I now receive positive feedback that my attitude has impacted and benefited others to think differently about the way *they* approach business and life in general.

(Learn more about ATTITUDE and how it is an important part of my simple four step sales process that truly simplifies sales. It's for you if you are new to sales, struggle with mastering the more complicated sales systems, if you find them manipulative or disingenuous, or if you want to be better at sharing your passions with others.)

Extraordinary Empathy Exercises

Be aware of your own emotions during the next 24 hours.
Return here to record them and to record how you reacted when feeling emotional.

Record your observations regarding your next couple of interactions with others.

Quote or paraphrase what the person said:

What emotions did the person display connected with the words?

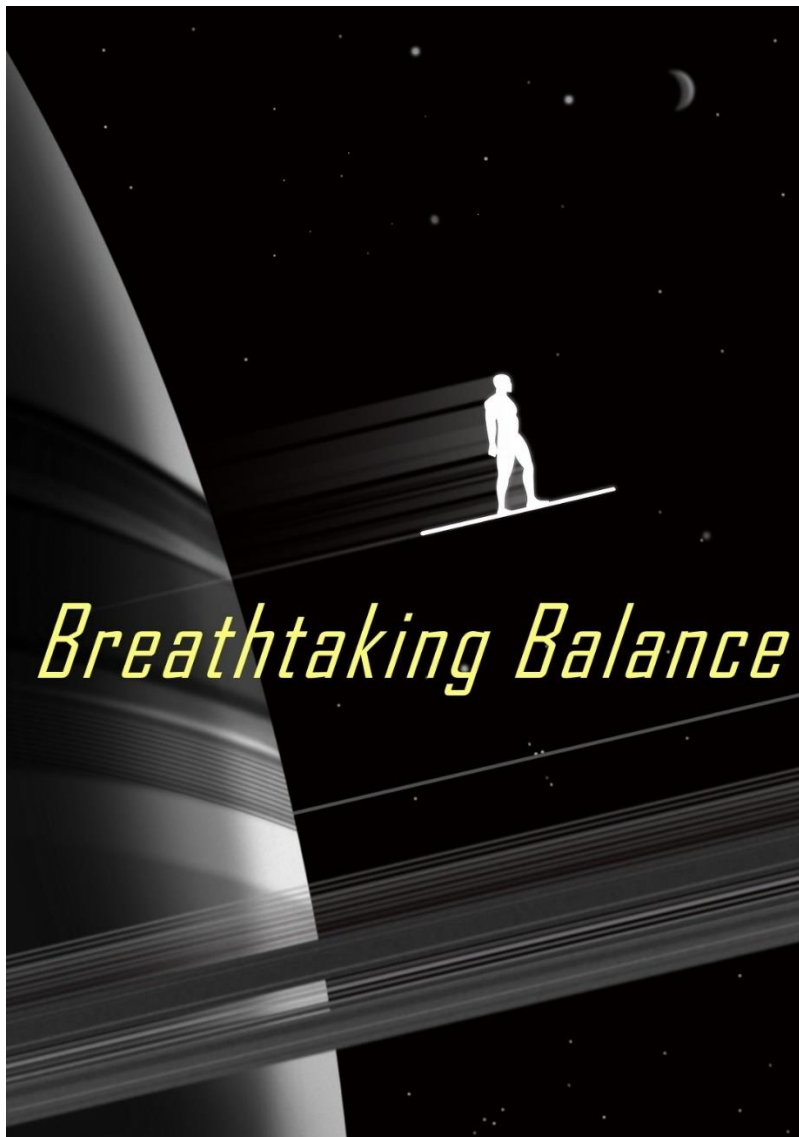
What importance did the meaning behind the words have for the person?

How would you feel in the same situation?

What was your response?

How could you have responded differently?

9. BREATHTAKING BALANCE



Balance is so important. It is a topic that is discussed often relative to raising a family, to pursuing a career, running a business and to many other circumstances. You have thought about the balance or lack of it in your life. In what parts of your life do you struggle? Does everyone seem to have an opinion regarding proper balance and what they think the correct answer is for you?

You need to achieve the balance that is right for YOU! Here's the good news. Finding it is easier than you may think!

Here are the three different ways I use the concept of balance to keep my life as stress free as possible and as productive as possible. I bet one or all three will work for you.

First.

Consider your ideas of perfection versus excellence.

It is not humanly possible to achieve absolute perfection; therefore, it is unreasonable to expect yourself or others to be perfect! If you cling to the expectation of perfection then you will live a life of constant recurring disappointment. You need to balance these two concepts in your own mind.

You must acknowledge that you are human and will never achieve perfection BUT you can still achieve excellence. You are going to make mistakes. “Stuff” is going to happen around you and to you.

Consider that these failures and mistakes are really opportunities to learn and excel. All people fail. Be the successful person who “fails forward.” Most successful people have failed more times than they have succeeded. You will even find that a mistake sometimes produces a “happy accident” which can be an important part of the creative process. In fact, it is not uncommon for a happy accident to enlighten and point the way to an enormous success! In any case, you may need to adjust your expectations to find your balance between perfection and excellence.

Second. Balancing multiple interests.

Finding the correct balance among your many interests is important. Making time for family, friends, work and for yourself can be a challenge—especially for entrepreneurs with great drive and for whom their work is also their passion. “I’ll rest when I’m dead!” and “I’m on the grind.” are sayings I’ve heard. They may be popular but they are not for everyone. Some professionals talk about a work-life balance, while others think there is no such thing.

In light of the global pandemic, many are reexamining their balance or lack of it. The self-isolation and the changes that follow force us to alter many of our previous practices! What have you changed? What do you need to change? What are you willing to change? You will need to find your own balance as you decide which areas are the most important to you—and at which times.

I have many interests. The only way I have found to “balance” them all is to accept that one part of my life will outweigh all of the others at various points in time and that there will be an ebb and flow. My balance is to continually work to be fully present in each area when it requires my attention. For example, when working on a business project, it serves no one if I am anxious about being away from my family. When with my family I demonstrate my respect and my love for them when I shelve my business thoughts and I’m present and paying attention to them.

Similarly, your balance may change as different parts of your life eb and flow requiring more or less of your attention. Being aware of your choices will help you stay in control of the results.

Third. Good versus evil.

There are so many negative forces in the world that are constantly working to tip the scales toward the “dark side.” There is a constant onslaught of negativity from news entertainment organizations, rhetoric from self-serving politicians, and outright criminal behavior from people in every strata of society.

I’m not suggesting that the world is all bad. In fact, there are more amazing organizations made up of good people than can be listed here. What I am saying is that we need to continue to be one of the amazing individuals working to make the world as good as it can be.

You and I are helping to keep the scale balanced toward the side of goodness, progress, creativity, and all of the things that make our world wonderful! Use the SUPERpower of Breathtaking Balance to be the positive force our world needs.

You are in good company!

“We are the music makers, And we are the dreamers of dreams.”

- Arthur O’ Shaughnessy

“We are creators rather than destroyers. We are movers and shakers, givers not takers.”

-Russ The BIG Guy

“We can and we’ve got to do better than this.”-Theodor Geisel (Dr. Seuss)

Breathtaking Balance Exercises

List things that disappoint you. Opposite each, write what your expectation of perfection is for each. Next, write the acceptable excellence for each.

Disappointments	Expectation	Acceptable Excellence
-----------------	-------------	-----------------------

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

List the five areas of interests that take up the greatest amount of your time. What action can best serve each when you are attending to it.

	<i>Interest</i>	<i>Action</i>
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____

List five of your activities that contribute to creating a better society.

1	_____
2	_____
3	_____
4	_____
5	_____

10. RAPID REPETITION



You did the thing! Now tweak it and do it again. Why stop now?

One of the critical tools for success in business and in life is the ability to repeat yourself, to multiply your labor, to replicate your successes.

Since one person can't do everything! Rapid Repetition in your business could refer to hiring employees, building a downline network, using a booking agency, getting subcontractors, franchising, etc. As you are able, find gifted people to take over many of the activities that you have been struggling with and double down in the areas in which you are gifted. Build out your team.

If you are making a product or line of products, maybe Rapid Repetition comes in the form of discounted bulk purchases or automation to be able to scale up production to meet growing demand.

With the maturation of the internet, growth can be exponential and almost unlimited especially for digital products. Consider exploiting online sales funnels and more!

You have noticed successes in your personal life. Consider building on what you have accomplished so far. You've already done the work. Duplicate the system. The second time is easier than the first. The third time is easier than the second!

Find what worked and repeat it rapidly!

Rapid Repetition Exercises

Create a system to increase your impact and profits too!

Here's what we have done right:

These are the tweaks we need to make:

This is how we repeat rapidly/grow/expand:

These are the pitfalls to avoid while we repeat rapidly/grow/expand:

FINALLY

It's almost impossible to list these 10 Essential SUPERpowers in order of importance. They are all powerful skills and can help you survive and thrive in a post-pandemic world, start you on the path of entrepreneurship or help you in your existing business adventure. Find the ones that work for you!

To your benefit, there is a significant measure of connection between and even some overlap among the 10 Essential SUPERpowers. Consider *visualizing* your main goal (Infinite Imagination) while keeping in mind the *big picture* (Mind Control) and deploying *patience* (Time Manipulation) while you *focus and execute* (Laser Focus.) There are four different but compatible SUPERpowers right there. They take on synergistic energy when used together and the results can be greater than using just one alone. Kind of like when the Marvel superheroes assemble but without the internal bickering.

However, if ten are too many for you to employ immediately, start with just one. First find your “WHY” so you have the internal motivation to fuel the SUPERpower of Infinite Imagination. Understanding visualization and defeating your limiting beliefs are a great foundation for your next steps.

After a time, start adding other SUPERpowers one at a time until you have become comfortably familiar with the concepts and have found some success in utilizing them. Take what works for you and add any tools or techniques you discover along the way.

You may have noticed that this publication is laid out so you can select the individual SUPERpowers that resonate with you. I recommend that you save them or print them out if you are reading this digitally. You can create your own smaller publication for your own personal use. You might also use one of the graphics as your wallpaper on your computer or display it prominently on your mobile device. Maybe print out some pages to post around your office or home for inspirational purposes or a simple reminder.

Additionally, there is a “fast action” page after each SUPERpower with short exercises that can guide you as you explore and internalize each concept. Take the time to use them to help you learn about and make practical use of your newfound SUPERpowers.

Be creative and make this book work for YOU! You can do it!

It bears repeating what I said at the beginning of this book: Being a high achieving professional or owning a business is not a life for the faint of heart. It has its challenges but the rewards can be great! With the benefit of these SUPERpowers, you can be your own hero and save the day!

GO BOLDLY! KEEP AT IT!

Pick three SUPERpowers that resonate with you.
Write down the actions you will use to put each to work immediately.

SUPERpower #1

Action Item:

Action Item:

SUPERpower #2

Action Item:

Action Item:

SUPERpower #3

Action Item:

Action Item:
