

## IDEAS

**A business like an automobile has to be driven, in order to get results.**

*A shady business never yields a sunny life.*

Better to be occasionally cheated than perpetually suspicious.

Books are like a mirror. If an ass looks in, you can't expect an angel to look out.

**Difficulties should act as a tonic. They should spur us to greater exertion.**

*Golf without bunkers and hazards would be tame and monotonous. So would life.*

**He best keeps from anger who remembers that God is always looking upon him.**

**History has demonstrated that the most notable winners usually encountered heartbreaking obstacles before they triumphed. They won because they refused to become discouraged by their defeats.**

*If you don't drive your business, you will be driven out of business.*

Jealousy... is a mental cancer.

*Many a man thinks he is patient when, in reality, he is indifferent.*

Real riches are the riches possessed inside.

*The bargain that yields mutual satisfaction is the only one that is apt to be repeated.*

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I have been reading your emails about planning and activities for 2009. First let me be clear: reading self help books and listening to CD's such as, "The Secret" and "The Laws of Attraction," will not help you if you do not help yourself. I have seen everything from "just sit there," to "meditate and focus on your dreams, and everything will come to you." If you believe this, I have some Super Bowl tickets to the Chicago Bears game this year. Nothing comes to you but circumstance, and who wants to run a business or a life on chance? That's not the law of attraction. That's the law of inaction.

On this subject, most books, blogs, websites, CDs, and DVDs tell you everything BUT the 3 big "secrets." The real strategies for creating attraction are: **Position yourself, build a platform, and work hard.** I recently read about a book in Dale Carnegie's How to Stop Worrying and Start Living titled, "As A Man Thinketh," by James Allen. <http://jamesallen.wwwhubs.com/>. This book was written around the turn of the 20th century and is a precursor to the Law of Attraction. The book is about 50 pages long, and what James Allen says in this book is a very simple and profound idea that has stuck with me ever since I read it. James Allen states, "You attract not what you think about, pray for or desire, but you attract to yourself that which you are." The Law of Attraction states, "You attract that which you think about or want," and it is really only half of the truth. James Allen goes on to talk about the Law of Reciprocity, a law that states you get from the world and life exactly what you put into it, or more commonly, you reap what you sow. I find his statement brings new light to the Law of Attraction; it adds more truth and more power to it. A lot of people misunderstand what the Law of Attraction is. Essentially, **you gain what you give.** Just a slight change of words can make a huge difference. Give more in value and you can only receive more. It is a fundamental law of nature.

First you think about it, then you pray about it, then you become an example of it, and then you **DO SOMETHING ABOUT IT.** Give value first, without any expectation of return, and the law of reciprocity (the law of attraction) sets in. Your effort will be returned; though not from the person you gave something to. If you give without expectation, then the world pays you back, and that payment is not one-for-one – it's ten-for-one, or more. It's the true law of attraction. Sound too good to be true? Well, there is a catch. Most people have no concept of "give to get." They give, and EXPECT to get. Or they try to give and get at the same time. They feel that someone OWES them for giving. Not true. Not even close to true. If you give one and expect to get one, then one is the maximum you'll get.

**Position yourself as attractive with your valuable information that others can use and benefit from.** What are you doing in your community to showcase your talents and skills? Who knows what type of business you are conducting? If it just your clients, what are you doing to encourage them to help you find more good clients? Remember, you get from the world and life exactly what you put into it. What are you putting your energy into to build your business? **Build a platform where people can easily find you and get the information or message you're trying to convey.** Do you have a website, blog, bill boards, newsletters, seminars, speeches, ads, marketing and creative ideas posted? Ask yourself what creates major attraction for you and your business. **Work your ass off.** Reality bites – especially when times are bad or volatile. If you are serious about creating the law of attraction, you've got to resolve, create a game plan, and work at it daily harder than you can imagine.

There is no magic pill, no silver bullet nor any easy shortcuts. If you are serious about having a truly successful year, start with finding someone you respect and trust and have them become a mentor or a trusted advisor for you to discuss everything with. Learn to open up, listen and work smart.

## CELEBRATING 32 YEARS OF EXCELLENCE



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TIP OF THE WEEK is meant to be a useful tool for you. If you have an idea that has worked for you, pass it along, and if you find this is not helpful, send me an email and I will delete you from our mailing list. I look forward to hearing from you.