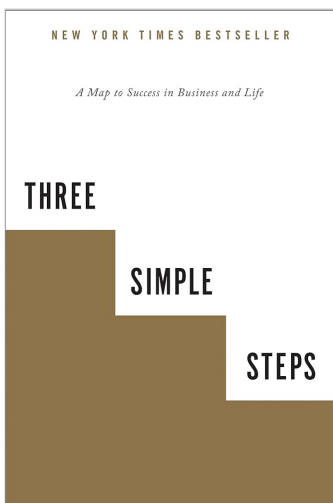


EXECUTIVE BOOK SUMMARIES

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ABOUT THE AUTHOR

Trevor Blake

Trevor Blake was founder and CEO of QOL Medical LLC; founder of ANU, and co-founder and CEO of Kalvi Medical LLC.

Three Simple Steps

THE NUTSHELL

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This book is the real deal. I came from a poor background with as many hang-ups as anyone else. I had no family or business connections to help me get ahead in the world. Honestly, I have no identifiable skill or talent. I have, however, diligently studied the attributes, talents, and insights of self-made men and women.

I observed three common behaviors in them all that helped them break free from the quicksand of their situations. *Three Simple Steps* provides a map to succeed in business and life based on proven laws of physics, and is supported by recent neuroscientific evidence.

After I turned 40, I started a company with a few thousand dollars, and it sold a few years later for more than \$100 million. Then I did it again in another field entirely. I am currently building my third company in less than ten years. I'm not bragging or talking myself up; I want you to know the truth, and to trust what I'm going to tell you.

STEP 1: Reclaiming Your Mentality

Over the years, I have read dozens of autobiographies of famous men and women who could be considered self-made. In every biography, I recognized how each person had

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to become a master of their mentality in order to get out of the quicksand of their life. Key to that control was their ability to think and react as an individual, and not as a group, society, or trend dictated.

Mentality is defined as a habitual mental attitude that determines how you will interpret and react to situations. The quality of our thoughts is important, but books on positive thinking tend to stop there. It is, however, the next step that determines a path of success or frustration: how we react to what we think.

STEP 2: Creating Winning Ideas

Every week, I meet people who tell me that they want a better life, but they just don't have any good ideas about how to change things. Step Two is all about positioning yourself to create and respond to good ideas, so we will discuss the rewiring of neural networks into a configuration that enhances our ability to create winning ideas and moments of insight.

The truth is that you don't have to come up with an idea. They are already there. Brilliant ideas, or moments of insight, are literally bursting to get through our closed-off minds. Step Two is all about rewiring our neural networks such that it becomes natural for us to create brilliant ideas. The main method is a simple meditative technique that I call *Taking Quiet Time*.

The more we struggle, the more we get stuck. We sometimes get caught up in trying to solve puzzles, when what we should do is plug into the matrix and relax. We don't need to know how something is going to work out. We simply need to send out the desire, and let life fill in the details. Stick with Step Two, and you'll never regret it.

STEP 3: Transforming Ideas into Achievements

Einstein's physical law that says energy and matter are equivalents of each other and interchangeable is a clue to the secret of success; it explains how to turn intangible ideas into real things. The conversion of thought energy into things should not be a secret because it is a proven law of physics. We are made of the same stuff as a plant or the soil. The third step is about releasing that conversion process in our lives.

An Intention is a goal but with all doubt about its attainment removed. Baby steps are not needed because there is no doubt about getting what we desire. Instead of creeping toward it, we can simply sit back and let it come running to us. The main difference, therefore, between intentions and goals is direction of effort. With goals, we push energy toward the object. With intentions, we pull or attach the object to us. This may seem like a subtle shift in mentality, but it is a critical one. Small changes in how we think make huge differences in outcome.

So, as we shift our conceptual understanding from journeying toward a desired object to attracting it to us, we slip naturally into an understanding of the law of attraction. When you have a thought, it has no option but to become physical reality. There is no difference between thought and matter.

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Writing out your Intentions every day is a powerful way to speed things up. As you write, you imagine and focus, which sends out powerful thoughts and helps you create more detail in your imagination. Speak out your Intentions when you exercise or when you are alone in nature. After a quiet time, daydream about one of your bigger Intentions or read out loud the list of your Intentions.

The synchronicity in my story seems remarkable to those who do not yet follow the three simple steps, but it is commonplace for those who do. I can connect the dots retrospectively and easily understand how everything played out perfectly, but it would have been impossible to predict any of it. This is why I say that all you need to do is set an Intention, then relax and let life fill in the details. There is no point in trying to conquer the goal in the warrior's style by charging toward the treasure. For all you know, you could be running in the wrong direction.

I believe the application of these three simple steps can get you out of the quicksand and on your way to amazing adventures. Each principle is free and has no negative side effect. What do you have to lose by being selective with the media, avoiding the complainers, treating yourself to 2 percent of your day for stillness, and writing daily Intentions?