Achieving Beyond your Limits

By

Arnfried Klein-Werner

Arnfried Klein-Werner, author and speaker, has a background in Psychology and sales. He is a specialist on principles that promote maximized performance, and has applied his knowledge to help individuals, teams and organizations to achieve. He has a passion to help people achieve their full potential. It starts with changing mindsets and removing self-imposed limitations.

As a motivational speaker, Arnfried inspires audiences all over the world to believe in themselves, and start achieving. With a new insight into their true capability and the tools to succeed, delegates from large multi-nationals, small companies and individuals are empowered to take their organizations to new heights.

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Introduction

Have you ever wished you could achieve a certain thing, something so great, so... WOW!
But when you really thought about doing it, or others encouraged you to do it, you laughed it off, thinking that it would never happen. “Not in your wildest dreams.” you thought. “It is a limit that is just way beyond me.” But imagine if you could just reach that impossible sales target, if you could start that business, write that book, if you could just transform that difficult relationship, if you could get your health or your weight to that perfect level. That would be awesome.
You CAN!!

"What we can or cannot do, what we consider possible or impossible, is rarely a function of our true capability. It is more likely a function of our beliefs about who we are." - Anthony Robbins

You are an absolute Winner. You proved this at the moment of your conception, beating the other 500 million sperms cells to become the first to reach the egg cell in your mother's womb.

You may not think it or believe it. But it is a fact of your life. You are a Winner!
What you did at conception is the equivalent of running 800 Comrade's Marathons (87 km's) in 24 hrs. It's like running a 70,000 kilometre race in 24 hrs. You can do anything!

Yet you and I limit ourselves. We have personal limits.

What are Personal Limits?

A personal limit is a point beyond which you think you cannot go. It could be a sales target that you think you cannot achieve. Or a project that is simply too big to start and complete. It could be a relationship that you think will never be perfect - like with a teenager or spouse.

The key here is the word “think”. Usually its more than a thought. It is a belief. We believe we cannot go beyond this point. Most times we will not admit it. We say things like, “I don't think I can get that right.” or “I don't know if that is for me.”
But deep inside we believe we cannot pass beyond that point.

Achieving beyond our personal limits becomes important when it affects us personally. When the limit is costing us money and energy. When it is creating some form of pain, then it may become important for us to go beyond.

The other time is when there is something to gain. When moving beyond our limits will result in some reward. This will also motivate us to grow, change and work toward achieving beyond our personal limits.

For me, writing numerous e-workbooks was a limit like that. I had been encouraged to write a book. But I had excuses why I shouldn’t. We always have excuses when we are
Facing our personal limits. Achieving beyond this limit would ensure that I had unique information products to offer and would also result in financial reward. I had a lot to gain by achieving beyond this limit. Unfortunately we usually only do something about our personal limits when we experience pain.

We set up our personal limits, consciously or unconsciously. I did not consciously tell myself, “I could never write a book.” But I did think it.

**What are your personal limits that are causing you pain, or that if overcome, will provide great gain?**

A certain sales turnover? A perpetual happy marriage? Continuous excellent health, a fabulously beautiful home? A certain accomplishment?

Let’s explore some principles that will help you to achieve beyond the limits that you have imposed upon yourself.

Limits are usually in the mind.

It’s all in the mind, sometimes like a paralysing fear.

But we forget that we have such incredible potential. You can do more than you could imagine. You have learnt so much, done so much, achieved so much already. Why should it stop there? There is more you can do.

**Limiting Our Potential**

Our potential is like a volcano. Deep within there lies the ability and power to do more than even we can imagine.

Yet we are often limited and don’t release our incredible potential. Because there are things which put a lid on our potential.

1. **People limit our Potential**

People say all sorts of negative things to us about what we can and can’t do. And we believe them.

They can be so negative when we tell them what we want to accomplish. Especially the in-laws.

*You know what they say? “Behind every successful man stands a surprised mother-in-law.”*

People label us. “She’s shy.” or “You are a born salesman.” Authority figures in our lives have limited us by what they have said and how they have treated us.

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For example. Roger Bannister and the 4-minute mile:
In the 1950’s, doctors said that it was physically impossible to run the mile in less than 4 minutes. They said that a human body could not endure the physical strain. The heart would literally explode out of the chest. That was the predominant message and belief at the time. In other words, people didn’t believe that it was possible. The result, no one ran the mile in under 4 minutes. But one man believed that it was possible. Roger Bannister believed he could do it. On 6 May 1954, six men lined up to run the mile in Oxford. Roger Bannister had prepared himself and believed he could do it. Running with a team that would help him to pace himself and a coach and trainer calling instructions from the sidelines, Roger was ready to make running history. His first pacer ran in front of him for the first 3 laps. Then he left the track. The second pacer kept the pace from behind for the next 300 metres. Coming around the last corner, Roger was on his own. He dug deep and gave it his all. In total exhaustion he broke the tape. He did it. He ran the mile in 3 mins. 59.4 seconds. He became the first man to run the mile in under 4 minutes. He broke through that invisible barrier because he believed he could. And he held the record for … the next 2 months. Soon many athletes ran the mile in under 4 minutes. It was no longer a limit. Today all top medium-distance athletes run the mile in under 4 minutes.

Before 6 May 1954, millions had believed that it could not be done. In their pessimism they did not even try.

“No pessimist ever discovered the secrets of the stars, or sailed to an uncharted land, or opened a new heaven to the human spirit.” – Helen Keller

How have others limited your potential by their labels or ‘assurance’ that “you could never do it”?

Make a decision to reject their “authority”. Who knows what is still in you? Your teacher or parents do not know your full potential!

Our Associations

We often spend time with people that suffocate our potential.

Jim Rohn says that we need to ask ourselves three questions in evaluating whether associations help or hinder the releasing of our potential.

Here is the first question: “Who am I around?” Make a mental note of the people with whom you most often associate. You've got to evaluate everybody who is able to influence you in any way. Whom do you spend time with at work? With whom do you travel to and from work? Whom do you socialize with? Make a mental note.
The second question is: "What are these associations doing to me?" What have they got me doing? What have they got me listening to? What have they got me reading? Where have they got me going? What do they have me thinking? How have they got me talking? How have they got me feeling? What have they got me saying? You've got to make a serious study of how others are influencing you, both negatively and positively.

Here's a final question: "Is it making me move towards awesome accomplishments or is it limiting me?" Maybe everyone you associate with has been a positive, energising influence. Then again, maybe there are some bad apples in the bunch. All I'm suggesting here is that you take a close and objective look. Everything is worth a second look, especially the power of influence. Both will take you somewhere, but only one will take you in the direction you want to go.

**With whom do you need to spend less time?**

Spend time with people who will build you up and encourage you to be all that you can be.

*Who would that be for you?*

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**2. You Limit Yourself**

We limit ourselves by what we think and say.

**Thoughts**

Most people are negative and tend to focus on the negative aspects of their life and personality. We think about our problems, worries, how difficult it is, how tough we have it, etc.

This chokes our potential because negativity chokes creativity and possibility thinking.

We doubt ourselves and our abilities, and it holds us back.

We don't take risks because we are afraid of the unknown.

We procrastinate about making a decision to attempt something difficult.

Our doubts in ourselves make us fear and shrink back from a challenge which will release our potential.

“Our doubts are traitors which tempt us to lose the good we oft might win by fearing to attempt.” – William Shakespeare
What limiting thoughts do you regularly entertain?

Words

We often limit ourselves by what we say to ourselves and to others.

Things like:

"I can’t seem to get out of this hole”.
“We can’t go on for much longer”.
"I don’t know what I’m going to do”.

Have you ever noticed how you say to yourself: “I can’t do that”. And then 2 hours, 2 days or 2 months later you have done it? Why even say it in the first place if it is not true? Speak the truth! “I can do that.”

The words we say can be like dirt in the carburettor of a motor car. They slow us down and make us splutter instead of going like a rocket.

Here is another one, “It’s impossible”.

“The people who change the world are people who have taken impossible out of their dictionaries.” - Myles Munroe

People like Werner von Braun. He was one of the scientists responsible for developing the propulsion systems of the rockets that got the first satellite into space, and the first man on the moon. He said:

“Man belongs where man wants to go.”

What does that tell you about limits? There are none!!!

Do you want to change your world? Do you want to change your income, your marriage, your level of happiness? Then take “impossible” out of your vocabulary. EVERYTHING IS POSSIBLE!!

Don’t say, “It’s just too difficult.” It may mean hard work and effort but it’s not “too difficult”.

What do you tend to say to yourself that limits you?
What could you be saying instead?

Don’t let your words limit you. You will live according to what you believe and you will believe that which you repeat to yourself. Speak the truth through ‘self-talk’ – affirmations.

Print out this self-talk. I offer it to all audiences on a business card, when I present a motivational talk.

I’m alive. I’m enthusiastic. I’m fired up. I feel great. I feel fantastic! Today I will have an incredible day.

I am a Winner and have a winning attitude.

Today I will work hard and put in massive action.

I will do what others are not willing to do.

I will persevere with enthusiasm and determination.

I will plan, and reach my goals. Everything is possible.

I have unlimited potential. I will live with passion throughout this day.

I’ll do what it takes.

I will embrace my opportunities to learn, grow, help and love people.

I will persevere against all odds.

I will succeed!

Write out your own self-talk that you can read to yourself every morning. Read it when you are stuck in traffic or waiting in a shopping queue.
Here's a short note about facing obstacles.

Obstacles help us to grow. They are “challenges”, not “problems”. They make us better. They are opportunities for improvement. They are the keys to releasing our potential.

There will always be challenges; it’s a sign of life. Dr Norman Vincent Peale tells a story of a guy who felt that he had so many problems. How could he get rid of them all? Dr Peale suggested he go to the cemetery, “for there no one has problems.”

As long as you are alive you will have some challenges. It’s your ability to handle them that determines whether they bother you or not.

Are you facing a challenge right now? This challenge has come along to help you become a better person and train you in a new area that you need to overcome. This is an opportunity to prove to the world and to yourself that you are an achiever. To let out your potential.

When challenges come your way, you want to use a key phrase to set your mind up to face the challenge constructively with a winning attitude. You can say, ‘No problem’, or “Isn't that fascinating”. Here’s my favourite “Man that’s exciting!”

When I’ve just received a speeding fine. I say, “Man that's exciting!”. When I’ve lost the sale, “Man that’s exciting!”. When my kids are driving me up the wall. “Man that's exciting!”. Am I excited? NO!! But, I’m setting my mind up to face the challenge constructively with a winning attitude.

You try it. Say with enthusiasm, “Man that's exciting!”

Work with me: You’ve just got a R500 speeding fine, “Man that's exciting!” Your house has just been burgled, “Man that's exciting!” You’ve been fired, “Man that's exciting!”

Are you excited? Of course not! No one is excited about that, but you are setting your mind up to face the challenge, to overcome it. You don’t want to mope and be miserable and just make it worse. You want to move forward, find solutions, get through this with style.

Visualise yourself facing a challenge and using this key phrase to help you change your attitude.

When we visualise ourselves applying a new technique, it becomes part of our experience and is far easier to apply in reality, than trying to apply it without first creating the experience in our minds.
3. Our Past Limits Us

We judge our capability by our past performance. In this way our past plays a powerful role in limiting us because we use the past as a gauge of what we will be able to do in the future.

Past Experiences

So often past failures are seen as the final authority for determining that our future is doomed to failure as well. Yet millions have failed, tried again and then achieved. You too have had failures that you turned into successes. Why should this one be any different? No really, why should it??

We all have achieved certain things in our lives. Academic achievements, sports achievements, career achievements. Yet often we do not interpret these accomplishments the way we should. We forget them and consider them unimportant. Your past accomplishments are proof that you can do more. Great things have already been achieved and they indicate that you will still be able to do more in the future. You are older, smarter and wiser.

Failures simply indicate that either you still need to learn some things or that you were attempting to achieve something that is not part of your purpose at that time.

Don't judge your future by your past.

What have you achieved with your life so far?

There is no reason why you cannot do the “impossible”.

Past Input

All the input that people have had in our lives also acts as a lid on what we believe we are and what we can do.

Did you know that by the time you were 18 years old, you probably had heard more than 148 000 negatives about yourself. Things like: “You'll never achieve, you're lazy, you're stupid, slow, ugly, disrespectful, rude, untidy. Why are you lying to me again? You never listen! You are just like your father! Where are your manners?” 148 000 negatives. That’s 22 a day. A lot of them get repeated every day. And that makes it worse.

Without realising it, we were being brainwashed into believing a lie about who we are and what we can do.
We all know that “You can’t be more than what you believe you are.”

Yet we have believed the lies and therefore find it hard to believe the truth. We have been programmed like a computer. But one can’t just delete the programme, as on a computer. One has to reject the lies and re-programme one's mind with the truth.

The truth is that you are awesome, like an eagle. Intelligent, beautiful, strong, resourceful, courageous, tough. You are able to soar above the circumstances and achieve beyond your limits.

Undo what you have heard by repeating the opposite to yourself. Einstein said that it takes 11 positives to undo one negative. That means we need to repeat 1,63 million positives to undo the negatives that we have heard in our childhood.

Start now:

“I am brilliant.”
“I am a Winner.”
“I can do anything.”
“I can sell snow to an Eskimo.”
“I can do the impossible.”

Identify what others have said about you and your abilities which may be holding you back.
Reject the powerful lies one by one.

What lies have I believed?

________________________________________

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Identify any lies when you hear them. Reject them.

Others, we and our past experiences have caused us to set limitations on ourselves. We do not need to be limited.

“Our duty as men and women is to proceed as if limits to our ability do not exist.” – Pierre de Chardien

How do we achieve beyond our limits?

Here are 7 keys that will help you achieve beyond your personal limits.

I will use PASSIVE as an acronym to share 7 principles with you.
You cannot be passive about these. You have to apply them. Otherwise you will not move beyond limits.
P – Possibility Thinking

To go beyond your limits, you have to believe that it is possible, for you. This is the first step you must take. Once you have done this, everything else will fall into place. If you believe it is possible, it will fire you up with energy and enthusiasm. If you think it can’t be done, you are immediately demotivated and won’t even try. Believing that your personal limit can be passed, gets you ready to move to the next step in the process.

Anything is possible.
Yet sometimes when you have thought about doing that great thing that you have wanted, you have heard yourself say, “Don't be a dreamer. Be realistic!”

“Yes, you can be a dreamer and a doer too, if you will remove one word from your vocabulary: 'impossible'.” – Robert Schuller

That dream that you have? You can achieve it. If you believe that nothing is impossible.

“Man is so made that whenever anything fires his soul, impossibilities vanish.”
– Jean de la Fontaine

When a dream fires your soul, when you become passionate about achieving what you may think is really difficult, then it will become possible for you. Nothing will stop you.

Possibility thinkers change the world.
Will and Orville Wright did not listen to pessimists and cynics who said that flight was impossible.
They built the first aeroplane, the Kitty Hawk, and on 17 December 1903 took to the skies, becoming the first people to master mechanized flight.

Possibility thinking starts with a decision that it is possible for you. That is where you have to start.
Decide that you can go beyond the personal limit that you have imposed upon yourself.

When we admit that it is possible, our thinking changes and we start being creative in finding solutions to the challenges we face, regarding this limit.

What do you want to accomplish that is beyond your limit?

Is it a happy marriage, higher sales, a new career, starting your own business, an ambitious community project, excellent health or a slim figure? Perhaps an island holiday?

Do you believe that this is possible?
Are any of these too difficult to accomplish?
“Think you can, or think you can’t. Either way you will be right.” - Henry Ford

What you consider impossible will be so for you.

Other people have done it. Why not you? Others are generating higher sales figures. Why not you? They have wonderfully happy marriages. Why not you? They have started successful businesses. Why not you? Others are healthy and have slim figures. Why not you?

Make a decision that you can do it. That starts the process to get you beyond your limits.

Remember what Werner von Braun said? "Man belongs where man wants to go."

The British had been trying for nearly 40 years to be the first to scale the world's highest mountain. Finally, on 29 May 1953, Edmund Hillary and Sherpa Tenzing Norgay became the first two men to stand on top of the world. In reaching the top of Mt. Everest, climbers endure cold, pain and frustration due to the weather. They must be patient and disciplined. But they don't limit themselves. For them anything is possible.

So must it be with you. You need to be completely convinced that you can do anything. You may need to learn a lot. Stretch, change your thinking, be innovative. But it can be done. We have such incredible potential.
Make a decision. Write down the thing that you will believe you can achieve.

All the things are possible and not only are they possible, but you will make them happen.

How do we become possibility thinkers?

1. Make a decision to become a possibility thinker.
2. Make a decision not to think "impossible". There are millions of people who do that already. Don’t join them.
3. Avoid thinking why it can't work.
4. Think why it can work. You will come up with reasons if you just try.
5. Avoid negative people and mix with possibility thinkers.
6. Be interested in inventions and everything new. Get books on great inventors and inventions. Watch the Discovery channel. Attitudes and thinking is caught from others and the environment.
A – Ask the right Questions

The people and organisations that have moved to the top, have done so because they have asked the right questions. In asking these questions they have received the right answers, to which they responded appropriately.

1. Ask questions that will challenge you and make you stretch.

*What are successful people doing that I am not?*

*Why am I not doing it?*

*When will I stop making excuses and do it?*

2. Ask questions that will motivate you.

*Why do I want to achieve this?*

*What will I get out of it?*

*In 5 years, what would I regret not having done today?*

*How much will I lose if I don’t start today?*

*Do I want to lose so much?******** How much have I lost by procrastination?********

*How much pain is this personal limit causing?*

*How much do I have to gain?*

Answering these questions should fuel the desire to achieve beyond that limit and motivate you from within.
3. Ask questions that clarify your vision.

**Exactly what do I want to achieve?**

**Exactly what will it look like when it is completed?**

We need to design it in detail.
You have to know exactly what you want.
What does it look like beyond that limit?
Picture it. Live there for a while.

**How will my life change when I have achieved this?**

For me, writing e-workbooks meant that I would see myself in a new light – as an author and Internet entrepreneur. I would be considered an authority on certain subjects. I would be selling products via the Internet and earning residual income.

**By when do you want to have achieved your goal?**

It does not end with asking the right questions. You have to find the right answers and respond appropriately. Let the answers motivate you. Let them get you out of your comfort zone. Let them shake you up a bit.

The most important questions are these:

**What must I do to get there?**
Answer: *Whatever it takes!!* Obviously, within the bounds of integrity.

**When will I start?**
Answer: Yesterday!!
Make it a matter of urgency. Don't say that tomorrow is another day. No. Start right away. Tomorrow may be too late.

**What do you need to do, to get a sense of urgency regarding your dream?**
S – Strategize

We have to go beyond setting goals to strategizing. Planning.

**People spend more time planning their holiday than they do planning their life. How sad.**

This is where you need to sit down and think and ponder.

Planning is the foundation of achievement.

If you plan, then you will know:

- How to achieve it. That takes the pressure of the unknown away.
- Where to start.
- What to do every step of the way.
- What the potential challenges are.
- What you need to learn.
- Where you are going.
- When you are going wrong.

I wanted to run the Comrade’s Marathon (87 km's) in 2000. I needed a detailed strategy. I did research and took advice from all and then put a plan of action together.

| 1. What mini goals did I need to accomplish along the way in order to be ready? |
| 2. What did I need to do to accomplish the mini goals? |
| 3. What did I need to learn? |
| 4. What kind of training programme did I need to be on? |
| 5. What kind of diet? |
| 6. What help did I need from others? |
| 7. Who would help me? |
| 8. What was my plan on the day? |

I would spend hours on my plans, read books and articles on running the Comrade’s Marathon. I would check my training schedule to make sure my training was on track.

To achieve beyond what you previously have thought was possible, you need to have a detailed plan, a strategy that takes everything into consideration.

So for example, you might come up with a main sales strategy like the following:

**Main Sales Strategy:**

- Develop an awesome winning attitude.
- Develop an innovative approach.
- Build excellent client relationships.
- Learn to sell snow to an Eskimo.
- Set a routine and stick to it.
- Create incentives that motivate.
For each part of this strategy, you need to ask the following questions:

- How long will it take to complete?
- What steps must I take?
- What sub-tasks must be completed?
- What must I learn so that I can complete those tasks?
- When will I learn this?
- Who will teach me?
- What are the obstacles?
- What tasks must be completed to overcome the obstacles?
- How much will each task cost?

Use the planning sheet below to ensure that you don’t leave anything out. It is duplicated at the end of this workbook for easy use.
# Planning Sheet

‘If you fail to plan, you are planning to fail.’

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Affirmations

Pictures/Tokens

Visualisation

© 2008 – Be Motivated Today – Amfried Klein-Werner
1. Using the above Planning Sheet.

Print out a planning sheet for each goal or part of your main strategy for achieving beyond your limits. Remember - make the goals motivating, measurable and put a date on them, by when you want to achieve them.

“What’S IN IT FOR ME?”
Write down why each goal is important to you and what motivates you to pursue it.

Answer the following questions:

OBSTACLES

- What are the obstacles?
- By when must they be overcome (Due Date)?
- Brainstorm for possible solutions.
- Who could help me?
- What would it cost to overcome them?
- When am I going to contact the people that could help me?

ACTION STEPS

- What action steps must I take?
- By when must they be completed (Due Date)
- What sub-tasks must be completed?
- Who could help me?
- How much will each task cost?
- When am I going to contact the people that could help me?

KNOWLEDGE/SKILLS

- What must I learn so that I can complete the tasks?
- By when must I learn this? (Due Date)
- How will I learn this?
- Who will teach me?
- What would it cost?
- When am I going to contact the people that could help/teach me?

AFFIRMATIONS

Write out a short affirmation about your goal, e.g. "My sales are at least R..... per month."
Say this to yourself 20 times a day.
The affirmation must be:
Personal;
Positive; and
In Present tense not "I will..." but "I am...".
PICTURES/TOKENS

Get a picture or a token that represents the achievement of your goal, e.g. a picture of the car or home that you want.

or Write out a cheque indicating the income you wish to earn. Stick it at a place where you see it often, e.g. at a light switch or next to the mirror.

VISUALISATIONS

Visualise and meditate upon the successful outcome of your goals.
Imagine what life will be like when you have achieved these goals. Let your imagination run wild. Feel the emotions. Enjoy the experience.
Visualisation will build and reinforce the success beliefs.

2. Start. Work your plan. Do a little bit every day.
"Small steps taken on a consistent basis will always lead to great results."

3. Plan every day what you need to do that day to get closer to your goals. Design it. Keep refining your strategy until there is nothing left to chance. Make the time for the detailed planning of your life’s goals.

4. Make sure that you are always moving towards your goals. Do something every day that gets you closer to at least one of your goals.

5. Monitor your progress regularly to determine whether you are on track. Make adjustments to your plan if you have to.

6. Share your goals with people that will encourage you to persevere.

7. Never give up. If you stop, you remove the possibility of succeeding. Change the deadline if you have to. But never quit.

It takes practice, doing a little bit every day. But we must focus.
Like the Boxer hitting the ball. He has to develop rhythm and it takes practice.
Remember: **The big shot is just a little shot, who kept on shooting.**

Sometime things don’t go as planned and you have to make serious alterations. That is OK. Set out a new detailed plan and stick to your plan with diligence.

All this is hard work. That’s why only a few achieve beyond their limits. There are many who are simply not prepared to do the hard work.

**What does Planning do for you?**
- You will feel empowered.
- You’ll be half-way there.
- You’ll have direction.

**Start right now. Print out the Planning sheet at the back of the workbook and get to work. Spend an hour or two on it now. Then work on it a few minutes every day.**
S – Stretch

You need to keep stretching yourself. Growing and learning, working harder and smarter.

As a balloon is inflated, it stretches and as it stretches, its capacity increases. As you are stretched, your capacity increases.

1. Skills

Be like a sponge soaking up information, wanting to learn more and more about how to sell, handle administration, personal growth, dealing with people, etc.
Learn the work skills that will take you beyond your limits.

Learn the life skills that will take you where you have never been.

Enrol in every course that you can to help you stretch your skills.
Download all the resources in your Be Motivated Today member’s area

When I was preparing to run the Comrade’s Marathon, I had to learn how to breathe while running, how to eat and drink while running. I had to learn how to develop a training programme.
I bought running magazines and studied books.

Go onto the Internet and join forums where you can learn things.
Register for courses and programmes.
Identify your weaknesses and find and enrol on courses that will help you overcome those weaknesses:
• Sales skills;
• People Skills;
• Communication skills;
• Conflict resolution skills;
• Management skills; or
• Business skills

What course or programme do you need to enrol in, to learn the skills that you need to move beyond your limits?
2. Success Mindset

You need to stretch in your thinking to develop a success mindset.

“What you Believe is What you Achieve.” This statement, made by Napoleon Hill, is the first major key to success.

It all starts with your beliefs. You have to have the right beliefs. That’s not all you need to become successful, but it is the first thing you need. It’s not everything but it’s the beginning.

The battle to move beyond your limits starts in the mind. If you do not win the battle there, you will not win it in reality.

“All that man achieves and all that he fails to achieve is a direct result of his thoughts.” - James Allen

“Our life is what our thoughts make it.” - Marcus Aurelius

“All that we are is a result of our thoughts.” - Abraham Lincoln

“Think you can, or think you can't. Either way you will be right.” - Henry Ford

“As a man thinketh in his heart so is he.” - The Proverbs

So we HAVE To develop a strong success mindset.

The belief that you have the ability, that you are destined and that you will definitely succeed in every facet of your life.

Note the 3 Major components:

- **Ability** – Believe that you have the ability to succeed.
- **Destiny** - Believe that you are destined to succeed.
- **Definite Reality** - Believe that you will succeed.

What does this mean?

- It means that you have an absolute certainty (no doubt) and you expect that you will succeed in every facet of your life. You think big, you think success about all the tasks and challenges you face.
- You live with your mind constantly tuned into a success frequency. You only think success.
- When you face challenges, you see them as already solved and overcome.
- You are enthusiastic and assured about your imminent success.
What does this not mean?

It does not mean that:
- You think you are better than other people.
- You think others will fail and you will succeed.
- You think you are God’s gift to the universe.
- You are proud, arrogant, and boastful.
- You know HOW you will achieve it (unless you already have made the plans).

How do you develop a Success Mindset?

- Write it – Write down your goals and affirmations.
- Say it – Repeat your affirmations every day and whenever you think about your goals.
- See it – Visualize yourself succeeding.

What else are you going to do from today that will help you develop a strong success mindset?

3. Service

The demand of your services or products is proportional to how they meet the customer’s needs and expectations. You will become as successful in your field of expertise, as the quality of service that you provide.

“The income you earn is little more than a scoreboard reflection of the service you give.” - Tom Hopkins

Providing an excellent service means meeting your customers’ needs, producing happy and satisfied customers.

Efficient and effective dealing with customers.

You have to know the needs of your customers, then meet those needs with great products or services.

Other strategic needs:
- Getting a quotation;
- Having a query/complaint sorted out;
- Information on product or service;
- The right product/service at the right price;
- Information on how and why to use this product/service; and
- Deliver as promised.
The most important aspect in sales is trust. A client buys a product if they know they can trust it to do the job. If they don’t know the product, then they need to trust you to sell them the right product. Trust is super-important.

How do you help your customers to develop trust in you?

Develop trust in others by first meeting their human needs, by treating people as valuable, not just ‘buyers’ of your products or services. Meet people’s human needs by doing the following:

- Be courteous;
- Friendly;
- Being polite;
- Really listening;
- Make eye contact when you speak;
- Give feedback during conversations;
- Show empathy; and
- Honesty.

How can you better meet the needs of your customers?

Provide an excellent service to your **Internal Customers** as well: the boss, colleagues and those in other departments requiring your services. Start with meeting the human needs. When you meet their needs, you will find that they will reciprocate. Then when you suddenly need a special favour or extra effort from your staff to help you go beyond the limits, you can depend on them.

How can you better meet the needs of your internal customers?
I – Innovation

To achieve beyond your limits you often have to be innovative. Do things differently.

Innovation is the key to progress.

I had lost 3 valuable weeks of Comrade's training, when my first son was born in January 2000. So when I put my running strategy together to run the Comrade’s Marathon on race-day, I decided to try something different. I would run for 10 km at 5.5 minutes per km. Then I would walk for 3 minutes. Run for 10 km, walk for 3 minutes. After half-way, at 43km, I would run for 5 km and walk for 3 minutes. If I stuck to this plan, I would finish in under 9 hours, with 15 minutes to spare. I stuck to this plan and although I lost some time near the end, I finished the race in 8 hours and 51 minutes.

That was new. My training programme was also different. Instead of running 6 days a week like most people training for Comrades, I only ran 4 days a week, because my wife needed my help with the new baby. Some runners told me afterwards that they thought I was crazy to train like that, but I proved them wrong in the end. It worked for me. It may not work for everyone. But I was forced to become innovative.

People are more likely to buy if you are innovative. Do it differently and people say, “Oh that’s cool. Let me try it.” People are attracted to new and innovative ideas.

Everyone can be innovative. We are all creative. I used to think that I was not creative. But then I learnt that I had a right brain. My creative abilities are controlled from there. We all have a right brain. Everyone can be creative and innovative, if we allow ourselves to be.

How to start thinking innovatively?

1. Identify which companies are innovative?

   **What are they doing/using?**
   - Technology;
   - Fun;
   - Entertainment;
   - Atmosphere; and
   - Added value.

2. What do you love most about their approach?

3. How would you apply that in your project?
3. To think innovatively, expose yourself to other people in other industries.  
   \textit{Who could you expose yourself to?}

4. Get away from it all.
   
   \begin{itemize}
   \item Climb a mountain.
   \item Sit by a lake and think.
   \item Sit in a jacuzzi and brainstorm.
   \end{itemize}

Do some brain gym. These exercises help create better communication between the left and right sides of the brain, thus increasing the creative thought processes.

   \begin{itemize}
   \item Tap the top of your head while making circular movements on your stomach.
   \item Rotate your arms in opposite directions.
   \item Tap opposite knees.
   \item Tap opposite feet behind your back as you “dance”.
   \item Make lazy 8’s.
   \end{itemize}

What will innovation do for you?

   \begin{itemize}
   \item It will make you stand out.
   \item It will make you look better.
   \item It will say to your market, “I’m not just one of them.”
   \end{itemize}

There are risks.
Try something new. If it does not work, try something else.

\textit{What could you do differently to make more sales, lose weight, get fit, or achieve what you really want to?}
V – Vision

One of the main reasons why people never move beyond their personal limits, is because there is no passion to do it. There is no drive, no impetus. You will never move beyond, if you do not have a burning desire to go beyond. You need to fuel your vision with passion and desire. You need to hold that vision and let it drive you with purpose.

Go back to the motivating questions:
How much am I losing because of my limits?
How is this loss affecting my family?
How much do I stand to gain by moving beyond this limit?

Visualise

Your limits are your limits because you cannot see yourself beyond them. That's why there in no passion. This is as far as you can go. That is what you see. To go beyond, you have to first see yourself beyond. You have to have the vision, the picture of yourself on the other side. It must become normal for you to be on the other side.

To create that picture and keep it burning bright, you need to visualise it daily. See yourself having achieved the goals, enjoying the experience and having enjoyed the journey.
Direct your own movie. Feel the feelings. Let it ignite a passion.

As your vision burns in your heart, it will drive you. It will be the fuel, which fires your engines and propels you into the future.
If it does not burn in your heart, you will be tempted by fear and doubt to give up when the challenges and obstacles come upon you.

Whether it is a happy marriage, higher sales, a new career, starting your own business, an ambitious community project, your health or your weight. Perhaps a holiday.
Whatever it is.
Visualise it daily.
The daily visualisation builds enthusiasm and develops motivation to persevere.

When I was preparing to run the Comrade's Marathon, I would regularly visualise myself running up the hills. I would see myself finishing in under nine hours.

Let your vision provide the impetus that fuels your actions.
Take time to visualise your success. See your goals becoming reality. See yourself making the sales.
10 minutes every day.
See it, smell it, hear it, taste it.

Do it now.
Spend a few minutes visualising yourself having achieved that great goal that you have been thinking of. Make your own movie. Enjoy the experience of having achieved it.
E – Energy

We all need energy to get out there and make things happen. Achieving beyond your limits is going to require huge amounts of energy. You have to do things that, not only you have never done before, but things that you may still not believe you can, and can’t even see yourself doing.

You need to be bright eyed and bushy tailed, be full of enthusiasm and positive attitude.

Without energy you will lack enthusiasm. Enthusiasm is one of the major keys to succeeding.

How to show enthusiasm:
- Put your emotions into your communication.
- Speak with voice fluctuation and with expression.
- Be positive about yourself, people, career, challenges and all of life.
- Smile often.
- Complement and encourage those around you.
- Be a bit more exuberant.

Consider people who are enthusiastic.

When you are with someone who is enthusiastic you tend to:
- Have confidence in them.
- Be more eager to follow them.
- Let them influence you.

How can you show more enthusiasm?

Without energy you can forget it. You will be flat like a bicycle tyre with a puncture.

If you are tired and drained, you won’t be able to do the work of planning and attending courses.
You will be sleeping on the couch in front of the TV.

Without energy you have no enthusiasm and motivation.

If you have energy:
- You will be more enthusiastic.
- You will have a better attitude.
- You will not quit when the going gets tough.
- You will be more creative.
We all have a finite amount of energy.

2 Things you need to do regarding your energy:

1. Protect your energy.

   - Look after yourself. You are special. Limit the pollution on your body from toxins.
     Toxins like smoke and alcohol weaken the immune system. So you become more susceptible to illness.

   - Eat a balanced diet.
     A balanced diet gives you sustained energy and boosts your immune system.

   - Get enough sleep. During sleeping the brain assimilates all the events of the day and organizes everything that happened, like defragmenting your computer's hard drive. It also makes peace with resolved conflict situations. While sleeping, your mind can think creatively about problems.

   - Rest & Relaxation
     While relaxing, your mind focuses on something completely different, and that change of scenery and thought is totally rejuvenating and replenishes energy reserves.

   - Protect your emotional energy. Don't get involved with people that tap your energy.
     Eliminate contact with such people.
     They limit you by what they say.
     They drain you. Don't waste your energy on them.

What do you need to do differently to protect your energy?

2. Invest your energy

Your energy should be invested, not spent. It should have future returns. Every time you do something, ask if it will produce future returns in terms of your vision and how much.

Taking 3 hours to strategize and plan your success is an investment that has great returns.

Spending time and money on a sales/business course is an investment not just an expense.
Every meeting you have should be an investment where you will learn something that will help you achieve your goals.

Spend the bulk of your energy on the things that bring you closer to your goals.

*What are you spending your energy on, that you could eliminate?*

---

**Conclusion.**

On 16 June 2000, I ran the Comrade's Marathon. It was tough. But I persevered and got the Bill Rowan medal for finishing in under 9 hours. My time was 8h51. Thousands have run the Comrade's Marathon and finished it in a faster time than I have. But when I completed it, I achieved beyond my personal limits.

You too will achieve beyond your limits if you apply the principles that I have shared.

Don’t let fear or past limitations hold you back from achieving beyond your limits. You cannot be PASSIVE if you want to go further than you have been before.

1. Believe that everything is possible.
2. Keep asking questions that will challenge and motivate you.
3. Work out a detailed strategy.
4. Stretch yourself. Develop new skills, a success mindset and serve your external and internal customers with excellence.
5. Be innovative and allow your creativity to flow.
6. Keep fuelling your vision through visualisation.
7. Protect your energy & invest it in strategic actions.

And as sure as night follows day, you will achieve beyond your limits.

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# Planning Sheet

*’If you fail to plan, you are planning to fail.’*

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