

THE VEILED SUCCESS CREED.

BY GORDON JAY ALEXANDER

Success for many is hidden. It hides behind the veil of self defeat. Let's remove the veil. Success is right in front of you, staring you in the face, waiting for you to accept it. Most never *see* it, let alone attain it. Why? Why do so many fail to cross the bridge to success?

What is covering it up? YOU. Your ego, your self importance, your SELFISHNESS. See, if you are like 98 out of 100 people you think in terms of success as being; what YOU get. What you want. What things, goals, experiences YOU want to have. The biggest block to your success is...YOU.

When you change your credo from ME, I, MY to yours, theirs and ours; success opens the floodgates.

Pretty simple stuff, you have heard it before perhaps a 1001 different ways. To get what you want, help others get what they want. Give first then get. Great minds have said it many different ways:

“For it is in giving that we receive.” Francis of Assisi

“To get the full value of joy, you must have someone to share it with.” Mark Twain\

“The wise man does not lay upon his own treasures. The more he gives to others the more he has for his own.” Lao Tzu

“No one is useless in the world who lightens the burdens of another.” Charles Dickens

“We make a living by what we get. We make a life by what we give.” Winston Churchill

“When we give cheerfully and accept gratefully, everyone is blessed.” Maya Angelou

“You get what you want when you help other people get what they want.” Zig Ziglar

This last statement is your Unveiled Credo to OVERNIGHT success, if you apply it. See, almost all of us, MOST of the time are PREOCCUPIED WITH OUR OWN LIVES. You are, I am, and so is everyone else. There are times when we are forced, as in illness or accident of a loved one, or the occasions we give our time, like volunteering at Thanksgiving at the soup kitchen, when we check our selves at the door.

But day in and day out, we spend most of our time THINKING about ourselves; MY problem, MY situation, MY circumstances, MY life, MY failure, MY inadequacy. I'm looking for love, I want money,, I want respect, I want to be liked. I want to be famous. ME, I, ME.

AND when you become aware of your own self, and overcome your personal preoccupations by trying to HELP OTHERS, then you will start seeing success. The veil of self is lifted, and where you may have been blind before, NOW you can see. Your NEW success Credo is simply: ***Give, help and be grateful.***

Those 5 simple words can change your life. On the second page you will find the CREED. Read it several times, give it a chance to sink in, meditate about it. Before you read the CREED, give yourself a few moments to think about what you have to give. How can you help? What knowledge and experiences can you share? If you give yourself the opportunity, you'll realize you have a lot, more than you think you do, and when you begin to... ***Give, help and be grateful,*** you will be amazed at how fast the response is.

The only secret to applying the Credo is: be aware that other people are also PREOCCUPIED with themselves and when you get inside their bubble of thoughts or walk in their shoes, feel as they feel... you not only rapport and resonate with them, you can then take them by the hand and they ***willingly follow*** you to a better life for themselves. All selling, marketing, copywriting and persuasion when done through this perspective becomes super effective and your return on your investment of helping is multiplied exponentially in proportion to the number of people you help.

If you sell anything, market, write copy or persuasive content; are trying to influence other people; then get inside their bubble of trouble, their circle of SELF, their ring in their circus...and help them across the bridge to the successful field of ***THEIR DREAMS.*** ***GIVE, HELP AND BE GRATEFUL.***

THE CREED (Read Aloud to Yourself)

I now know and understand that people are preoccupied with themselves. All humans by nature are self involved and self concerned beings. It is normal and natural. My desire is to help people get what they want. To help them feel good about themselves, to cheer them on, be on their side. I understand the preoccupations people have about love, money, health, their spirits, families, and friends. I **get** they are more interested in what I can do for them than what they can do for me.

Because I NOW know and understand this, and I NOW apply this knowledge and understanding to my efforts, I can see things through their eyes, I can walk in their shoes, I can feel their feelings and get their perspectives and when I do offer my services or products to them, I NOW know to do it with the idea foremost in my mind, let me HELP THEM get what they want.

I choose to offer products and services to people from which *they will benefit*. My products and services are about HELPING THEM, it is no longer about how much I can sell, what I can make, how much money I will earn...but from NOW on, I am focused on GIVING, helping and being grateful when a prospect chooses to become a customer. I will take care of my customers as if they were beloved family.

Because I NOW respect and want to help people, I will act in a manner which insures their needs and wants come before my own. **I believe in the Credo of Giving first, then getting. I believe in MUTUAL BENEFIT from all my business and personal transactions.**

I will continue to study human nature, human behavior, needs and wants. I will look at the Maslow Pyramid at Google Images, and read about what people want. As I learn more and more about the preoccupations, the things that people think about, I will be able to apply my knowledge and understanding in a way which is respectful and mutually beneficial. I know they think about money, love, health, friends, family and are preoccupied with both the daily mundane and their futures too.

Give, help and be grateful is my Creed. From this day forward. From NOW on, I will think of others first, offer products and services which they want and need. Because this is NOW my creed and I apply it everyday, and give gratitude for the results I have earned by giving and helping, my happiness and prosperity expand proportionally. I will keep my creed of giving foremost in my mind. **END******

To get the most from this creed, read it several times a day. Read it before you begin to write copy, before you begin your selling, before you begin to market your products. The more you read the creed, and really think about it, and the more you study and learn about people's preoccupations, the better equipped you become at being able to break through their preoccupations and get inside their bubble and when you do, they **willingly follow YOU across the bridge to their own happiness**. You can't help but prosper.

Here is a simple graphic, known as the PictoGrigm of Persuasion which can help you to get a better understanding of PREOCCUPATIONS and gives you a remote look at how to influence them.

Pictogrigm of Persuasion

If you have any questions, just ask, my email is gjabiz@yahoo.com and if you have any interest in learning more about Preoccupations and how to create per-occupational interrupters, just let me know.

Your comments, feedback and critiques are always appreciated. Thank You. Gordon Jay Alexander