



# The Success Secret

*The World's Leading Experts  
Reveal Their Secrets for Success  
in Business and in Life.*

FEATURING

*Mikkel Pitzner*

& Leading Experts From  
Around the World



## CHAPTER 13

# Your Inner Voice – Friend Or Foe?

By Mikkel Pitzner

If you purchased this book, chances are you dream of achieving noticeable results for yourself and wish to become successful. Perhaps you are in employment, but realize the chances of that turning into the lifestyle you always dreamed of is never going to happen; or perhaps you may be among the unfortunate that lost your employment (or maybe your own business) as part of the 2008 financial crisis from which many are still suffering. Or perhaps you are just starting out dreaming about the nice paychecks, grand house, fancy cars and the travels and freedom that money can bring. You may be wondering how to make that dream come true for you. How do you achieve success? What makes some people more successful than others? Do they have special powers, education, gifts, knowledge, better ideas? Are they more intelligent, more connected or more lucky? What is their secret?

Most people, myself included, tell themselves a plethora of excuses why it would never work for them or why they would not be able to achieve the dream. They say to themselves:

I'm not old enough  
I'm just a kid  
I had a bad childhood  
I'm not popular  
I'm not famous  
I have no education

I have no experience  
 I have no money  
 I don't have time  
 I'm not pretty enough  
 There is too much competition  
 It's already been done before  
 The economy is too bad  
 It's too hard  
 I'm too old  
 It's too late  
 My boss is a jerk  
 My parents are no good...and so on.

We are all what John Addison (formerly CEO of Primerica) call *excuseaholics* or suffer from author Brian Tracy call *excusitis* to some extend. Most of the excuses come from that little voice in your head that keeps talking to you. Authors Bob Allen and Mark Victor Hansen have called this negative voice your *inner whiner*. But if you want to achieve success you will have to overcome this and go beyond the negative inner voice. You will have to find your *inner winner* (as also named by Bob Allen and Mark victor Hansen) voice—the other voice. The one that picks you up, gives you courage and drowns out your fear and excuses (oftentimes pure imaginary fictitious obstacles that your other voice has put in your head).

Chances are you also may have chosen to get this particular book because of it being a book with the world renowned Jack Canfield, who has earned much fame and fortune from the famous Chicken Soup Series of books. He certainly seems to have found the keys to success and has cracked the code for achieving results of really phenomenal scales. Therefore, chances are you may be looking to him and the fellow authors in this book for answers to how you make your dream come to fruition for you and your family. Well, it just so happens Jack Canfield himself is a wonderful example for regarding the voice in your head that tells you all the aforementioned reservations and excuses for why the dream would not work for you, and why it wouldn't even matter if you tried.

You see, when Jack Canfield and Mark Victor Hansen were looking for a publisher to bring *Chicken Soup for the Soul* to the world, they were

turned down by one after the other. In fact they received so many No's that most people would have given up.

Believe it or not, the mega-selling series was not an easy sell to publishers. "We were rejected by 123 publishers all told," Canfield told Shareguide.com. "The first time we went to New York, we visited with about a dozen publishers in a two day period with our agent, and nobody wanted it. They all said it was a stupid title, that nobody bought collections of short stories, that there was no edge no sex, no violence. Why would anyone read it?"

In the first month of their efforts to promote the book, they were turned down by 33 of New York's biggest publishing houses, who said: "Anthologies don't sell." "We don't think there is a market for this book." "We just don't get it." "The book is too positive." "It's not topical enough." To top it off, their agent said, "I can't sell this book—I'm giving it back to you guys."

Fortunately Jack Canfield and Mark Victor Hansen did not get deterred, but persisted in their efforts to bring the book to life and to the market. Ultimately, they sold the first *Chicken Soup for the Soul* book to a small press based in Deerfield Beach, Florida, called Health Communications. The rest, as they say, is history. There are currently 80 million copies of the Chicken Soup books in print, with subjects as varied as *Chicken Soup For the Horse Lover's Soul* and *Chicken Soup For the Prisoner's Soul*. Canfield and Hansen ranked as the top-selling authors of 1997 and are multiple New York Times Best Sellers List. Most important of all, the inspirational stories they have gathered in their many volumes have improved the lives of countless readers.

In other words, persistence and perseverance are most certainly traits you need to bring with you in your efforts to achieve success, for seldom will you just find your idea or your work towards your goals come easily and without struggle to overcome.

But let's not get ahead of ourselves, for isn't it often true that we don't even take that first step towards putting our idea into life and press forward? In fact, I would venture to say that the majority of people never even make a move with most of their ideas. Ideas out of which perhaps one or more could be potential million-dollar ideas. Our inner whiner voices list all the aforementioned excuses and probably many more and

we quickly come to the conclusion that it is not even worth for us to even try. And so we drop the idea and we stay put at our current position and go on with our lives, probably continuing to complain about the bad economy, the worthless politicians who seem incapable of fixing anything, our lousy boss, unsatisfactory job and our way too small paycheck.

Another way the exact same problem shows itself is through procrastination and contemplation. You may have the best intentions, but intentions alone are not going to get you anywhere—we all know that *the road to hell is paved with good intentions*. Far too many of us do what Joseph McClendon III describes as *Ready Aim, Ready Aim, Ready Aim*—and then nothing. They never pull the trigger. In reality, when procrastination shows up this way, it's really often just another expression of fear, and goes back to that negative inner voice.

However, isn't there often truth in the saying that fear is really just the acronym for *False Expectations Appearing Real*? In other words, your excuses are usually not routed in real reasons why you could not take your idea and move it towards fruition and to a possible successful outcome. Your problem is not that you are too young, too old, have no money or whatever reason your negative inner voice is telling you. Your problem may simply be one of lack of confidence. You are listening too much to your negative inner voice.

So ask yourself: How are you communicating with yourself? What is that inner voice telling you all the time? Is it moving you forward and empowering you, or is it quite the opposite? Do you recognize examples where you are holding yourself back and not taking any action? Do you perhaps see that you are coming up with more excuses for why your idea wouldn't work instead of see all the opportunities that are abundantly available all around you all the time?

Realize that your excuses and self-talk are just self-imposed limitations about who you are and what you are capable of. While I may not be able to quickly eliminate your lack of confidence just by snapping my fingers, allow me to offer you an insight that might help, even though it may feel very awkward and fake in the beginning: "*Fake it until you make it! Act as if you had all the confidence you require until it becomes your reality,*" or as John Addison expresses it; "*Act the way you want to feel and soon you will feel the way you act.*"

You are a victim of your negative self-talk. You have to watch out for what you are telling yourself and what you are feeding your mind. Your thinking is determining where you are going. You have to *Feed Your Dreams And Starve Your Nightmares* (line from the movie “A Beautiful Mind”). If you had a nice expensive car in the driveway, you would not be giving the keys to just anyone. But who are you giving the keys to your brain? Be careful who you listen to, be careful what you hear and how you choose to respond. Don’t let other people’s wall of fear stop you for making your dream a reality.

There is a famous Cherokee story about two wolves which goes like this:

*One evening an old Cherokee Indian told his grandson about a battle that goes on inside people. He said:*

*“My son, the battle is between two ‘wolves’ inside us all. One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego. The other is good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.”*

*The grandson thought about it for a minute and then asked his grandfather: “Which wolf wins?”*

*The old Cherokee simply replied: “The one you feed.”*

What a wonderful and yet simple story. We all have these wolves in our minds forever battling each other. The Evil Wolf or the Good Wolf is fed daily by the choices we make with our thoughts. What you think about and dwell upon will, in a sense, appear in your life and influence your behavior. We have a choice, feed the Good Wolf and it will show up in our character, habits and behavior positively. Or feed the Evil Wolf and our whole world will turn negative: like poison, this will slowly eat away at our soul.

The crucial question is: *which are you feeding today?*

Feed your mind the right things. Read the best books from the many great mentors past and present and stop feeding it all the negatives (which usually includes watching the news and many other TV programs). Hang out with the right people who embody success, find mentors and join mastermind groups.

Yes, you can! Never give up believing in yourself. Whenever you doubt yourself, remember the many amazing stories below of failure turned into fame and success by amazing people we all know and respect. Many have turned their biggest adversities into strengths and have build their successes out of these. Every one of us can make a big difference if we only choose to believe in ourselves and never give up. You don't need to get it right, *you just need to get it going*. You should be your own greatest champion. Be your own biggest cheerleader.

If you already run a small business, then don't let your small business make you small minded. You already have the answer. You already know enough. You already have experience you can put into use to start moving you in the right direction. Don't wait for the perfect time, like many others. There is no perfect time, it is an illusion. You will wait forever for it. There will never be a perfect time to leave your job, move out of state, and start from scratch. Similarly, there will never be a perfect time to get married, have a baby, or have another baby. That's because no matter when you make these choices, they will involve risk—and it's the risk involved that makes choices like these easier to put off until another day. What you often fail to realize is you're not just waiting, you're stagnating. You stop growing, hinder your advancement, and basically become dull as a result of your choice to keep life on pause. If your current job is holding you back, then you should quit. Same with anything else holding you back.

Don't wait for your ship to come in—you have to swim out and meet your ship. Indeed if there is a perfect time, it is now. The perfect time will always be now. There are excuses and there are results. You just have to choose. You have to show up and take action.

When you face your fear head on, you will often find that it shrinks and oftentimes eventually completely disappears. Leaders embrace adversity. Leaders make their adversity their strength. Embrace failures by learning from them, and then get up on that horse again and go and succeed. Change the way you feel about failing. Like John Maxwell tells us *Fail Forward Fast*.

Brian Tracy taught me that the mind can only hold one thought at a time. If you keep your goal in mind and thus think about your goal, you automatically will be thinking on something positive and you cannot at

the same time be thinking a negative thought.

In his famous book, “*Eat That Frog*,” Brian Tracy gives us the following advice: Do the one thing that will make the most impact in propelling you towards the goal you have set for yourself. You will find often-times it is the same thing that you dread the most, so if you do not know which one of the things on your to do list you really need to get done then look for the one that you really dread the most. It just might be that one. Of course once you have done that one task that would move the needle for you the most, then you go on to the next top task that now will have the biggest impact for your success.

Follow Pareto’s law, the law of 20/80, which says that 20% of your tasks accounts for 80% of your results. You will advance yourself and your results greatly if you just do the most important tasks, even if that means you won’t be doing half of all the other tasks of minor importance. The problem is that many of us do all the smaller things of little importance. As one of my favorite mentors Jim Rohn used to say “*Learn how to separate the majors and the minors. A lot of people don’t do well simply because they major in minors.*”

So this chapter is your permission slip. Your permission slip to go out there and state your claim. To take that position and go and succeed.

*The worst thing one can do is not to try, to be aware of what one wants and not give in to it, to spend years in silent hurt wondering if something could have materialized - never knowing.*

— Jim Rohn



## About Mikkel

Mikkel Pitzner is a serial Entrepreneur, investor, professional board member in Denmark, Sweden, and the U.S. (currently sitting on 9 boards), marketing and social media expert and consultant, ‘masterminder’ and dreamer extraordinaire.

Mikkel received his Bachelor of Science in Economics, with honors, from University College of London, England in 1991. He also completed intense courses in Political Science and Game Theory at Columbia University in New York and a business course for CEOs at Harvard Business School in Massachusetts.

He is a Partner of a unique marketing and trailer rental company called “Freetrailer,” as well as a Partner in a promotional marketing company for corporations.

Originally from Denmark, where he used to run what turned into the 4th largest car rental company, he spearheaded efforts that resulted in doubled expansion growth and quadrupled locations. Up until recently, he owned and operated the largest limousine service company in Denmark, in which he grew profits 3200% during the first year of ownership alone. The company served the most discerned clientele including no less than three U.S. presidents. He also successfully ran a scuba diving equipment import & distribution company until it was sold to a German distributor.

Mikkel is also a multiple best-selling author and speaker; he teaches entrepreneurs how to create a business that will provide you with the lifestyle of your choice, taking you off the treadmill of your job, so you can spend your time doing what you love. Mikkel Pitzner has been featured on CNBC, ABC, CNNMONEY.com, Entrepreneur, FOX News, CBS News, *The Wall Street Journal*, *Fortune*, *Fast Company*, *SmartMoney*, *USA Today* and NBC. Mikkel Pitzner was also recently a guest on the Brian Tracy TV Show.

Mikkel currently resides in Florida with his beautiful wife Olga, 20-month-old son, Gabriel and a baby girl on the way. He is building four new business ventures simultaneously, while helping a local manufacturer in a struggling and challenging economy.

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