

THE WORLD'S LEADING ENTREPRENEURS & PROFESSIONALS
REVEAL THEIR SECRETS TO **IGNITE** YOUR HEALTH, WEALTH & SUCCESS.

IGNITE YOUR LIFE



FEATURING

BRIAN TRACY, DR. GARY EPLER

AND OTHER LEADING ENTREPRENEURS & PROFESSIONALS

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CHAPTER 1

THE POWER OF PERSUASION

BY BRIAN TRACY

Persuasion power can help you get more of the things you want faster than anything else you do. It can mean the difference between success and failure. It can guarantee your progress and enable you to use all of your other skills and abilities at the very highest level. Your persuasion power will earn you the support and respect of your customers, bosses, coworkers, colleagues and friends. The ability to persuade others to do what you want them to do can make you one of the most important people in your community. Fortunately, persuasion is a skill, like riding a bicycle that you can learn through study and practice. Your job is to become absolutely excellent at influencing and motivating others to support and assist you in the achievement of your goals and the accomplishment of your business objectives.

You can either persuade others to help you or be persuaded to help them. It is one or the other. Most people are not aware that every human interaction involves a complex process of persuasion and influence. And being unaware, they are usually the ones being persuaded to help others rather than the ones who are doing the persuading.

THE POWER OF MOTIVATION

The key to persuasion is motivation. Every human action is motivated by something. Your job is to find out what motivates other people and then to provide that motivation. People have two major motivations: the desire for gain and the fear of loss. The desire for gain motivates people to want more of the things they value in life. They want more money, more success, more health, more influence, more respect, more love and more happiness. Individual wants are limited only by individual imagination. No matter how much a person has, he or she still wants more and more. When you can show a person how he or she can get more of the things he or she wants by helping you achieve your goals, you can motivate them to act on your behalf.

President Eisenhower once said that, "Persuasion is the art of getting people to do what you want them to do, and to like it." You need always to be thinking about how you can get people to want to do the things that you need them to do to attain your objectives.

THE POWER OF FEAR

People are also motivated to act by the fear of loss. This fear, in all its various forms, is often stronger than the desire for gain. People fear financial loss, loss of health, anger or

disapproval of others, loss of the love of someone and the loss of anything they have worked hard to accomplish. They fear change, risk and uncertainty because these threaten them with potential losses.

Whenever you can show a person that, by doing what you want them to do, they can avoid a loss of some kind, you can influence them to take a particular action. The very best appeals are those where you offer an opportunity to gain and an opportunity to avoid loss at the same time.

There are two ways to get the things you want in life. First, you can work by yourself and for yourself in your own best interest. You can be a “Robinson Crusoe” of modern life, relying on yourself for the satisfaction of your needs. By doing this, you can accomplish a little, but not a lot. The person who looks to himself or herself completely is limited in his or her capacities. He or she will never be rich or successful.

THE POWER OF LEVERAGE

The second way to get the things you want is by gaining and using leverage. Leverage allows you to multiply yourself and get far more out of the hours you put in rather than doing everything yourself. There are three forms of leverage you must develop to fulfill your full potential in our society: other people’s efforts, other people’s knowledge, and other people’s money.

OTHER PEOPLE’S EFFORTS

You leverage yourself through other people’s efforts by getting other people to work with you and for you in the accomplishment of your objectives. Sometimes you can ask them to help you voluntarily, although people won’t work for very long without some personal reward. At other times you can hire them to help you, thereby freeing you up to do higher-value work.

One of the most important laws of economics is called “Ricardo’s Law.” It is also called the Law of Comparative Advantage. This law states that when someone can accomplish a part of your task at a lower hourly rate than you would earn for accomplishing more valuable parts of your task, you should delegate or outsource that part of the task. For example, if you want to earn \$100,000 a year, in a 250-day year, you need to make \$50.00 per hour. That means you must be doing work that is worth \$50.00 per hour, eight hours per day, 250 days per year. Therefore, if there is any part of your work—like making photocopies, filing information, typing letters, or filling out expense forms—that is not valued at \$50.00 per hour, you should stop doing it. You should persuade someone else who works at a lower hourly rate to do it for you. The more lower-level tasks you can persuade others to do, the more time you will have to do tasks that pay you higher amounts of money. This is one of the essential keys to getting the leverage you need to

become one of the higher paid people in your profession. Management can be defined as “getting things done through others.” To be a manager you must be an expert at persuading and influencing others to work in a common direction. This is why all excellent managers are also excellent low-pressure salespeople. They do not order people to do things; instead, they persuade them to accept certain responsibilities, with specific deadlines and agreed-upon standards of performance. When a person has been persuaded that he or she has a vested interest in doing a job well, he or she accepts ownership of the job and the result. Once a person accepts ownership and responsibility, the manager can step aside confidently, knowing the job will be done on schedule.

In every part of your life, you have a choice of either doing it yourself or delegating it to others. Your ability to get someone else to take on the job with the same enthusiasm that you would have is an exercise in personal persuasion. It may seem to take a little longer at the beginning, but it saves you an enormous amount of time in the completion of the task.

OTHER PEOPLE’S KNOWLEDGE

The second form of leverage that you must develop for success in America is other people’s knowledge. You must be able to tap into the brain power of many other people if you want to accomplish worthwhile goals. Successful people are not those who know everything needed to accomplish a particular task, but more often than not, they are people who know how to find the knowledge they need. What is the knowledge that you need to achieve your most important goals? Of the knowledge required, what knowledge must you have personally in order to control your situation, and what knowledge can you borrow, buy, or rent from others?

It has been said that, in our information-based society, you are never more than one book or two phone calls away from any piece of knowledge in the country. With on-line computer services that access huge data bases all over the country, you can usually get the precise information you require in a few minutes by using a personal computer. Whenever you need information and expertise from another person in order to achieve your goals, the very best way to persuade them to help you is to ask them for their assistance.

Almost everyone who is knowledgeable in a particular area is proud of their accomplishments. By asking a person for their expert advice, you compliment them and motivate them to want to help you. So don’t be afraid to ask, even if you don’t know the individual personally.

OTHER PEOPLE’S MONEY

The third key to leverage, which is very much based on your persuasive abilities, is other people's money. Your ability to use other people's money and resources to leverage your talents is the key to financial success. Your ability to buy and defer payment, to sell and collect payment in advance, to borrow, rent or lease furniture, fixtures and machinery, and to borrow money from people to help you multiply your opportunities is one of the most important of all skills that you can develop. And these all depend on your ability to persuade others to cooperate with you financially so that you can develop the leverage you need to move onward and upward in your field.

THE FOUR P'S OF PERSUASION

There are four "Ps" that will enhance your ability to persuade others in both your work and personal life. They are power, positioning, performance, and politeness. And they are all based on perception.

1. Power: The more power and influence that a person perceives that you have, whether real or not, the more likely it is that that person will be persuaded by you to do the things you want them to do. For example, if you appear to be a senior executive, or a wealthy person, people will be much more likely to help you and serve you than they would be if you were perceived to be a lower level employee.

2. Positioning: This refers to the way that other people think about you and talk about you when you are not there, your reputation. Your positioning in the minds and hearts of other people largely determines how open they are to being influenced by you. In everything you do involving other people, you are shaping and influencing their perceptions of you and your positioning in their minds. Think about how you could change the things you say and do so that people think about you in such a way that they are more open to your requests and to helping you achieve your goals.

3. Performance: This refers to your level of competence and expertise in your area. A person who is highly respected for his or her ability to get results is far more persuasive and influential than a person who only does an average job. The perception that people have of your performance capabilities exerts an inordinate influence on how they think and feel about you. You should commit yourself to being the very best in your field. Sometimes, a reputation for being excellent at what you do can be so powerful that it alone can make you an extremely persuasive individual in all of your interactions with the people around you. They will accept your advice, be open to your influence and agree with your requests.

4. Politeness: People do things for two reasons, because they want to and because they have to. When you treat people with kindness, courtesy and respect, you make them want to do things for you. They are motivated to go out of their way to help you solve your problems and accomplish your goals. Being nice to other people satisfies one of the

deepest of all subconscious needs, the need to feel important and respected. Whenever you convey this to another person in your conversation, your attitude and your treatment of that person, he or she will be wide open to being persuaded and influenced by you in almost anything you need.

THE POWER OF PERCEPTION

Remember, perception is everything. The perception of an individual is his or her reality. People act on the basis of their perceptions of you. If you change their perceptions, you change the way they think and feel about you, and you change the things that they will do for you. You can become an expert at personal persuasion. You can develop your personal power by always remembering that there are only two ways to get the things you want in life, you can do it all yourself, or you can get most of it done by others. Your ability to communicate, persuade, negotiate, influence, delegate and interact effectively with other people will enable you to develop leverage using other people's efforts, other people's knowledge and other people's money. The development of your persuasion power will enable you to become one of the most powerful and influential people in your organization. It will open up doors for you in every area of your life.

About Brian

Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. Brian's goal is to help people achieve their personal and business goals faster and easier than they ever imagined.

Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people in 5,000 talks and seminars throughout the US, Canada and 69 other countries worldwide. As a Keynote speaker and seminar leader, he addresses more than 250,000 people each year.

For more information on Brian Tracy programs, go to: www.briantracy.com

CHAPTER 4

UNIVERSAL PATH TO HEALTH AND HAPPINESS

15 Practices Used by People all Over the World

BY DR. GARY EPLER

Good health and the feeling of happiness propel us through life with strength, energy, and vitality. Imagine the feeling of being healthy and happy throughout the day. My research has taken me throughout the Western and Eastern world, and after years of observing successful and extraordinary people, I discovered 15 practices they use to bring them health and happiness. Follow these practices, and you will begin to look forward to the day filled with excitement, adventure, creativity, and pure enjoyment. Filled with confidence, you love who you are. People want to be with you. You're grateful. You're helpful. And you improve the lives of people everywhere you go. Life is about feeling good. About being creative. About enjoying the day. Follow these 15 practices from people all over the world, and you're bound to see results.

The first practice: Love life. Have the attitude that it's going to be a great day filled with new experiences, meeting new people, and seeing friends. Start the day with gratitude for the opportunity to have an exciting day. Start the morning with anticipation and the simple expectation: "This is going to be a great day!" Let me tell you about my friend and workout partner John. In 2002, he lost a kidney to cancer and in 2008, he had a pancreas cancer removed that sent him to the ICU for 40 days after surgery. From that near-death experience, he exercised his way back to life. Then he was told spots in his lungs were growing. These spots were slowly growing metastatic tumors from the kidney cancer that had seeded the blood 13 years previously. He had to decide whether to continue observation until his lungs filled with tumors or to choose surgery instead. He chose life despite the one-in-five chance of dying from the operation. He wasn't interested in waiting two to three years for death. The highly skilled surgeons removed 22 tumors from his lungs, and the technological advances helped him through the first day. But, he developed a pneumonia complication that gave him a 1-in-a-100 chance of surviving. Then his remaining kidney failed, forcing him to dialysis and a 1-in-1000 chance. A few days later, a massive heart attack left him on the extracorporeal mechanical oxygenation (ECMO) machine with a 1-in-10,000 chance of surviving, then he had a stroke, moving his odds to 1-in-100,000. At day 30 in the intensive care unit, he developed blood clots that gave him a one in-a-million chance of survival. He had phenomenal surgeons, medical doctors, and support equipment plus hundreds and thousands of prayers, and theta healing. All of these helped, but he survived for one

reason. He did his part, he wanted to live. He loves life! He can't wait for the day to start. He can't wait to see his wife, his daughter, his three sons, to see his friends at workout, and he can't wait to go to work. He enjoys every minute of the day and shares his love of life with everyone near him.

This extraordinary person exemplifies the first universal practice: love life.

The second, third, and fourth practices are as old as life itself: Eat, sleep, and exercise.

Practice 2: Eat the right foods in the right amount. There have been tremendous strides in knowledge about nutrition during the past decade. For example, the powerful anti-inflammation properties of omega-3 fatty acids and the dangers of the inflammatory properties of omega-6 fatty acids. Eat lean proteins. Limit omega-6 fatty acids found in processed foods, farm-raised fish, and force-fed cattle. Choose slow-burn carbohydrates such as spinach and broccoli, sources of fiber that don't cause insulin and blood sugar spikes. Limit or eliminate added sugar, fried foods, and sodium.

Practice 3: Sleep eight hours every day. Science has told us the energy chemical in the brain called adenosine is gradually depleted during the day's activities. Eight hours of sleep is needed to restore the balance of adenosine; five is not enough and ten is too much. Choose a time to go to bed, add eight hours, and get up, not before and not after. You can take a daytime nap but only for 15 minutes – anything longer will reset your natural sleep pattern and you won't sleep at night. Finally, do not fall asleep watching television.

Practice 4: One hour of vigorous exercise every day will give you the energy needed to get through the day. This produces the feel-good neurotransmitters and hormones such as endorphins, dopamine, and serotonin. Exercise together in a group such as spinning, body pump, or dance class; this produces oxytocin, the bonding hormone. Numerous studies have proven that exercise both reduces stress and improves concentration.

Practice 5: Learn something new every day. Read books, listen to CDs, take a class, or find a coach to help you grow and improve. This will give you energy, make you more interesting, make life more enjoyable, and make you more alert. The more obscure the topic and the further away from your work, the better. Consider studying a foreign language and its culture or taking a dance class, distant viewing, an economics course, or a philosophy course.

Practice 6: Create alpha-brainwave time every day. What's alpha-brainwave time? Day dreaming. Meditating. We have five different brainwaves during 24 hours. Beta-brainwave activity occurs during our typical waking day. Alpha-, theta-, and 15 minutes of deep-sleep delta brainwaves occur during sleep. Newly discovered gamma waves are

fast and may occur during peak performance. Learn to experience the alpha brainwave and theta brainwave state while awake. How? The traditional way is with meditation, and a new way is eyes-open meditation during yoga or a walk. The Norwegians have a term, “Friluftsliv,” which describes the alpha-brainwave feeling a person develops when outside in free air. Alpha-brainwave time decreases stress by lowering your adrenalin levels. You go from the flight-or-fight state to the stay-and play state. Meditation (just like, exercise discussed above) results in release of the feel-good neurotransmitters and hormones including endorphin, dopamine, and serotonin; it also balances the left and right sides of your brain. We need the left brain to function in society – it helps with discernment and doing the right thing, but it is rigid and dominant. Meditation shifts some of that activity to the right brain – the social and creative brain, making the day more enjoyable. An interesting benefit of meditation is that people may depend on external activities for pleasure and enjoyment, but this is an internal job – meditation brings that pleasure inside. Science-based benefits include increasing mirror neuron function, which improves social interaction and increasing the life of telomeres at the end of your chromosomes for increased lifespan.

Practice 7: Engage in positive social interaction every day. Positive daily interaction with clerks, shop owners, restaurant staff, and coworkers produces energy and the bonding hormone oxytocin. One important aspect of positive social interaction is not judging people. Walk into a room filled with people, look around, and have no judgment: no one has faults; they are who they are without your feelings about who they should be. This makes you feel good. Judging people means you are comparing yourself to others for validation of who you are. Being nonjudgmental frees the need for comparison resulting in increased personal energy and sense of well-being.

Practice 8: Have compassion. Have compassion for yourself and others. This is a wonderful word. Tibetan monks meditate by repeating this word over and over for hours, months, and years. You can feel their warmth and kindness. This compassion can combat negative emotions from others. The nature of our lives is to seek happiness; and compassion and kindness contributes to other people’s happiness.

Practice 9: Grant forgiveness. Practicing forgiveness is done regularly by people who enjoy life. We know that not forgiving has no effect on the other person or bad event, and only hurts you. Dwelling on the person or event causes chronic stress, taking hours, weeks, and even years away from an enjoyable, creative life. After going through denial, anger, and depression after a toxic situation, forgive as fast as possible to free yourself from blame and excuses.

Practice 10: Manage stress. People have always learned how to manage acute stress. The flight-or-fight response caused by a surge in adrenaline results in increased heart rate and blood pressure, and shutting down the stomach. Examples include an argument, a parking ticket, a dripping faucet – all part of day-to-day living. For healthy people, the

stress response is triggered, lasts for a few minutes, then dissipates. The body is well-equipped to handle this without harmful effects. Helpful techniques to dissipate stress include a few belly breaths, yoga breathing with equal in and out breathing, and repeating a mantra such as “love and peace” from 45 to 60 seconds. Chronic stress is a killer. This usually results from a work setting with a tyrannical, controlling boss, supervisor or coworker; loss of income; an uncontrolled situation such as an alcoholic or drug-using family member; or caring for a spouse with Alzheimer’s or other disabling condition. Chronic stress resets the adrenalin level resulting in rapid heart rate, increased blood pressure, shutting down of digestion, and inflamed arteries. A healthy response is to manage chronic stress by first eliminating or reducing the cause. Explore fear as a basis for stress. Use the neuropathway bypass technique by replacing the face of the person or the distressing event with 90 seconds of repeating “love and peace” for 14 days. As previously mentioned, it pays to also develop and maintain a daily exercise program to reduce stress. Positive social interaction with compassion and forgiveness also keeps chronic stress in control. And alpha-brainwave time is excellent management for chronic stress.

Practice 11: Be grateful. Being grateful is such a wonderful feeling; it instantly makes you feel good. Stressed out, on the verge of panic? Take a couple of belly breaths and think of ten things in your life to be grateful for. Grateful for being alive. Grateful for your family, your spouse, your friends. Grateful for your house or apartment, your car, your pets. Being grateful makes you a good person and attracts other grateful people into your life.

Practice 12: See the good in all things. This one is easy for some people – for others, it must be learned through practice. When you’re faced with a new situation, rather than seeing its problems and negative aspects, pause instead and search for the good. This will allow you to fully enjoy the situation if it’s a positive event – or to move toward a solution if it’s a problem.

Practice 13: Help someone. When you see people who need a little help with something minor, give them a hand. You feel good, and you bless that person with a boost of energy. The more you help people, the more people will help you. Be nice to people.

Practice 14: Self-healing. Machines are built to repair themselves, and so can you. Healing is the process of restoring physical health from injury or disease and restoring mental, emotional, and spiritual health. You can use your mind to enhance this process. Learn everything possible about the anatomy of the injury or mechanism of the disease process through your doctor and the Internet. Use your best treatment option available, such as antibiotics, medications, and surgery. Now, use your mind. You need to have a positive approach to the injury or illness. This will let you avoid the neurolinguistic trap, which is repeatedly thinking of and verbalizing negative feelings (complaining) about the illness – this counterproductive activity establishes a new neuropathway sending you

down the road of perpetual aggravation and worsening the process. Have compassion for the diseased organ system. Use controlled breathing, equal breaths in and out. Breathe in healing energy and send it where needed. Visualization is fundamental. Use this technique while in the alpha- or theta-brainwave state. Mentally send energy to the specific body part that needs healing such as the knee or organ system such as the heart. The more specific, the better. Next, replace dysfunctional cells beginning with one healthy cell to replace the injured cell. Visualize replacing two cells, then four, and eventually replace one million cells. With your mind, renew damaged DNA of your cells. Persist; over time these methods can contribute to healing.

Practice 15: Be yourself. Learn how to be your true self – and experience total freedom. I discovered a parasite while in medical school, a lung disease soon after, and I discovered how to treat diseases all over the world. Finally, I discovered myself, which was the best discovery of all. You do not want to be who your parents wanted you to be, who your teachers and professors wanted you to be, who society wants you to be. You do not want to be that someone you have created in your mind that you will never be. You want to discover and be the real you. Keep in mind that the person you discover is not static and fixed but alive in a state of flux with invigorating change. Be yourself. This gives you freedom from unnecessary decisions and stress, and the freedom to live life the way you want.

Follow these 15 practices for an extraordinary life filled with energy, creativity, health, and happiness. You are in charge. You control your life. You can do this better than anyone else. Your chance of success is unlimited.

About Gary

Dr. Gary Epler is a world-renowned health leader and a Harvard Medical School professor. He is an authority on health, nutrition, fitness, and executive health excellence. He has impacted the lives of people throughout the world through his speaking engagements, books, and teaching. Recognized yearly since 1994 in “The Best Doctors in America,” Dr. Epler believes personalized health empowers people. He has written more than 110 scientific publications and four health books in the critically-acclaimed “You’re the Boss” series including: *Manage Your Disease*, *BOOP*, *Asthma*, and *Food*. Dr. Epler’s latest book, *Fuel for Life: Level-10 Energy* is about living a high-energy life filled with enjoyment and creativity. He is currently writing *The Universal Path to Health and Happiness: 15 Practices Used by People all over the World*.

Dr. Epler discovered the treatable lung disorder *bronchiolitis obliterans organizing pneumonia* (BOOP), and he is regularly called upon to help individuals from around the world with this rare lung disease. He found a new parasite in South America, chronicled the nutritional needs of North African children, and managed the tuberculosis refugee program in Southeast Asia. In addition to conducting clinical and research work, Dr. Epler strives to educate. He became editor-in-chief of an educational program in critical care and pulmonary medicine offered by the American College of Chest Physicians. Dr. Epler was one of the Boston Celtics team doctors. He was Chief of Medicine at a Boston Hospital for 15 years and is currently at the Brigham and Women’s Hospital in Boston. *Business Week* acclaimed him for his development of e-health educational programs that enable patients to manage their health and disease. Dr. Epler was recognized as one of *Boston Magazine*’s “Top Doctors in Town.”

Dr. Epler ran seven marathons including Boston, New York, and proposed to his wife, Joan at the start of the Paris Marathon; and for their first anniversary, they ran the original Greek marathon together. He delivered the 20th baby from a mother who named the baby after him. He has taught medicine throughout the world and was fortunate enough to save a dying infant in South America from an overwhelming parasitic infection by using the sap from a fig tree. He saved a baby who choked on a donut during a little league baseball game that he was coaching. He is a radio and television personality.

Dr. Epler has written a Hollywood medical thriller movie script about a doctor who puts his hospital in lockdown mode when he realizes that a group of terrorists plan to use one of his patients infected with an Ebola-like virus as a biological weapon. He is active in the community. He coached soccer, basketball, hockey, baseball, and club baseball at Boston College. He lives in the Boston area with his wife, Joan.

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