

January 2008: Reading

"Two things will change your life, the people you meet and the books you read"

.. JF Kennedy.

"The mind grows by what it feeds on." J.G. Holland.

Are you treating education as a continuing and ongoing pursuit, or are you going to neglect the growth of your mental capacity? Knowledge creates value. Expanding your knowledge base expands and increases your value to your career, value to your family, your wealth, your health and value to yourself. Education opens new doors, as you expand your thinking; you expand your possibilities and expand your success.

To grow properly, healthy plants need good soil, water, sun, and nutrients. They don't do well if you plant them in rocks, keep them in the shade, and sprinkle them with weed killer. Very few plants can grow in these conditions, and neither does the mind. It needs food, light, laughter, ideas, challenges, support, and encouragement. And books. Lots of books!

In a letter to John Adams in 1815, Thomas Jefferson wrote "I cannot live without books." And Sir Richard Steele pointed out that "Reading is to the mind what exercising is to the body."

"Books are the carriers of civilization. Without books, history is silent, literature dumb, science crippled, thought and speculation at a standstill. Without books, the development of civilization would have been impossible. They are engines of change, windows on the world, 'lighthouses erected in the sea of time.'

They are companions, teachers, magicians, bankers of the treasures of the mind. Books are humanity in print." Barbara Tuchman.

"Every man who knows how to read has it in his power to magnify himself, to multiply the ways, in which he exists, to make his life full, significant, and interesting." Aldous Huxley.

"Read books, listen to tapes, and attend seminars— they are decades of wisdom reduced to invaluable hours." Mark Victor Hansen.

Better yourself. Raise the bar personally and you will be raised professionally.

Start by reading half an hour a day on books and journals in your industry. That is equal to a book every two weeks or 26 books a year. Within two years you will be come an expert in your field.

Be passionate about reading!

Does Intelligence make you wealthy?

Smart people have better jobs, make more money, save more, become richer and are generally more successful people. Right? Wrong.

Continued



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Testimonials

"Very Worthwhile and relevant marketing ideas" - P. Ratcliffe, Retireinvest

"Thanks for the pointers in marketing my business" - Julie Matheson

"Thank you for your time this morning, I think you raised some every good points and have highlighted some areas of my business that I need to priorities take a look at" - Adam Jackson, Aussie Home Loans

January 2008: Reading continued ...

A study by Jay Zagorsky, (from Ohio State University) found that people with below average intelligence were just as wealthy as people with high IQ's (above 130). The good news is you don't have to be intelligent to create wealth. The bad news is the more intelligent you are the more likely you are to lose it.

According to his study of 7400 Americans, people don't become rich because they are smart. Being smart only helps you get a better paid job. Look at all the University professors around the world; do they drive Ferraris, Rolls Royce's and Porches? No, they are more likely to drive beat up second hand rust boxes.

The study found no strong relationship between wealth and IQ; in fact most people would agree the world is full of intelligent derelicts.

As Jay said, "Intelligence is not a factor in explaining wealth. Those with low intelligence should not believe they are handicapped, and those with high intelligence should not believe they have an advantage."

You are probably thinking I don't have the time to read all that there is to read. However if you do work in a team or organisation, you can allocate, that one person reads this journal/magazine, while you read another. Each week everyone spends 5 minutes listing the main points of the articles they have read to the group.

Don't make the excuse "I can't afford books or tapes", every major city and town has a library and library cards are free!

It really is very simple, if you work harder on yourself than your physical job you will be a success. People who work hard physically make a living, but that's it. People who work hard on their brain make a successful life.

If you go into any millionaire's house they will have a library of books on display. Now the question is did they become rich then buy all those self help books or did they buy the books, read them then became wealthy? I think you know the answer.



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Testimonials

"Well Explained, Excellent" - A. Simone, Total Insurance Services

Very Enjoyable and informative" - H. Moss, AAA shares Pty Ltd

"Rewarding for me and reinforced what I've been doing over the last 8 months" - J. Triffet

"Well presented, concise and very relevant" - J. Sherrnan Tyndall