



The Ultimate Success Formula

And How To Use It To Achieve Anything In Life!

By Adam Khoo



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About Adam Khoo



Adam Khoo is an entrepreneur, a best-selling author and a peak performance trainer. A self-made millionaire by the age of 26, he owns and runs three businesses with combined annual sales of \$20 million.

He is the CEO of Adcom Pte Ltd, an advertising agency, the co-founder of Event Gurus Pte Ltd, an event management company and the CEO of Adam Khoo Learning Technologies Group Pte Ltd.

He is also the best-selling author of six books including 'I Am Gifted, So Are You!' that was ranked MPH#1 best-seller in 1998 and 1999. His other books include 'How to Multiply Your Child's Intelligence' and 'Clueless in Starting a Business'.

His book '**Master Your Mind, Design Your Destiny**' which was the second highest selling book in Singapore in 2004, was on the best-sellers list for 36 consecutive weeks. His book '**Secrets Of Self-Made Millionaires**' also hit the No.1 spot on the bestsellers list in Singapore 2006. His latest book is '**Secrets Of Millionaire Investors**', which has also reached the bestsellers list once again.

Adam holds an honors degree in business administration from the National University of Singapore. As an undergraduate, **he was ranked among the top 1% of academic achievers** and became a pioneer in the Talent Development Program, which is the university's Gifted program.

Over the last 15 years, he has trained over 245,000 students, teachers, professionals, executives and business owners to tap their personal power and achieve excellence in their various fields of endeavor. Some of his corporate clients include Tupperware, Ministry of Defence, American International Assurance, Prudential, Lux Asia, Rolls Royce Marine and many more.

His success and achievements are regularly featured in regional media like the Straits Times, the Business Times, the New Paper, Lianhe Zaobao, Channel News Asia, Channel U, Channel 8, Newsradio 938, The Hindu, The Malaysian Sun and many more.

Click on the links below to visit some of Adam's websites:

www.Adam-Khoo.com

www.SecretsOfSelf-MadeMillionaires.com

www.Millionaire-Book.com

www.Patterns-Of-Excellence.com

www.SuccessWithNLP.com

www.PavingTheWayToTheTop.com

www.SecretsOfMillionaireInvestors.com

Dear Success Seeker,

Before we begin, I want to say it's a privilege for myself and Stuart Tan, my partnering trainer, to have this opportunity to share with you the most powerful and relevant of tools of NLP, that have enabled us to create excellence in our own lives and the lives of many people who have gone through this training.

You see, we share one thing in common, that we came from the past where we were underperforming in virtually every area of our lives. As students, we were both below average in terms of academic ability, we were being shy and having very little confidence, we were never really good at getting along with other people, let alone being able to lead anyone or create anything.

It was at this point of time that we were both exposed to the power of NLP or Neuro-Linguistic Programming. NLP is basically a science of how you take charge of your life and how do you use the language of your mind to program your nervous system to consistently produce a fantastic result.

For example, if every morning, someone can wake up at 6 a.m. and feel completely motivated, it is because they produce that specific result. If we can program our nervous system in the same way, we can produce the same result through language and it is the language of the mind, not just language of the words. **And using this technology, we begin to take charge of virtually every area of our lives.**

We begin to produce exceptional results within a very short period of time, and that is the magic of what this technology is all about. And it is because of this experience that we derive our passion to help everyone and around us to tap into the limitless of potential of their own human spirit.

More specifically for me, from the time I could remember I was a struggling below average student, but not only could I not study, but I was someone who was extremely anti social. I did not have many friends. In fact I could not get along with people and I started fighting at a very young age. As a result, when I was nine years old, I got kicked out of school.

For almost half a year, I had no school to go to and my mum had to drag me and find another school for me. But eventually when I got into a new primary school at the age of ten, I still continue to not learn my lesson and I would continue to fight, I would continue to play. I would be really shy and would not mix around with people and my studies deteriorated, to such an extent that I did not do very well for my primary school leaving examinations and I was rejected from every single school which I opted for, for my secondary school.

At the end of the day I was posted to a school which was the bottom three schools of the whole of Singapore. It was called Ping Yi Secondary School and unfortunately when I first went in there, I still continued with my old habits. Now looking back, I wondered,

“Why was I like that?” See, the first reason was, I have a lot of limiting beliefs about myself, extremely low self-esteem. I used to believe that no matter how hard I studied, I will never be able to do well so why even try and decided to do something I was good at which was bullying people at that time.

The second reason was I have a lot of limiting habits. I used to be very sleepy in class, I used to be easily distracted and I used to be having a lot of behavioral problems. So as a result, in Secondary One at the age of 13 years old, things got worse and worse, and I found myself deteriorating extremely in all the areas of my life. I could not even get into the scouts as I was kicked out of the scouts for not paying attention and it was the lowest point of my life at this time that I learnt first about NLP through a motivational program I was sent to. And Neuro-Linguistic Programming at that time to me was something new but I found it extremely fascinating. And there were three foundational principles I had learnt that began to change my life around.

The 3 Principles of NLP

The first thing I learnt in NLP was the power of my beliefs. **I learnt that it was really our beliefs that determine what we will or will not do in our lives.** And again, the trouble with me at that time was I used to believe I was slow, I used to believe I was stupid, I used to believe that no one will like me and that prevented me from really expanding my potential. Then a teacher came up to me and told me this.

He said, “Adam, it is nothing but the beliefs and before your life changes you got to change your belief.” And he gave me the first belief which I think is the fundamental belief that everyone needs to begin to create exceptional results in their life and the belief is this, “All of us have got the same neurology. In other words, all of us have got the basically same kind of brain power, same hardware. If it’s possible for someone, it’s possible for you.” So my teacher came up to me at that time and said this, he said, “Adam, if someone can be in the gifted program, and so can you.”

Now, because of I was pretty young and pretty naïve, I bought the idea and I actually believed him. But you know as well as I do by changing beliefs by itself is not going to work. You cannot sit down there and believe that, you know, “I’m smart” and “I’m rich” and you become rich. That does not happen. But what beliefs do is beliefs open up the possibility for you to find a way to get it done.

So the second foundational principle I learnt in the area of NLP that began to shift my life was in the area of strategies. **I began to learn when we are no good in something, it is not because we don’t have the capability, it is not that we do not have the ability. It is that we do not have the strategy.** And so like you, I learnt the technique called modeling. Modeling is basically a technique where you look at people who are more exhibiting pattern of excellence in a certain area.

For example, someone may be very good in mathematics, someone may be creative, someone may be extremely dynamic, someone may be extremely good on stage doing a

presentation. Now, through this process called modeling, you can actually model their strategy. If you model someone's strategy, and you use the same strategy, you going to produce the same result. So for me at that time, excellence meant excellence in the area of studying, scoring As. And so I began to break it down into memory.

For example, be able to read fast, be able to comprehend, be able to do math, be able to think logically, be able to sit for exams. And I use this technique of modeling to go out there and model a student who is the best in each of these things. You know, I modeled my sister in the area of mathematics. I modeled a friend in the area of memory. And the third principle was this, you can have all the beliefs you want, you can know all the strategies to succeed but if you do not get yourself to take consistent action, to get yourself to move your butt, nothing is going to happen. And I at that time that was really drives our actions were not logic but truly our emotions. When we feel motivated, when we feel enthusiastic, we take action but when we feel lazy and procrastination, we do not take action.

So the third thing I learnt was how to get myself into the right state to consistently take action. So the minute I learnt this three principles, I went back to my school and for the first in my life I started to design a destiny for myself. I set four major goals at that time.

The 4 Crazy Goals I Set...

My first goal was to top my school within one year. My second goal was to get into the number one junior college at that time which was called Victoria Junior College and my third goal was to get into the National University of Singapore which everyone including my parents never thought I could get in. **And my fourth goal was to make my first million by 26.**

At that point of time you could imagine that it seems like pretty ridiculous set of goals as especially since I was where I was. But because I utilize the three principles, I began to achieve every single one of them slowly. I topped my school within three years, not one year, by the way, I went on to Victoria Junior College, I went to NUS, the National University of Singapore and got myself into the gifted program, the top one percent of students within the first year and **within the age of 26, I made my first million being in two businesses; event management and training.** And that was what actually drove me to write my first book, 'I Am Gifted, So Are You', telling people that, "Hey, if I'm so-called gifted, so is everyone else. It is only a question of beliefs, strategy and action.

In fact, you may want to write down the first guiding principle of NLP, the first pre-supposition. All of us have basically the same neurology. If it is possible for others, it is possible for me. In other words, all of us have basically the same hardware, the same number of neurons in our brain.

If someone is extremely good in being creative, so can you. You can generate the same ideas. The only thing is that you have to find out how do they mentally do it, what is their strategy. **If someone is extremely motivated every single day to accomplish his goals**

and focused in doing what he wants, can you produce the same result? Of course you can!

You just have to run your brain the same way and you produce the same result. See, all of us were given a gift, a power that we can use to accomplish almost any result we want in our life and this power that I am talking about is the power of your brain and body working together. Run it effectively and it can accomplish almost any result you want in your life. But run it ineffectively, and a lot of your dreams just remain dreams. They never become the results they could be.

We All Have The Same Brain!

You see, neurologically, all of us have about one million, million neurons in our nervous system. Besides people who are born with severe brain damage or physical disabilities in their brain, all of us have got basically this same hardware. So, if someone is able to do something, if someone is able to do something to their brains, like get themselves motivated or to be able to think in a certain way is because of, not the number of neurons they have, but rather the type of neuro-connection they have created in their brains.

See, twenty weeks after conception, our neurons in our brain start to make connections and these connections are called neuro-connections. And these neuro-connections in our brains are like the wiring in the robot's head. They determine the kind of thought patterns, the kind of behaviors we have. **In other words, your neuro-connections, the more connections you have in a particular area, the more intelligent you are in the particular area.**

For example, if you are good in math, it's because you have a lot of neuro-connections that allow you to conceptualize, understand, and develop mathematical theories, for example. But you may not be very good in art because you do not have enough neuro-connections or what we call, neuro-network patterns in your brain to allow you to draw or to think in a very creative way artistically. Now, we can continue to increase the number of neuro connections we have in the area or activity by stimulating our brain. Now, this could take years of trial and error.

For example, if you were to sit down right now and you may not be particular talented in music. But if you have to sit down and to master music and play for example, an instrument, it may take you some time and to be able to get the feel of it, to get the rhythm of it, and create the necessary thought patterns and neuro-connections to produce the specific result. But through the process of modeling, we can find someone who is extremely good in something, someone who can really play the piano very well, someone who is very creative, someone who is extremely motivated in the morning.

Now, if you can think , **if you can learn how does he mentally wire his brain to do that and we can began to elicit this person's strategy and install it within ourselves, guess what, we will cut short all those years of trial and error and produce the same**

result. Now, NLP first came about when these two gentlemen, Dr. Richard Bandler and Dr. John Grinder, they decided to go out there and model people who are excellent in creating change in others.

They wanted to model people who linguistic experts through speaking, through their words and through their therapies could change people. And through all their surveys and all their research, they found three people, one was this person called Milton Erickson who was a clinical therapist who had the ability to create changes in people when many other therapists failed.

The other person they went forth and model of this person called Virginia Satir, who was the mother of family therapy and you know couples who go through all kind of therapies and nothing would cure them would go to Setae and through her used of language and through the way she talks to people, and the way she processes information, and changes their state, they will create the kind of result other therapists could not create.

They also went forth and modeled this person called Fritz Pearls who was a gestalt therapist. Now take note that these three masters of communication, Fritz Pearls, Milton Erickson, and Virginia Satir, all three of them were masters of change but it took many, many years to be able to hone their craft and many of them did not even know how they did it consciously, they were just good at it.

So Richard Bandler and John Grinder asked this question, they said, “If you went and modeled this people’s linguistic patterns, the way in which they spoke, they way in which they structured language, they way in which they thought, can we come with a blue-print of language patterns that if we without the many years of therapeutic skills and training, can we produce the same results they can?”.

So through modeling this three people, they created the first set of NLP on the Milton Model and the Meta Model. And when they taught this to people who didn’t necessary have twenty thirty years of therapeutic experience, guess what, they were able to produce similar results as these three people could.

From there, NLP then found its way into different forms of application, for example, in sales. If you found someone who is extremely good sales person who took many years to perfect his trial and error to perfect his sales strategy, the way he speaks, the way he looks, the way he presents his product. **And you were to model that person’s patterns of excellence, and you were to install within yourself and you would to run the same program into your brain, guess what, you will produce the same result.**

Similarly, if you found someone who may have been a fantastic teacher, someone who is able to build rapport with students so well, someone who is able to get through to them, change their mindset and motivate these students to study, could you go to a teacher like that who had twenty years of experiences model her strategy and produce the same result? And doubt that is how myself, and Stuart, the other trainer in this program were able to create massive results in short period of time.

How I 'Copied' The Model To Success

I went forth and began to model students who are extremely good in the different areas of study in mathematics and science, in humanities, and I began to produce the same results in a short period of time. I then went to model people who are extremely good in speaking, who were extremely good in motivating people. I began to model their strategy.

I also went and went to look for people who had made massive amount of money, became millionaires at a very young age and I didn't know them personally, but for many of them I learnt about them through reading their books and watching their seminars, listening to their tapes and I began to again model the way in which they talked, the way in which they handled people, they way in which they ran businesses and through using these same techniques which I modeled after them I began to create similar results.

And Stuart did exactly the same thing in different areas of his life. I mean he was someone I had known for the last fifteen, sixteen, what seventeen years and as someone who was a young kid, he was not someone who had a particularly natural speaking ability in terms of getting along with people.

In fact, he was someone who was extremely shy. He kept to himself and did not really get along with people that well. In fact, when he was asked to run for prefect of his school, he failed his probation because he could not get people to listen to him. But what he did was he began to use the power of NLP at that time to model people who were excellent speakers, people who were able to gain rapport with other people really well, people who were able to move other people through their language and again through modeling this people and using the same strategies and again through a lot of actions, he began to produce fantastic results in his area of speaking in the toastmasters.

From a person who has literally no speaking experience with very little talent to begin with, he went out to become a regional champion in public speaking. So you can do this with anything. You can do the same thing with your life. Is there an area of your life which you think you are no good in? Could you find someone who is extremely good in that area and could you model that person?

In other words, let us find out is there a strategy to success that we can model in people who are extremely successful. Now, obviously the strategy to be a successful teacher rather than being a successful businessman, rather than being a successful salesman, it would be all different strategies at a micro-level. But if you think about it, **everyone who succeeds in their life and produces exceptional results in whatever area they are in, they exhibit certain general patterns.**

In other words, they have got a general formula for success and I call this the ultimate success formula. So, what is the ultimate success formula?

The Ultimate Success Formula!



If you look at people who succeed, the first thing they do is this. They get very clear on the outcome. They set extremely clear goals and that is the first step.

In fact, in the year 1952, at Yale University, researchers decided to do a survey on the graduating batch of students and they asked all these students, “How many of you have got your goals written down?” In other words, “How many of you have actually designed your life in the next five, ten to fifteen years?” And out of all these students from Yale which supposed to be an Ivy League school in the United States, **only three percent of the students had their goals written down**, they knew exactly what they wanted to do. However the ninety-seven percent students had literally no goals. They had no idea what they are going to do five years, ten years down the road. They did not know how much they going to earn and they did not know what lie ahead.

In fact, the three percent of students had the attitude of ‘we design our life and we begin to manifest it in our reality’. The ninety-seven percent of the people had this attitude, ‘you know what ever would be would be, let us just make a living and we will see how’. **And twenty years later, when they did a follow up research on this whole bunch of students who had survived over twenty years, they found that the three percent of the students who had set their goals, their combined income was three times greater than the combined income of ninety-seven percent of that people combined.**

Now, this is the process or the power setting goals of getting clear of what you want. It is a commentary that you see in anyone who succeeds in their life. You look at the Tiger Woods for example, at age of 8 years old, he decided to be the number one golfer in the world. You look at the Steven Spielberg who at the age of 12 years old, got to get really very clear about being in a movie business. Everyone you know who succeeds at a significant level has done it because they began to decide on what it is they want. So that is the first thing you go to do.

Once you get clear by what you want specifically, the second step is to develop a strategy to reach your goal or to move towards your goal. And like I said, the best way to do is to begin **to find someone who has already produce the result you want to produce and model that person's strategy or better still model the strategy of a few people who had achieved that goal.** And what you do is, you combine it to create a super strategy which you can use.

But the third step to the ultimate success formula is this. You have to then use this strategy and to take consistent action. The trouble with most people is that they may know what they should do and they may even know to do it and yet they still do not do anything to it. See, many people do not take action because of procrastination or fear. That is what holds most people back. And when you go out and take lots of action which is step 3, there are two things that could possibly happen to you.

The first is you move towards your goal or you hit your goal, and we call this success. But we know that life is not so simple, right? We do not always get success. In fact, most of the time when you take action, you do not always get what you want, you get something else. And we all call this failure. Now, does failure happened to everybody? Of course it does.

In fact, the more action you take in life, the more likely you are to experience failure. That is why **people who succeed and experience a lot of success, fail more than anyone else since they take so much action.** But what separates people who enjoy success from the majority who end up frustrated is how we respond to failure. It is what we do about failure that makes the difference.

The 3 Ways To Deal With Failure

In fact, if I look around and if you look around, you can always find three kinds of people or **there are three ways in which people deal with failure.** The first group of people when they experience failure they looked at it and say, "You know I fail because I'm not good enough." "I failed because it was just too difficult!" and they begin to make excuses, they begin to blame everyone except themselves, they start complaining, and guess what, they would give up. They say, "Well, it didn't work, let's forget about it, the stupid goal didn't work." And they go for something else. That is the first group.

What does the second group do? The second group, when they experience failure, they may say, "Well, you know I fail, not because I am not good enough or it is too difficult but, I failed because I did not put enough effort. So I will try harder next time." So do you know what they do? They take more action, they try harder next time. They try again and they still don't get the result, what do they do? They will try again. If they don't get the result again, then what do they do? They try again. If they don't get the result, what they do? They keep trying, trying and trying.

Now, will they eventually hit the goal? Well if they hit, if they target small little puny goals, they will hit it. But if they were to set extremely exceptional high goals, it is rarely

they will hit it. They will improve by taking so much action and trying hard but they will never hit those targets they want to hit. They will never live the kind of life they want to live.

The reason is this, they keep on taking more action but they do not change their strategy. In other words, if you do the same thing the same way, you are going to produce the same result. And these people, after a while, they begin to get really frustrated. I have seen so many sales people and so many business people who fall into this category, that whenever a business venture fails or whenever they do not produce the kind of sales results they want, they keep working more hours. They work harder, they try and see more people and you know, they might try new things but more or less they keep within their comfort zone of doing the same things the same old way.

So, after a while, these people become extremely disillusioned. They say, “You know what the heck, I’ve tried everything, I’ve tried so hard but nothing seems to improve.” And, they start to get very cynical. They look at people who really experienced lots of success in their life and say, “Wow, you know what, these people are just lucky. These people were there at the right place, at the right time and you know, they were just born under a lucky star and you know that I could never do that and I have tried everything.”

And you know when these people attend my training session, especially the ones who are a lot more matured, you know the most common excuse they give me is this, “You know Adam, these things that you talked about, I have tried everything and I have got about ten years experiences in this business and so, I think I know it does not work.” But I always say to these people that, “You know, you do not have ten years experience in this business. You actually have one year experience but your one year experience is ten years old because for the last ten years, you have been doing the same thing the same way.”

So ask yourself this question, “Are you or the people around you exhibiting the first two patterns of either giving up or doing the same thing the same way until you get frustrated and you eventually give up at the end of it anyway?”

So, what does the third group of people do? What is their pattern? See, the third group of people respond to failure very differently. In fact, they do not even see there’s failure. Whenever they do not reach their outcome, they say, “I did not fail. I just got a feedback and my feedback is that I used the wrong strategy.” See, because they looked at it as feedback and they do not look at it as failure, guess what, do they feel bad? No, they do not. They do not get demoralize. Their state does not change. They still feel empowered, they still feel motivated, they still feel enthusiastic because to them it is feedback. And these people have what we call reflective intelligence. They are able to notice what went wrong with the strategy and they also have what we call behavioral flexibility.

In other words, they have the ability to consistently change their behavior and do whatever it takes to take action again and again until they get the result they want. **No matter how many times they take, they will keep adjusting and changing their**

strategy until they get what they want. Now, I believe on you keep getting feedback and you change your strategy enough times, guess what, eventually you going to reach your goal. And so from this part of the ultimate success formula, we say that we have two more guiding principles that you have to take note of.

The second guiding principle or pre-supposition is this; there is no failure in life. There is only feedback. And the third pre-supposition is what we call the law of requisite variety. So what is the law of requisite variety? The law of requisite variety says that as long as you continually are flexible enough to change your strategy, you eventually get what you want. That is what it means. Let me tell you how I have applied to my life and to help a lot of people in the area of parenting apply to their kids.

The Law Of Requisite Variety

Recently a parent came up to me and said that,” Adam, you know, I don’t know what to do with my son. I have tried everything, nothing seems to work. He always demands a toy and I always give in. And I said, “What have you done?” And he said, “Well, I have tried everything.” And I said, “How many things have you tried?” And he said well could have been a million things. I said, “A million things? Are you sure?” She looks at me, she says maybe just a few hundred things. Well list down the few hundred things you tried. So she looks at me and she says maybe just two things. All right, so very often that’s the same thing that happens to us in our life, you know, we aim for goal and we use one strategy and use the second strategy and after two times we give up. And we say we tried everything. By truth we have not really tried everything, have we?

So I look at her and say what have you tried and she says well I have tried the soft approach. Whenever I bring to Toys R Us, she says “Mama, I want a toy and I say no, you can’t have the toy and I try to reason with him. It doesn’t work. He keeps throwing his tantrum, he start shouting away until everyone looks at him and he feel shy to buy the toy for him.

So I say well what else have you done and she said well I have tried the hard approach and I say what’s that? And she says every time he wants a toy I’ll tell him and you know I’ll look at him sternly and says you can’t have the toy. I just bought you a toy last week and he looked and say “Mum, give me the toy, I demand the toy and start throwing his tantrum, and start shouting and all that and first I won’t give you the toy but he keeps whining and complaining and shouting and eventually to have some peace in the house and eventually I given to him. And she says, “You know I don’t want him to grow up having a temper like that knowing that he can manipulate me but I really don’t know what to do at this stage and what could I do” and I said you just have to be more flexible and she says “What else can I do and have tried everything” and I said you have not and I looked at her and I whisper in her ear and said, “Go back and do this”.

Here’s my advice, she goes back and she does this thing I asked her to do. She comes back the next day and said, “Adam, it worked.” I said “what do you mean”. She says, “He has stop throwing his tantrum and he has never lost his temper ever since and I didn’t

have to buy a toy.” So you wish to know what I told him? Very simple or rather what did I tell them mum, I told the mum this, I said, “Be extremely flexible, be more flexible than your son, the next time your son throws a tantrum, throw the tantrum before he throws a tantrum.

So what she did was she went back home and true enough the boy come and “Mum can I go to Toys R Us to buy this toy and the mum said, “No, you can’t “ and starts looking at her and starts crying, “Mama, I want a toy.” What the mum does was the mum looks back and starts, “Why are u always asking for a toy. I’m fed up! I’m fed up! Why do u always ask me a toy! ARGHHH !“ And the mum keeps going and throwing a tantrum and she does exactly what he does and she starts mirroring him and this guy has a stunt look on his face, “What is my mum up to.” Alright and the next thing he looks back and again he asked, “Mum, I just want a toy.” And she says, “No! Why are u always asking a toy and already say don’t have a toy!” She starts screaming and yelling and throwing a tantrum and fleeing her legs in the air and eventually he looks at her and he says, “Never mind. It’s okie mum” and he walks away.

It is interesting because many people have come to the pattern of excellence program heard this story, they went back, they tried the same thing to their kid and guess what, phenomenal results. **They were able to build rapport with the kid, at the level where the kid did not throw their tantrums anymore.** Why not you go and test it out if you have a kid at home.

So back to the ultimate success formula. So if it is so easy to achieve success, we just have to set our goals, create a strategy, take action and if you don’t get what u want, we just change our strategy until we get what we want. If that is all there is to succeed, why hasn’t everybody do this? Now say that three main reasons that drives us beyond our goals. **There are three reasons that determine whether or not we would set those goals, whether or not we will change our strategy.**

The 3 Reasons Whether You Will Achieve Your Goals, Or Not!

The first thing that affects us is our beliefs. Now you will learn later on in one of the CDs that your beliefs are like the operating system to your brain. They determine almost everything in your life. When you believe that something is possible, guess what, you set a target to go achieve it. If you believe that it’s possible to earn a million dollars, you set a goal to earn a million dollars. If you don’t believe that you can possibly achieve anything beyond the average you won’t even dare set the goal.

So the beliefs drive the goals you have. **What you believe determines what you want.** Your beliefs also determine what you do in your counter failure. In other words, if you believe that you’re stupid for example, if you believe that things are just too difficult, will u change your strategy? No. When you get failure u just give up and blame everyone else because u may have believe that it was not your fault.

The second thing that affects us, our life values. Your values are the emotional state that you move towards and away from. They are the things that really drive our behavior every single day. We are going to talk a lot more about values in the later CD programme. But know this, **if your values are in conflict with your goals, or your values in conflict with your behaviour every single day, you will not consistently get what u want.** So values are the second component that drives the ultimate success formula.

The third component, is another form of beliefs and is the belief of who you are and what you stand for and this is your identity. In other words, **do you believe you deserve success?** Or do you believe that you are just an average person. What is your identity, who do u think you are? Do u believe you're someone who's exceptional? Do u believe you are a champion or winner? Or do u believe you're someone who is a loser. So again your beliefs, your identity and your values drive what you want in your life, they drive you strategies, they drive your actions and they determine what you do when you fail. And this is called the ultimate success formula.

How The Ultimate Success Formula Built A Billion Dollar Company!

So again you study people who have achieve the normal success, you will find one thing to be true. They would use this ultimate success formula. For example, have you heard of this company, Creative Technologies? You know, it's a billion dollar company and is the first Singapore company to be listed in NASDAQ.

Its founder, Sim Wong Hoo grew up in a very poor family of about twelve siblings. His father was a labourer who earned less than two hundred dollars a month. Did he used to ultimate success formula? You bet he did. You see, Sim Wong Hoo graduated from Ngee Ann Polytechnic and for most people who just a polytechnic diploma, making a living with about just one thousand five hundred dollars will make them pretty happy. But what made Sim Wong Hoo differently was that he had a very different set of beliefs and values and he saw himself very differently and a different identity. He didn't see himself as just another polytechnic student but he saw himself was someone was able to accomplish a lot more. He saw someone as was able to create a lot more value.

So these beliefs and these values and this identity caused him to get very clear on what he wanted and he set the goal to make a million dollar in five years. And it was this specific goal that got him to start developing all kinds of strategies that no one else thought of. He came out with this idea of the Cubic99, which was Singapore's first personal computer. So he took his strategy and ran with it and he took massive action. He wrote the business plan, he attracted investors and build up his company and products. So, what was the outcome? Did he get his goal and did he move towards what he wanted? No. It was a major disaster. The idea was a total failure. But what he did was, he took that as feedback

and he changed his approach. He came out with another strategy, a new innovation, again it suffered a major flop.

So he kept changing his strategy over and over again until he finally came out with one idea, and the idea was called the sound blaster or the sound card. **It was that one idea that build Creative Technologies to a billion dollar company.** With this one idea he became a multi millionaire instantly. See, for many people when I asked them, what product did Sim Wong Hoo invent and they said the sound blaster. But that was the one that he was famous for, that was the one that got him rich. But many people are not aware or do not see what went on behind the scenes. What became or what went on before that trial and error, the changing of strategies until he got what he wanted.

So because of that, people tend to jump into conclusion to say that people who succeed tend to be in the right place at the right time. They were just lucky. But it was as a matter of consistently changing their strategy. Or let me share with you how I use this ultimate success formula very recently in this training company.

How I Used The Ultimate Success Formula To Make \$10 Million A Year

See, when we first came out with the idea of creating the most powerful mental skill training programme, the patterns of excellence programme, we did it because we have strong beliefs and values that supported it. We set out goal that we will run our first programme with fifty people in November of 2002. We developed the entire strategy of how we would market and run the programme. The idea was to use newspaper advertisements that I would write to get people to attend our free preview.

So that I used the new headline, I used very interesting copy text to get people to read the ad and come down for the preview. We would then give them an impressive presentation to convince people to sign up immediately. So, did we set out goal? Yes. Did we have a strategy? Yes. Did we take massive action? You bet we took massive action. We placed the ad, we booked the seminar room and waited for the response. So what happened? Over a hundred people turned up for the preview.

So Stuart and myself went up and we gave the best presentation we came up with. You know, we used our strategy and when the show was over, guess what, we got feedback alright. Only one person signed up. Talk about total failure, as we said there is no failure, there is only feedback. Now, let me ask you this question. What will most people have done at that point after spending thousand of dollars on the ad, booking the seminar room and coming to the whole programme, only had one person signed up, when about I would say fifteen to twenty were expected to sign up that night. You're right, most people would just give up and not only would they give up, most people would come up with all kinds of reasons why it didn't worked out, they would blame everyone else, they will come out with all kind of excuses and the interesting thing is this.

This is what my staff did. He merely when one person signed up, one of my staff came to me and said, “Adam, you know why one person signed up?” and I said, “Why?” He said because of the recession. Nobody would in his right mind would sign up for a two thousand dollar programme at a recession like this when everyone is holding on to their job. So, is not our fault, it is just a recession, bad luck, let’s think of something completely different that let’s just forget this stupid idea.

So a second person comes up to me again and another one of my staff and says, “Well, Adam I think isn’t the recession. I think the reason didn’t sign up was because I think you looked too young, I mean after all you’re only 29 years old and these people are 35 and 40 years old, I don’t think they trust you and I think that is the reason they didn’t sign up”.

And a third staff came out and say, “Adam, I don’t think it is your age and I don’t think is the recession but I think they didn’t sign up because they geomancy or the feng-shui in this room was bad and your stars are not aligned with your sun” something like that he said, that’s why no one signed up. Alright. Guess what, the three reasons these people gave me were they within my control? No. They were just blaming other people, they were just excuses. I couldn’t change the way I look, I couldn’t change the recession, and certainly I can’t change the geomancy and I can’t change my astrological sign.

So there is no point focusing and harping on things that we can’t change. So I began to ask myself this question, too to Stuart, we ask ourselves this, we said, “How could we have used this as feed back and change our strategy?” “Why didn’t they sign up?” So what we did was we went out there and we began to email these people who came for the preview and asked them these questions, “Did you like the preview, and if you like it, why didn’t u sign up?” And from all the responses, we began to come up with a whole list of objections that they had in their head. “It was too expensive.” “The programme was too long, it was a long time.” And from there guess what we did, we totally changed our presentation strategy. We changed the language pattern we used. We change the way in which we would reframe the objections.

After changing the entire strategy, we ran the preview again the following week. We put the same ad, but this time the people came in, the total presentation was different. We used the different strategy of presentation, we used the different strategy of reframing objections. Guess what happened? Sixteen people signed up on the spot. “Wow, what a massive increase.” But we are not satisfied. After the sixteen people signed up, again, Stuart and I sat down and said, “How can we change our strategy and convert even more people.”

So again we went back, we changed our strategy. We had behavioral flexibility. The next preview we had two week after that, twenty five people signed up, and the next preview, the number increased again and. **Today this training company we built, Adam Khoo Learning Technologies Group, is a \$10 million a year business.**

But the point is this, when you don't get what you want, stop blaming things which you can't control. **Stop making excuses to yourself which you can't control. Stop complaining but look at the strategy and see how can I changed it until I get what I want.**

So am I suggesting that you use the ultimate success formula in your life right now?

Of course. That applies to virtually every area of your life, in your relationships, in your career, in your health, and in your sports for example if you play sports. You know there is however a way to shorten the whole process.

Again instead of changing your strategy over and over again, until you get the result you want, you can shorten the process by again eliciting and duplicating the strategy of someone was already achieve the result you want. So you tapped into their experience. **You used their mistakes to create the result you want a lot quicker.**

Instead of reinventing the wheel, tap on other people's experiences which they may have taken years to perfect through trial and error. Through the power of modeling again, you can take someone who exhibits patterns of excellence in a particular area, illicit their strategy and used it to create a same level of success as they have. Only u may take three months what it took six years of them to improve.

See, this is exactly what I did. The reason why I'm able to produce excellent results in writing, in giving seminars, in making money, and advertising, is not because I was born talented and lucky. No. What I did was to find excellent role models and then I illicit their strategy and used it for myself and continually refined my ultimate success formula until I got what I wanted. But knowing the ultimate success formula is one thing. Let me ask you another question. Are you committed to succeed? That's right. Think about that question.

Are You Committed To Succeed?

See, very often in my seminars I always asked people, "How many of you are committed to succeed?" and very often not many people put up their hands. Only a couple. But what **I found out in life is this, in life only five percent of people I've met, are truly committed to get the results they want in life, are truly committed to succeed.** Now, does it mean to say that the ninety-five percent of people don't want to succeed? Of course not, everybody wants to succeed. But the difference is the ninety-five percent of people they want to succeed, they wish to succeed, they hope to succeed, they prefer to succeed, they would like to succeed, they think that they should succeed, but guess what they are not committed to succeed and commitment is the difference that makes a difference.

So what's the difference? The difference is when you're committed to do something, it becomes a must. It's not a should, it's not a could, it's not a like to, it's a must. Because when something is a must for you, you opt it from a very different frame of mind. When

something is a must, guess what, you will do whatever it takes to get it done, provided it is ethical, it's legal, and it's moral.

Unfortunately, many people don't work from this frame of mind. Most people only wished to succeed. So they only do things as long as it's within their comfort zone. As long as they feel comfortable, as long as it is not too painful, and every time you pushed them beyond the comfort zone, guess what they will do, they will keep within their comfort zone, giving a lot of excuses, and they say, "You know I can't do it because I don't have the time, I don't have the energy, I don't have the money, I don't have the resources, I am not young enough" for example.

So ask yourself this question truly, "Am I really committed to succeed?" Because if you think about in the last ten, fifteen, twenty years of your life, have you ever wanted to do something but you put it off and you eventually got it done? Why? Because when you put it off at that time it was not a must yet. But eventually you got it done because the dateline drew near and it became a must then. But were there also things in your life in the past when you always want to do but you put off and you never got on doing it? For example, writing a book, or studying a business. Why? Because it never became a must. So the trick is this, so whatever you really want to achieve in your life, make it a must. And the way to make it a must, is to put yourself on the line.

In other words, don't just commit to yourself and say that I promised to do it but make a public commitment, Let me give you an example of what I did recently to do this, how do I make things a must. See I always told myself that I want a book on the patterns of excellence and I've been saying that for the last two years and guessed what, nothing have happened. You know why? Because every time I tell myself I'm going to do it, something always comes out and I always put off and never get it done because it was not a must, so what I did recently was pretty cool was about six months ago my partner came up to me and says, "Adam, will you ready to get a book out?" and I said, "Yes." And he says, "Adam you know what to do, go do it."

So what I did was, I stood up in front of a whole audience of about five hundred and told them this, "Come to my seminar at the end of the year, and I would going to give you a copy of my new book." At the end of the year, I'm doing a big seminar for about three thousand people and on all the brochures, and all the tickets are printed that, 'Adam Khoo's new book is going to be launched'. Why did I do that? Because I literally put myself on the line and I neither have I written the book yet but I am now for the first time, why? Because I have to deliver, I have no choice.

So the trick in life is this, whatever you definitely want to achieve, make it a must by putting yourself on the line where you have no choice but to get it done. This is the same strategy I used when I was at Ping Yi Secondary School. When I was at the bottom of my school, I told myself that I want to be the number one student. I told everybody about it. I went to school I told my teacher, I told my friends, in fact I found those people in my life were the most big mouthed people and I told them because I knew they would tell everyone else. Why? Because the minute I did that, I couldn't back out anymore.

Everybody will look at me in certain way and says, “Well, what happened to your number one position?” Now, even if I didn’t reach number one, will it matter? The answer is no. As long as I shown phenomenal improvement from what I was before I would be happy enough, but the point was I want to put myself on the line. So let me ask you this question. How would u make things a must in life? How would u put in on the line?

What You Need To Do Right Now...

Ok, here’s what I want you to do. I want you to commit to do something. Grab a piece of paper, or grab your journal and grab a pen to do this. **Take a look at the different areas of your life, in your relationships, in your career, in your area of your health, on the area of your studies if you’re still a student and ask yourself this question, In what area can I begin to apply the ultimate success formula to get specific on what I want, to develop a strategy and to take action and to continue change my strategy until I succeed.**

Look also at all the things in the past when you failed to get. Were you pattern person number 1 where you give up, or were you pattern number two where you just tried the same thing again and again and didn’t get the result or did you follow pattern number 3 of changing your strategy? If you didn’t follow pattern number 3, it is time to do it now.

The other part of your homework assignment that I want you to do is this, take a look at the different parts of your life and ask yourself this question, “How can I make it a must?”, “How can I commit myself and put myself on the line where I got no choice but to do it?”

And in the rest of the Patterns Of Excellence programme, what you see in the next few CDs is that we will focus on the different areas of the ultimate success formula. We will talk in depth about your beliefs, we will about your values, we will talk about your goals, we will talk about how to duplicate someone’s strategy and we will talk about how to get ourselves to take action by consistently putting yourself in a state of power like motivation and confidence and the same time how we consistently change our strategy.

So with that I wish u all the best and I hope to see you in the following the rest of the Patterns Of Excellence program.

To your success!

Adam Khoo

Yes Adam! I'm Ready To Discover The
Patterns Of Excellence And Start Living A Life Of
Achievement Starting From This Very Instant Now!



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