The background is a solid orange color. A black silhouette of a person is shown in a climbing pose, with one leg raised and arms extended. A thick, dark rope runs vertically through the center of the image. In the lower foreground, a hand is shown gripping the rope, wearing a grey and black climbing wristband.

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**ATTAINING  
EXTREME  
SUCCESS**



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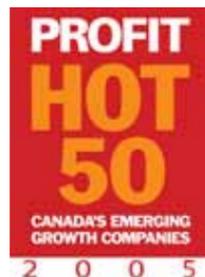
### EXTREME SUCCESS

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In this day and age people are living at a rate of speed never been witnessed in all time past. Things moving faster than they have ever moved before. The cutting edge is now referred to as the bleeding edge. People want their fast food even faster. Some ask "when is it ever going to stop?"

Let me tell you - it is not going to stop. In fact, it is going to get more extreme. To be successful in such a world, people need to take extreme measures. In this magazine, we discuss the importance of extreme planning, extreme goals and more importantly, extreme health to be able to withstand the demands of such extreme living.

Success Magazine has been a Successful Chartbreaker making the Profit's list of Canada's Top 50 Emerging Growth Companies two years in a row.



**KNOW ANY  
EXTREMELY  
SUCCESSFUL  
PEOPLE**

**NOMINATE  
THEM  
TODAY**

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# DESIGNING EFFECTIVE RISK

the One Element that Can  
Catapult You to the Next  
Level of Personal and  
Professional Success

By: *Connie Butler*

• How many times have you looked back and wished you had taken an action that for some reason you did not take?

• How often have you looked at the success or the accomplishment of another and longed for the results they achieved?

• Where in your life or business are you hiding from the slightly or outrageously new approach that you know will open doors?

People who are successful and fulfilled in their lives have learned the necessity and the joy of designing effective risks. Risk is a funny word because it can easily mean vastly different things to people. For some the word connotes danger, jeopardy, even threat. And for others it points to possibility, opportunity, even likelihood.

Do you think we would have landed on the moon without a dream and the ability to take the intelligent risks that it required. Where would JK Rowling, the author of the Harry Potter series, be if she hadn't sat down in her local coffee shop and risked putting her stories to paper? And what about the myriad of people you know in your own life who took the risk required to start a new business, to engage in an emerging relationship, to change long-standing habits and are the happier for it?

Intelligent, inspired and enlightened risk can be the missing ingredient in developing a life that is truly worth living. Without it yes you may feel "safe", may know all of the outcomes of your actions and may be spectacularly bored. If you want to grow, wish to have success in your professional life and desire the satisfaction of a life you fully enjoy – then risk taking is a necessary ingredient.



All of these are aspects of designing effective risks:

- Research the field, the product or the change you want to make.

- Check it out for yourself as much as you can. This might include experimenting with it for awhile before you take the leap. It might mean shadowing someone who does what you want to do to find out as much as you can.

- Find the resources you need to make the step: the financial resources, the types of products (the elements) she wanted to work with.

- Surround yourself with the support you need in order to make the shift.

- Believe that you can do this and start to put your dream into action.

What is one risk that, if you took it, might open up a new horizon to you? You don't have to start with an entire life changing risk as the one above. Perhaps it is a matter of risk taking a few new actions each day that cumulatively will make all the difference. Exercising your ability to stand-up for yourself in a previously difficult environment. Trying something new that you have been putting off. Or it may be time for a radical change in your life. See what it is like this week to experiment with one level of informed and intelligent risk in your life.

I took a risk lately that turned out to be very fulfilling both personally and professionally. While visiting family and friends in California recently "out of the blue" I was asked to be interviewed on Channel 4TV. I had never been on live TV before and had almost no time to prepare for it. With no time to even meet the anchors before I was on the newscast there I was in front of the camera at the news desk. And I had a great time. It was a blast! And even better it has impacted my business in very positive ways. If I had taken some time to think about it and say to myself "well I've never done that before, what if I'm horrible" I

would have missed a spectacular opportunity. It was an experiment and one that I relished. I was open to an emerging opportunity and risked taking the step.

The possibilities for intelligent risk taking are right in front of us everyday.

- Listen to your inner promptings – they will tell you when it is time to take a risk.

- Sometimes what you are most afraid of has a silver lining if you are willing to risk.

- Start by envisioning the dream of what you truly want.

- Build on your innate talent and skills.

- Look at the opportunities that present themselves. They create the pathway to the fulfillment of that desire.

- When necessary do your own due diligence.

- Experiment with the leap.

- Surround yourself with all of the support and encouragement that you need.

- Believe in yourself and all you have to offer the world!

A favorite quote...

"There are two ways to reach the top of an oak tree – you climb it or sit on an acorn and wait."

Stop waiting and begin the exciting climb!!! Sources to support you, some of which are complimentary, take a look at: [http://www.conniebutler.biz/divorce\\_freeteleclass.php](http://www.conniebutler.biz/divorce_freeteleclass.php) [http://www.conniebutler.biz/change\\_free\\_eclass.php](http://www.conniebutler.biz/change_free_eclass.php)

*Connie Butler is a personal and professional coach working with individuals and groups to clarify their greatest vision and cultivate its successful realization moving them past their growth frontier into new territory. She is available for personal or professional coaching, seminars and can be reached at [connie@conniebutler.biz](mailto:connie@conniebutler.biz)*

# 5 Ways to Accomplish More

By: Jon Gordon

My wife and I have an inside joke... I tell her about various authors in my field such as Wayne Dyer who go on "writing retreats" for a month or two at a time to write a new book. I'll say jokingly, "If Wayne did it with a family maybe I could too." She responds just as I would expect, "You can go on a writing retreat but we may not be here when you get back. :)" The fact is there is no way I could go or would want to go on a writing retreat, leaving them behind even if she was ok with it.

As a writer, speaker and consultant with a family and business who writes and speaks about having energy in an energy-strapped, time-constrained world, I have lived and continue to live many of the challenges you face. As a result, I can share the lessons I have learned and the strategies I use to stay energized and create success in the midst of chaos. St. Francis said, "It's no use walking anywhere to preach unless your preaching is your walking." So I'd like to share with you what I have learned during my walking with the hopes that it will help you create more success and get the things you want to do--- DONE. Since people always ask me, "Jon, how do you do it all?," and "How do you get it all done with all you have going on?" Here is what I tell them:



**Go to Bed Early and Wake Up Early-**To finish my upcoming book and to write my first book "Energy Addict: 101 Physical, Mental and Spiritual Ways to Energize Your Life," I woke up early every morning to write. I realized that an hour a day over two or three months produces a lot of pages. It's all about doing the little things and you'll be amazed at how much you can accomplish early in the morning. It also feels great when you start your day with an accomplishment.

**Know Your Priorities and Write them Down-** My priority is not watching television at night. It is writing in the morning. Knowing this, I go to sleep early so I can wake up early. You have to know your priorities, write them down so you can see them and then take action that is in alignment with your priorities.

**Focus-**My wife tells me that I have intense focus. When I focus, my energy is like a laser. I know what I want. I know what I need to do and I do it. So just remember these 3 simple things. Know what you want. Know what you need to do. And do it! To help you "do it," write down a to-do list and check items off as you complete them. Also identify your distractions and eliminate them. If phone calls bother you while you are completing task at home or work, shut the phone off until you are done.

**Create Mini-Retreats-**Not many people have time for month long retreats, instead we must plan mini-retreats into our day. You must carve out time for solitude and creating in the midst of chaos. You must schedule your priorities into your day. If you don't plan it, it is less likely to happen. If you are completing a project at work, working on a book, or school assignment, schedule time each day to work on this project. You'll get more done in less time with less stress.

**Let Go of Attachments and Expectations-** When you have an attachment to the result or expectation you create pressure and tense energy that prevents you from getting things done. You start to think about what it will be like instead of doing it. Remember, you don't have to be perfect. Just pour your energy into creating and let the outcome be the result of your positive and flowing energy. Have fun. When you have fun things get done.

*Jon Gordon, known as America's #1 Energy Coach, is the author of Energy Addict and The 10-Minute Energy Solution. Visit [www.GetEnergizedTODAY.com](http://www.GetEnergizedTODAY.com) for free tips to energize your life.*

# INCREASE YOUR NETWORKING FOR EXTREME SUCCESS

By: Dr. Donald E. Wetmore

**I**n over twenty years as a Public Speaker, time and time again, I realize that better than half of the average person's personal productivity and success in life is through the good cooperation of other people. I do not mean to suggest that if one does not have the good cooperation of other people that he or she cannot be productive and successful, but rather, that one cannot be "AS" productive and successful.

And the sad thing about those who do not enjoy the good cooperation of other people is that they will never know what they did not receive. They will never know the business connections that they

did not get, the social invitations they could have had, or the helpful advice they might have been presented with to make their lives easier.

Networking is as old as time. It is the idea that we need not do everything ourselves and re-invent the wheel over and over again. We can all mutually benefit from the experiences and knowledge of others. It is not a new practice to any of us. We network all the time. The question is, "how far do you want to go with it?" Time management and personal productivity are significantly enhanced when we use the concept seriously and methodically practice the concept.

With six billion people now on the planet it is said that all of us are related within no more than six levels, the "Six Degrees of Separation". To get to the answers, the help, and the information you need to make your life better is never far away.

My own success in the Professional Speaking Business has come to me largely through networking and the good cooperation of other people, although, like the cobbler's son who had no shoes, I sometimes fail to follow my own advice. When I started my business twenty years ago I thought I was a marketing genius. After all, I had an MBA with

a concentration in marketing. I then proceeded to do every bone-headed thing imaginable, wasting precious resources of time and money until I began to practice what I preached and reached out to others who were already successful in my field.

And I got the help that I needed because the number one topic of conversation that most people enjoy is themselves. And when people talk about themselves, they like to talk about their successes, don't they?

I learned how to market and promote my business and how to manage it effectively as well. Through the generous help of others, I stopped spinning my wheels

learning the errors that others had already learned. I now spend a good amount of my time helping new speakers to succeed sharing the information that I have received, adding in my own successes. And that is the essence of networking because networking is not a selfish technique, just drawing from the well. It is consistently helping to fill the well. Not only taking but giving back. The more help you offer others, the more you get in return.

*Dr. Donald E. Wetmore is a former realtor and presently a professional speaker with Productivity Institute & Time Management Seminars [www.balancetime.com](http://www.balancetime.com)*



# Extreme Success Thru Peace of Mind

By Rick Miller

Do you know the secret that allowed 100% of the world's wealthiest people to become successful?

Amazingly though, even if you read all their books, attend their speeches, or even ask them in person, you'll probably never discover the one true secret of their success.

Why? .... Because they probably don't even know themselves ...

They're too caught up in what they do each day. They may be totally unaware of why almost everything they're involved in becomes a success.

Would you like to know their secret?

Listen closely:

All truly successful people live in alignment with their passions ... they're fulfilling their purpose in life. They're living their own dreams.

The famous theologian William Barclay once said, "There are two great days in a person's life--the day we are born and the day we discover why."

Most people, regardless of religion or lack of religion, instinctively feel that there's a higher purpose to life

... and that if they could determine their mission in life, they'd be much more happy and satisfied.

Once you start to follow your passions and mission in life, the Universe (God or Nature, depending on what you believe) seems to start helping you achieve your goals, often by presenting startling opportunities for you ...

In a recent interview with Chris and Janet Attwood, they revealed a remarkable tool that'll help you quickly determine your purpose in life ...

The Passion Test.

The simple test, a series of probing questions that you ask yourself, will quickly help you identify your top passions, what's really important in your life.

According to Janet, "The number-one reason people don't get what they want is--is they don't know what they want."

Once you discover your passions and align your life with them, success comes quickly and automatically.

What's more startling, she found that every single highly successful person

who's taken the test (Mark Victor Hansen, Jack Canfield, T. Harv Eker, Dan Poynter, to name a few) already are accomplishing their top passions.

Undoubtedly knowing your passions speeds up the path to success.

Most importantly, she also revealed ways to help you realign your life to help you follow those passions.

The one key ingredient in reaching any goal or accomplishment is that you must totally love and enjoy whatever you are wanting to appear in your life. It has to be your dream, not someone else's.

Do you really want a million dollars or would you rather have someone to love and be loved back?

Do you want that mansion or would you rather travel and not be tied down to any geographical location?

Only you can decide ...

After taking the Passion Test, I was profoundly changed in the way I view my life.

For me, I discovered that my number one passion is gaining dynamic health,

my number two passion is improving myself, and three is mastering the guitar.

I realize now that I've put those desires on the back burner while I worked totally on survival goals (you know, making money and dealing with life's obstacles).

With that in mind, it's clear to me that I've missed out on a lot of joys that accomplishments in those areas would have brought me.

So I have a lot of work ahead of me to bring my life back into alignment with my most important passions ...

What about you? You owe it to yourself to discover your passions. It'll help you to become a success in all areas of your life.

*Rick Miller is a Certified Master of Web Copywriting and co-founder of List Crusade. For free access to Chris and Janet Attwood's entire interview, along with 51 other audio lessons from top Internet Marketing and Self Help Gurus--go to: [www.ListCrusade.com/rickm.html](http://www.ListCrusade.com/rickm.html)*

# Extremely Important Goal Settings Imperative for Extreme Success



*D*

Do you want to be happy and successful in the future? Then set goals. People live successful, happy and meaningful lives because they have taken the time to set goals. Below are 11 compelling reasons why goal setting is extremely important to you.

Goal setting helps us realize what we really want to accomplish in life.

Goal setting helps us to commit and take the necessary steps to make our desires a reality.

Goals setting give us direction and purpose.

Goal setting reduces the clutter in our mind and makes it clearer as to where we are heading.

Once we commit goals to paper or a computer, it makes them more tangible, specific and concrete.

Goals that are written down can be easily reflected on, changed, admired and analyzed.

As you change you can change your written goals.

Once goals are written down they can be broken into manageable parts.

Goal setting allows us to look at our present, past or future and learn from mistakes.

Goal setting helps us get over the fear of change.

Goals can help boost your confidence as you reach them.

*Terry Vermeylen is one of those rare people that is passionately driven to help others unlock their own barriers toward fulfillment, meaning and purpose. He is the founder of [www.mylifechanges.com/](http://www.mylifechanges.com/), an Internet value identification and goal setting enterprise. [terry@mylifechanges.com](mailto:terry@mylifechanges.com)*

# Creating Extreme Energy

By: Jim Clemmer

Imagine rushing to an emergency room with severe stomach cramps. Without any examination, no knowledge of your medical history, or asking any questions about your symptoms, the doctor who has never seen you before says “I know exactly what’s wrong” and prescribes a powerful medication. Such treatment without diagnosis would be considered malpractice in medicine. The same is true in looking for ways to mobilize and energize others. There are many interconnected factors that inhibit or enhance energy. We can’t really motivate others, but we can create a high-energy environment that dramatically magnifies and expands

the energy of individuals, teams, or organizations.

Those high-energy environments are the result of these timeless leadership principles:

**Responsibility for Choices** — people who feel victimized and powerless don’t have a lot of energy for change and improvement. Many teams, and sometimes whole organizations, can become badly infected with the Victimitis Virus. This often involves “blame storming” and developing excuses for not taking action since “it’s not our fault.” Turning this

situation around often starts with getting people to see the problem and its paralyzing effects. Next steps may involve clarifying what is outside of our control, within our control, and what we can influence.

**Authenticity** — a young boy came home and told his Dad that the other kids kept stealing his pencils at school. The father stomped off to the school to complain. “It’s not a matter of the pencils,” he bellowed to his son’s teacher, “I get plenty of those from work. It’s the principle of the thing that bothers me most.” An environment that doesn’t ring true with honesty, integrity, and trust is an environment that drains energy. My

authenticity in changing me to change them is a key element in maintaining that environment. It is supported by openness and constant feedback.

**Passion and Commitment** — the 19th century writer and British prime minister, Benjamin Disraeli, wrote, “It was not reason that besieged Troy; it was not reason that sent forth the Saracen from the desert to conquer the world; that inspired the crusades; that instituted the monastic orders; it was not reason that produced the Jesuits; above all, it was not reason that created the French Revolution. Man is only great when he acts from the passions;

never irresistible but when he appeals to the imagination.” High energy environments brim with passion and deep commitment. Humor and fun is often a key part of this. The Laughter Index is high and few people suffer from jest lag.

**Spirit and Meaning** — meaningless work that doesn’t connect with a deeper part of us will drain energy. In recounting how his technology company, Lockheed Martin, survived and eventually prospered after an industry downturn reduced their revenues by 50%, CEO, Norman Augustine, points to a key principle in mobilizing and energizing others, “the

high sentiments always win in the end, the leaders who offer blood, toil, tears and sweat always get more out of their followers than those who offer safety and a good time. When it comes to the pinch, human beings are heroic.”

**Growing and Developing** — when we align an individual’s personal goals with those of the family, team, or organization, we tap into huge energy reserves. It’s similar to the healing process identified by the famous medical missionary, Dr. Albert Schweitzer, “The witch doctor succeeds for the same reason all the rest of us succeed. Each patient carries his own doctor inside him. They come to us not knowing the truth. We are best when we give the doctor who resides within each patient a chance to go to work.” This alignment and energy expansion also comes from helping others constantly grow and develop.

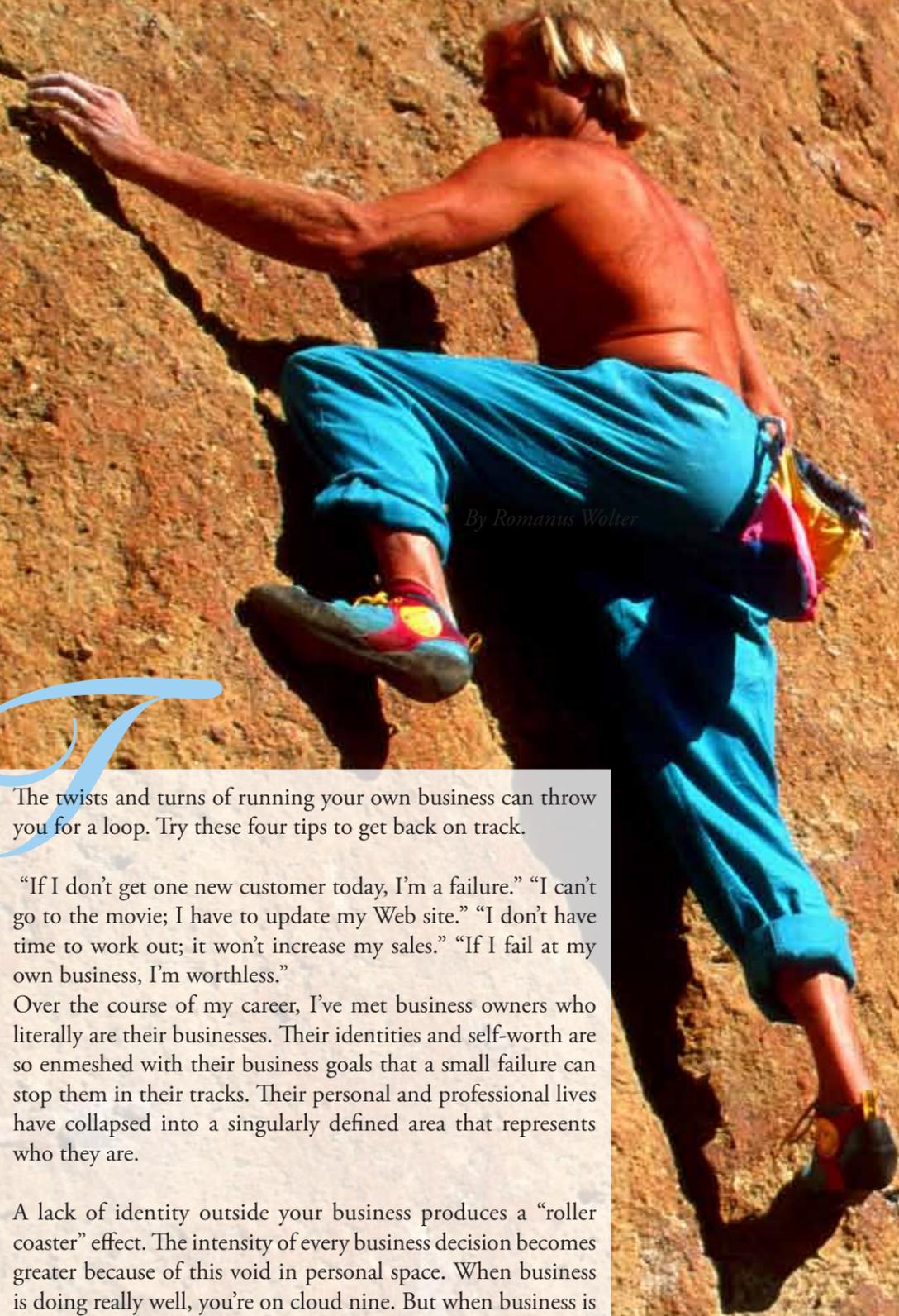
**Focus and Context** — our vision, values, and purpose are at the center of our being. They are also the wellspring from which our energy flows. Individuals, teams, and organizations with a strong sense of self, clear direction, and meaningful purpose have a high degree of energy. A fuzzy focus or cloudy context (how I want to live my life or the team/organization’s culture) leads to a scattered life and diffused energy.

The level of energy found in the people we’re trying to mobilize depends largely on how effective we’ve been in these dimensions of leadership.

*Jim Clemmer is a bestselling author and internationally acclaimed keynote speaker, workshop/retreat leader, and management team developer on leadership, change, customer focus, culture, teams, and personal growth. For more information visit [www.clemmer.net](http://www.clemmer.net)*



# AN EXTREME CLIMB



By Romanus Wolter

The twists and turns of running your own business can throw you for a loop. Try these four tips to get back on track.

“If I don’t get one new customer today, I’m a failure.” “I can’t go to the movie; I have to update my Web site.” “I don’t have time to work out; it won’t increase my sales.” “If I fail at my own business, I’m worthless.”

Over the course of my career, I’ve met business owners who literally are their businesses. Their identities and self-worth are so enmeshed with their business goals that a small failure can stop them in their tracks. Their personal and professional lives have collapsed into a singularly defined area that represents who they are.

A lack of identity outside your business produces a “roller coaster” effect. The intensity of every business decision becomes greater because of this void in personal space. When business is doing really well, you’re on cloud nine. But when business is slow or a customer is unhappy, you feel devastated.

It’s natural to over invest emotionally in something you love. To make it easier to move forward in both good times and bad, you can still be heavily devoted to your business, but you must also create success in your life. To stay sane, make sure to:

Set personal and business goals. Position yourself as separate and distinct from your business by setting goals for success both in your personal life and in your business. There may be overlaps-recognize them, but do not let one overshadow the other. If at the end of the day you miss a sale, but you have a wonderful bonding night with your friends, recognize that you’re still continuing down the road to success.

Derive self-esteem from multiple sources. You are more than your business. Continually learn new skills and explore new worlds not associated with your work. New experiences bring perspective, objectivity and clarity. Since your personal life and business life are linked, an unexpected

reward is that you’ll discover new ways to grow your business. By expanding your world, you’ll uncover contacts, marketing partnerships and even new product ideas that will help your business grow.

Celebrate your successes, while not defining yourself by them. As a new business owner, you are constantly learning. If you have a success, recognize it as a milestone, and celebrate-but do not let it define your business or yourself. Use what you learn to take your business to the next level. Goals change. You may be selling accounting software today; however, as your business grows, you may add consulting services. Recognize that you are achieving something unique in the world, and enjoy the process.

Know how to step away. You’ve nurtured your business from the ground up, and the mere thought of stepping away can be stressful. Your business is like your child. You have financed it, poured emotional support into it, watched it stumble

and enjoyed its growth. It will be difficult to step away from it. You don’t have to; just be ready to. This simple action will help you realize that you are much more than your business, and that your personal life is equally important, if not more so.

So stand up and shout, “I love my business, but it’s not all of who I am.” Take care of your most important business asset: you. Find time to have fun with friends and family. Realize that you are in control of your own life and business. You know your business goals. Go after them, but do not be controlled by them.

*Romanus Wolter is known by millions as “The Kick Start Guy.” As Entrepreneur magazine’s Success Coach, Trump Personal Success Expert, author of the inspirational and informative Kick Start Your Success and Kick Start Your Dream Business. Discover more by visiting [www.KickStartGuy.com](http://www.KickStartGuy.com) or emailing him at [Romanus@KickStartGuy.com](mailto:Romanus@KickStartGuy.com).*

**“Energy and persistence conquer all things.”**  
— Benjamin Franklin

# Extreme Health Enables Extreme Success

By: Jon Gordon

Did you know that in a world of energy drinks and caffeinated beverages Water is the ultimate energy drink. Research shows that a lack of water consumption leads to fatigue and headaches and unfortunately most of us are walking around dehydrated without realizing it. The human body is made up of about 70% water; not diet coke or double lattes. Water is the fuel source you need for increased energy and enhanced health. Every one of your body's processes is enhanced with proper hydration. Digestion improves, your metabolism increases and your blood flows easier. Think of water as the oil your engine needs to make every thing run properly.

So how much water should we drink? While we all have heard the 8 cups a day rule, this is actually a myth. Each person, based on their weight and activity levels, requires different

amounts of water. We should drink half our body weight in ounces. As an example, a 100lb person would need 50ounces of water a day to stay hydrated. For those who exercise and sweat a lot you must drink even more water depending on how much you perspire during your workouts. Once you know how much water you should be drinking you can use the following tips to energize.

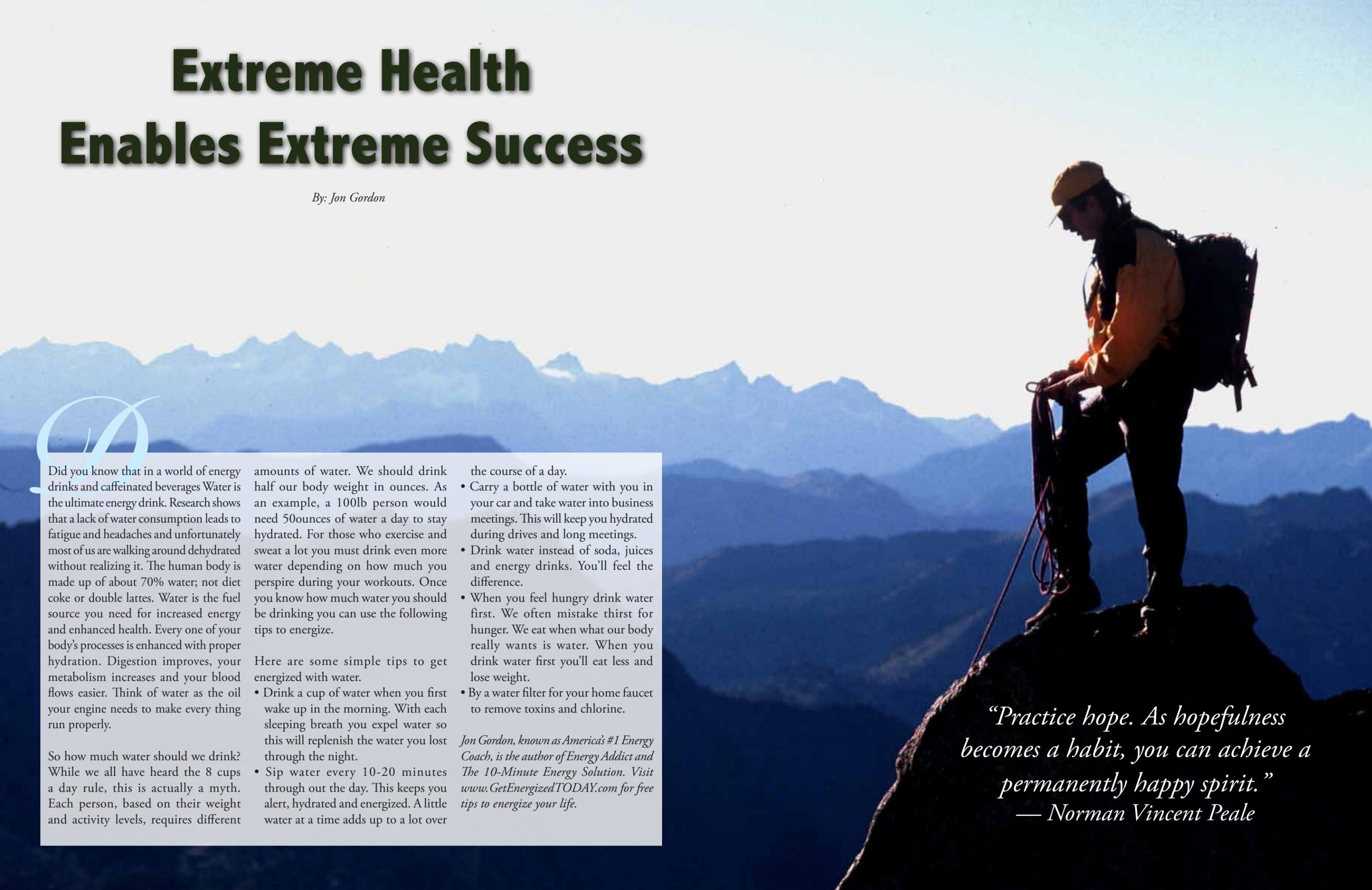
Here are some simple tips to get energized with water.

- Drink a cup of water when you first wake up in the morning. With each sleeping breath you expel water so this will replenish the water you lost through the night.
- Sip water every 10-20 minutes through out the day. This keeps you alert, hydrated and energized. A little water at a time adds up to a lot over

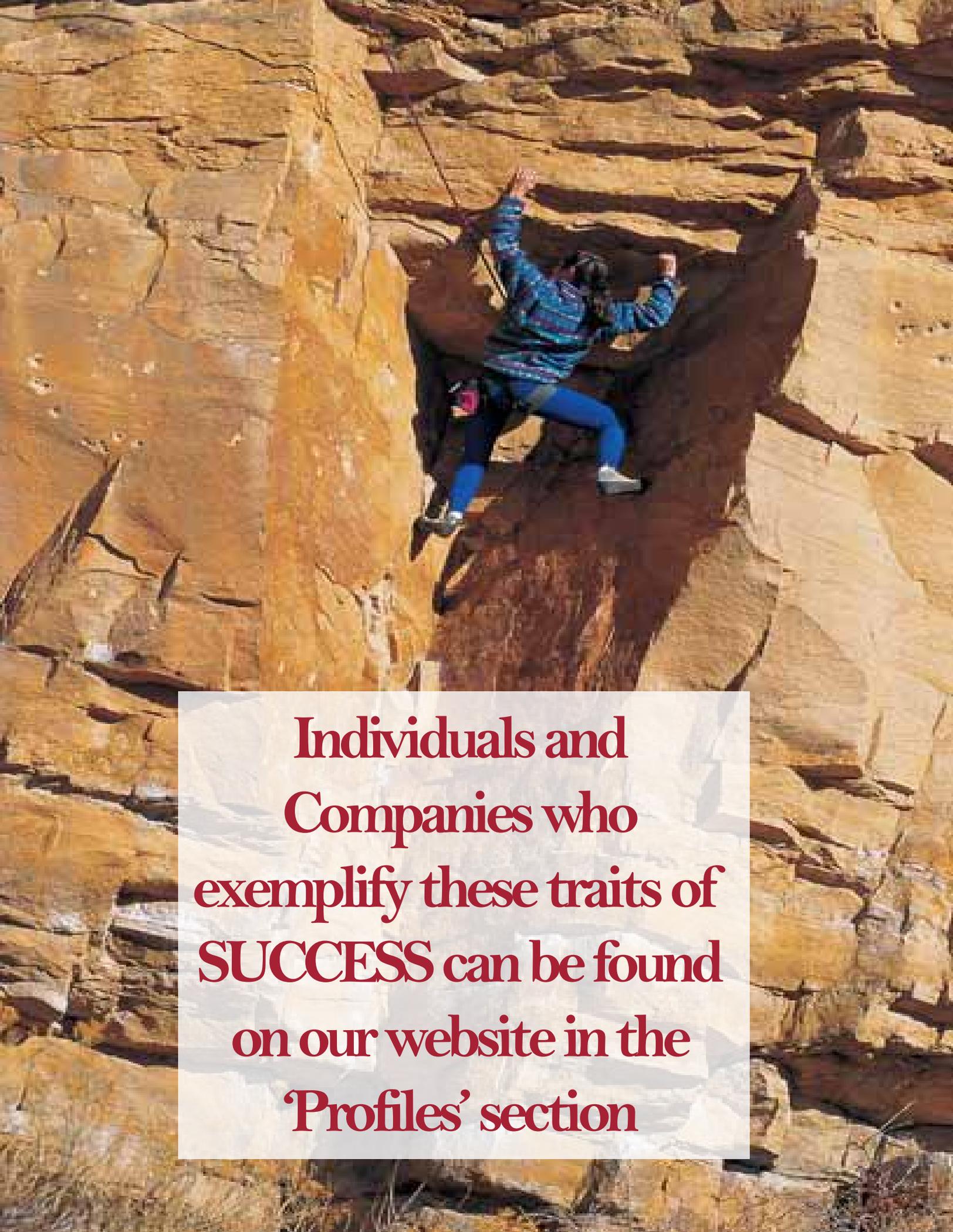
the course of a day.

- Carry a bottle of water with you in your car and take water into business meetings. This will keep you hydrated during drives and long meetings.
- Drink water instead of soda, juices and energy drinks. You'll feel the difference.
- When you feel hungry drink water first. We often mistake thirst for hunger. We eat when what our body really wants is water. When you drink water first you'll eat less and lose weight.
- Buy a water filter for your home faucet to remove toxins and chlorine.

*Jon Gordon, known as America's #1 Energy Coach, is the author of Energy Addict and The 10-Minute Energy Solution. Visit [www.GetEnergizedTODAY.com](http://www.GetEnergizedTODAY.com) for free tips to energize your life.*



*“Practice hope. As hopefulness becomes a habit, you can achieve a permanently happy spirit.”  
— Norman Vincent Peale*

A person wearing a blue and purple patterned jacket and blue pants is rappelling down a large, layered rock face. The rock is a mix of tan and brown colors with visible horizontal strata. The person is positioned in the upper middle of the frame, with their arms extended upwards and legs tucked. A rope is visible extending from the top of the frame down to the person. The background shows more of the rock face and some sparse vegetation at the bottom.

**Individuals and  
Companies who  
exemplify these traits of  
SUCCESS can be found  
on our website in the  
'Profiles' section**