# NEXT SHOT MATTERS

**HOW TO MASTER FAILURE** 





Success Mindset In YOUR
Pocket
(A Book Series) - By Ray Newland

In my series of 'Success Mindset in your pocket' books, so I can get right down to giving you sound advice, I do not waste pages on explaining who I am.

Instead if you need to know more about me and how I have helped thousands of people around the world, and more importantly how I can help you, check out <a href="https://www.raynewland.com">www.raynewland.com</a>

My pocket books are designed to be read ideally in one sitting and focus purely on one success topic.

Also in all my book's there is an action plan designed to make sure you implement these success traits, so you can reap the benefits.

'If you want to be better than average, you must be prepared to do more than the average'

Ray Newland
Author

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### NEXT SHOT MATTERS How to master failure

I know this is a strange title in a book on helping you to succeed in life and business, but if you understand failure, it can be your secret to success.

As a professional soccer player, there were a lot of the training sessions that were very hard, especially goalkeeper training, (this was my position) which is very intense because you have to pick up and throw your own body weight around for long bursts of time. So it's only natural that you get tired very quickly and then normally when tiredness kicks in, mistakes happen.

Every one of my goalkeeper coaches had the same amazing saying, which I think has helped me immensely in business and life.

And the saying is 'The next shot matters!'

Now, let me explain further.

In a one to two-hour long training session, I might have taken upwards of 500 shots at me, which I had to save.

Obviously, the more tired I got, the more mistakes (failures) I made.

Let's just say I dropped a lot of balls in training.

So when I dropped a ball or made a mistake my goalkeeper coach would shout to me, 'Next shot matters!!!'

### Make sense?

Probably not at this stage, so let me explain what my goalkeeper coach was trying to teach me, which I now use in my business and life.

In soccer, the worst thing a player can do is to dwell on a mistake, as this will eat away at their confidence, which will affect their focus and eventually their performance.

We were taught that if we made a mistake (failed) to immediately forget about it and just keep doing what we knew we were good at.

So when I dropped the ball and or conceded a goal that I should have saved, my coach was educating me by shouting 'Next Shot Matters' to get me to forget my mistake (failing) and just focus on the next shot.

He was getting me to think of always moving forward, rather than dwelling on my mistake, which would definitely drag me backwards.

This saying got drummed into me so much that as soon as I made a mistake (failed) while I performed in training, I instantly forgot my mistake (failure) and was already looking for the 'next shot' **even before** my goalkeeper coach had shouted... *Next shot matters!* 

I was instantly forgetting my mistake, and it was amazing really, because when that next shot came in, I had that additional focus.

So 99 % of the time, I was more focused and the next shot would be a perfect catch or save.

As a young keeper I did not realise the positive impact that those words, 'Next shot matters' would have on my life, and I believe it was something that has propelled my success.

So how did this goalkeeper training technique transfer into my business and personal life?

It basically made me realise that if I failed at something in my business life, all I had to do is forget about it in an instant and focus on the next task at hand, which was 'the next shot' or really 'my next action' matters.

This was a massive life lesson I learned, which was to immediately forget my mistake and just focus on moving forward.

In fact it was not until I had been in business for the better part of 12 years that I realised just how much my goalkeeper training helped me in business, especially dealing with failure.

So going back to the title of this chapter, *How To Master Failure*, what does this actually mean?

Does this mean it's okay to fail?

Well, yes and no.

One of the things you need to realise right now is, you *are* going to fail from time to time.

I do not care how perfect you are, how good you are at your job or business, you are going to have your failures.

It is only natural and part of life and growing as a person.

So what I mean by this title is, understand that you will fail from time to time but the key is to be comfortable with failure, because you know your mindset will instantly say to you 'Next shot matters.'

So you get on with your life, and your next action will be a success or at least lead you closer to your success.

Once you understand this thought process, when you do fail at something it does not cut you off at your knees, because you will understand it is only a temporary failure, and as long as you learn from this mistake or failure you know, for the most part, you will eventually succeed.

There is no better feeling than knowing you are going to achieve the goal that you have set out for yourself.

Failure also reminds me of a short story I once heard.

This was about a butterfly trying to get out of its chrysalis.

A father was with his 10-year-old son and they were watching this poor creature for what felt like an eternity, trying to get out of its temporary surroundings.

After a while the father could not bear to see this poor creature suffer, so he took out his Swiss penknife and ever so gently cut open the chrysalis to free the butterfly.

However, instead of the butterfly flying away, sadly it fell to the floor because it could not fly, and eventually perished.

A park ranger who had seen the father attempting to free the butterfly was on his way to try to prevent this father's apparent kind action, and yelled at the father, 'Why did you do that? The creature is now going to die.'

The father, seeing the park ranger's anger nervously answered, 'I saw the butterfly struggling, so I only wanted to help!'

The ranger answered, 'The reason the butterfly fell to its death is because it needed the struggle and battle to get out of the chrysalis to strengthen her wings.

Without this struggle she has not built up the strength to fly!'

Whether this story is true or not I do not know but the human mind is like this butterfly.

Without our struggles and battles (our mistakes, failures and challenges) our minds have not gained the mental strength to enable us to fly, which is to achieve our dreams and goals.

Most people are afraid to fail and struggle and either just stay in their chrysalis or, for the most part, take the shortcut in life and ask to be cut free.

Either way, like the butterfly, this normally ends in disaster for the person.

So why are people so fearful of failure?

I put this down to poor programing from schools, parents and our peers, but throughout life we are taught that it's wrong and bad to fail.

Also, one of the biggest negative influences in our lives now is that big square thing in our homes!

I am talking about the TV.

Every day people are getting brainwashed and programmed by negative media, films and soaps that, for the most part, laugh and ridicule people who fail.

Consider the latest 'talent' shows on TV, which have the public hypnotised.

These shows are not about the talent, they're about watching people make fools of themselves.

For some reason people are obsessed by seeing others fail or make fools of themselves, which is a real poor characteristic of human beings.

I am not even going to go there with the negative influence from social media.

So, years and years of this type of terribly programming can only have a negative effect on people!

Sadly, most people are so frightened of failure, thinking they will make a fool of themselves in front of others, they sadly do not even attempt to succeed at anything, instead opting to stay in their chrysalis.

Most people who want to be successful have a problem, which is, they have few people to draw strength from, because most people they know are sadly negative about failure.

For example, how many times have you heard negative talk when people start their own business? Usually it is something like, 'Don't do that! What happens if you fail? You will end up on the street.'

OR

'Have you seen the competition? You are leaving a safe secure job and going into a business that is saturated. You're crazy!'

Or have you gone to buy your own house only for your peers to say, 'Mmmmm, that is risky, you are putting down a big financial deposit. What happens if

you cannot pay your mortgage? You may lose your house!'

Here's a true story, I remember telling my family that I was thinking of becoming a professional landlord and that I wanted to buy at least 10 houses to rent out for my long-term planning.

I could actually write another book on the comments from friends and family members who all tried to advise me that I would fail.

They nearly won me over, and I almost abandoned my attempt to go into property on the basis of possible failure.

This was other people's fear of failure by the way, not mine!

Sadly, my own family nearly talked me out of buying property investments.

However, subconsciously I heard the words, 'Next shot matters' and away I went, I never looked back and have built up a sizeable property portfolio.

The sad thing is, the people who try and warn you about failing are often the closest people to you and probably love you very, very much.

They are not trying to sabotage your life, but sadly their mindset on failure is so set in stone, that they are actually genuinely worried about you.

So, like I stated above, it's their fear of failure, not yours.

This is why it is VITAL to your success that you find likeminded people who will be shouting at you, 'Next shot matters'.

You have probably heard the following saying many times before by successful businessmen and women, and that is 'I failed my way to success!'

I believe so much in this statement because I myself failed my way to success!

Actually, even to this day I am failing, but it does not faze me, I just look for that *next shot!* 

I also LOVE this saying, 'There is no such word as failure you are just failing. You are only a failure if you give up and stop!'

### So do not stop!

Hopefully I have made my point about failure.

The key is *not to give up*.

Do not listen to negative people.

Do not let the TV program you negatively brain wash you.

Do not be over taken by social media.

Instead, try to find likeminded successful people who will encourage you to fail your way to success.

Okay, what can you do to become a master of failure, and use failure to propel your life forward?

### ACTION PLAN How to master failure

Please follow these few steps below – it will change your life forever if you consistently do this action.

I want you to think about something that you would love to succeed in but for whatever reason, you keep failing.

Or you have not even started yet because of the fear of failure.

Do not worry, all entrepreneurs in the making have been in the same situation as you.

### **Next Shot Matters**

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Now you have written what you want to achieve down, what I want you to do now is list between 5 to 10 action points that you believe you can do achieve this task.

Once you have written down your 5 to 10 action points below, I then want you to do something life-changing.

**TRY** each one of these action points until you achieve the goal of succeeding in this thing that you have been failing at or you have not started yet.

I will **guarantee** if you **ACT** on these 5 to 10 action points and you achieve success, your life will **NEVER** be the same again because you will know the secret to failing and true success is simply, if you fail and doing a task to achieve your goal, **simply try again and again.** 

### **Next Shot Matters**

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#### **Next Shot Matters**

Woody Allen once said, 80% of success is just turning up.

And this is the same when you deal with failure, 80% of your success is just turning up to deal with the action you need to take to turn your failure into success.

Remember when you are trying to achieve your goals and nothing seems to be going your way, just keeping trying and never give up.

This leads me onto some amazing advice when you are dealing with failing, and that is...

## Never ever ever ever, give up!

When England was in despair and facing untold adversities as the Germans were about to defeat them in World War II, the then Prime Minister at the time Winston Churchill addressed the English public and urged them to Never, ever, ever give up!

This is one of my favourites saying of all times and something that I live my life by.

Again, I do not know how I managed to get this vital success trait, as I seemed to have it in abundance as a child.

I basically did not know what the word 'NO' meant.

Now please do not think I was loud, cocky, confident just because I state I did not know what the word 'no' meant.

Far from it, I was the complete opposite. I was a very shy, quiet, under confident young man but my dream was to become a professional goalkeeper as you now know and really it was a miracle that I achieved my dream because I got rejected time after time when I went for soccer trials.

What soccer trials mean by the way is when a professional soccer club in England want new players they will invite players to their club to play trial soccer games and pick what they think are the best players.

I attended many MANY of these trials but was told many MANY times that I was not up to standard.

However I had this burning rage inside of me and belief that I was good enough to achieve my dream and that the coaches were all wrong who said I was not good enough.

So I never ever , ever gave up!

To me it was *the next shot matters* 

From the age of 14 years old I embarked on my dream of becoming a professional soccer player, so I would write and write to football clubs asking what

dates their trials games where on and or I would write to a football club explaining about my strengths (basically trying to sell myself) and asking if they had a vacancy at their club for me.

Time and time again, I would get rejection letter after rejection later stating I would not be getting invited to their soccer club because they felt I was not good enough.

This would really anger me and my father and I would say to my dad 'How do they know I am not up to standard, I have only written a letter, they have not seen me play, how can they make a decision on a letter!'

I kid you not, I must have written 200-300 letters every year from the age of 14 years old only to get a no, after no, after NO!

By the way, this was before email, computers and photo copiers etc so I had to hand write every one of these letters!

Did this bother me?

Yes it did big time, it angered me, frustrated me, deflated me and yes

I did feel like quitting on more than a few occasions.

However for some reason like I stated on another page, I was born with a chip inside me and I do not know where it comes from but I just do not take no for an answer when there is something I want to achieve.

So these letters of rejection actually motivated me to never, ever ever give up.

So I just kept on going, as I believed 1000% in my abilities.

However after five to six years of trying, can you imagine how delighted I was when the most capped English player in history, Peter Shilton, gave me my first professional contract?

Also what was so special about Peter, he was the most successful goalkeeper in English history.

So can you imagine how I felt as a young 20-yearold goalkeeper that Peter Shilton the most successful goalkeeper ever in **English history** thought I was good enough to give me a professional contract. I remember coming out of Peter Shilton's office still in shock that I had achieved my dream and had become a professional soccer player when it suddenly dawned on me.

All those hundreds of rejection letters, all those arrogant coaches who told me to give up on my dream, they were wrong and I was right.

I did have the ability to go all the way and achieve my dream.

This was an experience that I will never forgot and still helps me to this day when I am starting a new project or business venture and I get the so called experts saying to me, 'MMM, if I was you Ray, I would quit!'

When this happens, I simply remember all my rejection letters and Peter Shilton, and just because people say no, it does not mean the collection of these people are correct, because in life normally the herd, the crowd, are wrong.

So if you are doing a project, job or venture at present the chances are you will have some type of 'so called expert' telling you not to bother, to quit and or try something else.

My and Mr Churchill's advice to this is, if you believe with all your heart that you have the ability to achieve your dreams and targets, Never, ever, ever, EVER give up!

If you listen or read about the successful people in life, most will tell you that their success came just when they were about to give up on their dream.

They had persisted, persisted and persisted and were about to give up when they decided, I will give it one more go!

And this is when they had their lucky break at the very last throw of the dice but this would have been long after the average person had quit.

This is exactly what happened to me, I tried and tried for years and then I went on trial to Plymouth Argyle soccer club and in my mind I said, 'This is it Ray, this is your last chance, if you do not get a professional contact it is time to move on and look at another career.'

This is how close I came to not becoming a professional soccer player.

However, thankfully this last throw of the dice proved to be my home run.

However it took me almost six years of rejection after rejection.

Looking at my experiences how many people would have given up after just a few months, never mind six years?

Sadly, 95%!

But the good news is, if you can get into the 5% you strengthen the chances of your success.

So having that urge in me to never, ever, ever give up certainly played dividend for me.

## Know when to quit!

This might sounds a little crazy stating this, especially after me giving you the motivational rah rah in this book but you must also know when to quit.

Going back to my example, if I would not have got my professional contract at the last throw of the dice at Plymouth, I would have 100% started to look at another career because I knew there is a time you must say to yourself, enough is enough, it is time to move on.

### **Next Shot Matters**

You must know when it is time to move on, however sadly some people do not know when and end up chasing a dream that will never sadly happen for them.

## True Story.

As a professional soccer player when I signed for a new club, within a couple of weeks of signing I would get a phone call from an old friend who grew up on the same housing estate as me whose dream also was to be a pro soccer player.

I will call him John to protect his name.

I would not even be at my new soccer club a week at times when I would get a phone call from him saying,

'Hi Ray, I hear your now at XYZ soccer club, can you put a good word in for me so I can get a trial?'

I did put a good word in for him at the first club I played for but when I was abruptly told by the coach that I was there to play and not recommend my friends, I learnt my lesson and never asked again.

Unfortunately for John the many MANY trials that he had, he sadly never achieved his dream and never become a professional player.

I lost touch with John for several years as you do with people as they come and go in your life, until one day I was in my home town of Liverpool, UK.

I was now about 29 years old and my soccer career was over through injury.

I was enjoying my city with my wife when I heard a familiar voice shout 'RAY!'

I turned around to see John jogging across the road to me.

We gave each other a big hug and I said, 'Hi John, great to see you!'

After a bit of small talk my jaw hit the floor when John told me that he had just sent off more letters for trials with professional clubs and that he never held down a full time solid job because he did not want his job to get in the way in case a soccer trial came up.

Now as I said above, I was 29 years old and John was at least one year older than me, so he was at least 30 years old.

Now at 30 years old, most players are coming to the end of their career but here was my old friend trying to achieve his dream when really he should have stopped eight or nine years earlier.

I never had the heart to tell him that he was wasting his time but I think he was that deluded, no matter what advice I gave him he would not have listened anyway.

Now even though I really felt for John and I sincerely wished that he would have achieved his dream (which he did not by the way) this was absolute madness because he had wasted nearly ten years of his life.

So even though I think it is vital to persist and never give up on your dreams, you must know when to say enough is enough.

So not matter what YOUR dream is, never, ever, ever, give up on your dream... but remember, know when to quit.

This is why I think it is important to have two irons in the fire, because if you do have to walk away from one opportunity, if you have something to fall back on this will help you in your quest to chase your dreams.

But remember, whenever you are chasing your dreams and or goals, it is ok to fail.

In fact, the chances are you will have your failures, this is only natural.

### **Next Shot Matters**

But no matter what goal you are trying to achieve and you are having the frustrations of failure...

Always remember, Next Shot Matters.

To your success

Ray Newland

www.raynewland.com

# **Bonus Chapter!**

If you have read other books of mine, you have probably also seen this bonus chapter in these books also because I believe this is the most important habit any person should focus on **every day of their life...** 

Even if it's just for a few minutes each day!

I also deliberately leave this chapter until the very end of my book(s) because I want this success tip to stick in your mind.

So what is this life changing success tip?

## **Continuous Education.**

There is an amazing saying that I learned as a professional soccer player and that was...

'The moment you think you know it all, it is time to quit!'

It does not matter how experienced you are, you can always learn something new from someone.

Professional soccer is so competitive you are always looking for the edge to make you a better player.

Even if some new information enhanced your performance by 000.1 percent, you would take it because in the professional sporting world, 000.1 percent could be the difference between a win or a loss.

When I first started my business after losing my soccer career, for the first 2 years I really struggled to grow my business, and even though now it was obvious, back then I did not know why.

What I am talking about here is continual education.

Or to choose a better word, I was NOT continuing my education!

As a professional goalkeeper, I knew the importance of taking every single opportunity to

develop, to become a better goalkeeper (continued education).

But in business I just did not realise that I had to do the same thing...

**BUT** this time to develop as a businessman and person.

It was not until I joined a network marketing business that opened my eyes to the importance of continued education and more importantly making sure that I grew as a person, which I did and that is when my business started to take off.

You see, as a professional goalkeeper, I was doing this naturally but it wasn't until I started getting educated by my up-line in the network marketing business that it dawned on me that I had to continue to get educated throughout my life.

Just like soccer, when I realised that my competition in business would be seeking to get more and more educated, I set one of the most important goals that I have made, and that was to continually learn, and grow my mind.

I would listen to audio recordings, attend seminars, read and associate with like-minded people – anything to improve myself as a businessman!

This had a major positive impact on my business, so I **strongly recommend** you make continued education a part of your life.

There is another fantastic saying that states, 'All leaders are readers!'

After I left school and I became a professional goalkeeper, like most people I never bothered reading a book because, in my eyes I thought, I have been to school, why do I need to read.

I would read all the negative stuff, like newspapers and magazines to find out which famous movie star had fallen off the wagon that week. All the information that does not move you forward, I read!

But I stopped as soon as I realised the damage reading this trash was doing to my finances, my thoughts and actions, and I can honestly say I have not bought a newspaper for easily over 20 years now.

I would recommend to anyone reading this book to **STOP** reading newspapers and similar trash!

Also try and stay off social media as much as you can, as this will just turn your mind to negative mush.

Your life will change for the better with this one small action.

In business, some of the most successful people I have met are always hungry for more information, they read anything that they can get their hands on that is relevant to their business, beliefs and interests.

This chapter is simple, so I am not going to write a load of waffle to make this vital point – but you need to grow and develop as a person on a daily basis.

Because if your friends, peers and competition are getting better educated, one day this will catch up on you!

#### **Next Shot Matters**

If you want to be the best in your sector or at least have any chance of a successful business and happy life, it will help you massively if you continually seek further education to develop your mind – **full stop!** 

The key is to make sure you read information that is relevant to you and your dreams and goals.

And even if it is for a few minutes each day, do something that makes you that little bit wiser!

Good luck ©

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And let him help you to 'live a life, most people will only ever dream of.'