

HOW TO BECOME A
**MASSIVE
ACTION
TAKER**

**GET ACCESS TO 101 EMPOWERING BELIEFS
THAT MILLIONAIRES PRACTICE**

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written by
AKASH GARG

ADHYAN

BOOKS

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How To Become A Massive Action Maker

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*Dedicated to the 'Massive Action Taker'
inside of you, which has the power to
transform your life, your family's life and
life of all the people in this world!*

*And most of all to my Mom, Dad, my wife
Deeksha and my buddy Amit.*

*Someday is a disease that will take your
dreams to the grave with you*

- Tim Ferriss

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Message for All Massive Action Takers

Till the end of my schooling, I was a pretty confident and street-smart kid. I wanted to do something big in life. There were no reasons as to why I can't make it big in life. There were no major challenges or limitations.

But then in 2008, at 18 years of age, an incident happened, that changed the course of my life forever. I appeared for an interview for internship with a big consulting multinational company. I prepared myself well. In fact, I was fully confident of cracking the interview and getting into my dream internship. That was my ultimate goal at that time. I told all my friends and family members about it. I was ready!

The interview process required us to appear for 5 rounds, one after another, provided we clear the previous one. The first round was a written test. I cleared it. Then we were made to appear for a group discussion. I cleared it as well. My expectations and confidence soared. Then we appeared for the HR interview round and again I cleared it. Almost 85% of the total applicants were rejected up till round 3. Then the selected candidates had to appear for the 'manager round' and the 'senior manager' round. I was a bit nervous for the manager round, but I managed to clear it as well. I was so happy and excited. 95% of the work was already done. Some of my seniors had told me that no one gets rejected in the last round. As per them, the last round was just a formality. I didn't know that this last round will change the course of my life. I was rejected in the first 5 minutes of the last round of interview because I said 'I may be inclined to do an MBA after finishing my CA course'.

When I got the rejection results, I probed the HR for the reason. On much insistence, they told me that the Senior Manager had given the remarks that ‘I didn’t seem like a long-term asset for the company’. I now realise that he must have written this because he feared that I may leave the company to do MBA later. But at that time, I lost all my confidence. Senior Manager’s remarks ‘I am not a long-term asset’ kept playing in my head. I said to myself ‘If I am not a long-term asset, then I am a liability, according to them. They are very senior people and became chartered accountants 10-15 years before me. They cannot be wrong. I am not an asset. I overrated myself.’ This self-talk played endlessly in my head.

Maybe it was my age (I was only 18 years old) or it was my over expectations, but I totally lost my confidence. And this lack of confidence became my permanent situation. I killed my ambitions. I became obsessed with mediocrity and criticizing others. I felt jealous of people who were rich and successful. I blamed my parents and my family background for my mediocre life. I was clear that others were responsible for the bad things in my life.

**

Fast forward to 2017, I was hired at a great salary in the very same company, where I was rejected. I worked several part time jobs along with my job to raise capital for my business. I started my own business and earned a small fortune through it. And finally, I was able to quit my job and concentrate completely on my business. What changed in these 9 years of my life? Did the government policies change, did my family background change, did the world economy change? No! Nothing around me changed considerably. What changed considerably was inside of me.

Jim Rohn says ‘The same wind blows on us all; the wind of disaster, opportunity and change. Therefore, it is not the blowing of the wind, but setting of the sails that will determine our direction in life.’ The direction of the wind i.e. my circumstances did not change. What changed was my philosophy of life and my beliefs about myself and my potential. I may not be a multi-millionaire yet, but I am definitely on the trajectory of becoming one. I didn’t wait to become India’s most successful entrepreneur to write this book, because I am of the belief that ‘Don’t make best the enemy of better’. Similarly, I don’t want you to wait in life for good things to happen rather make efforts to make them happen. Become a massive action taker!

Facts

10,000 – The number of failed prototypes created by Edison before successfully building the electric bulb.

5,110 – The number of failed prototypes created by James Dyson before successfully building the vacuum cleaner

1,009 – Number of times Colonel Sanders was turned down for his fried chicken recipe

300 – Number of times Walt Disney was rejected by bankers for his idea of Disneyland

27- Number of times John Grisham's first manuscript was rejected by Publishers

12- Number of times J.K. Rowling's Harry Potter manuscript was rejected by Publishers

PART A

**What is Massive Action and
What's Stopping You?**

What is Massive Action?

Have you ever noticed how crops are grown in the fields? Farmers utilize the following resources in order to grow crops:

1. Seeds
2. Soil
3. Water
4. Air
5. Sunshine

Individually seeds, soil, water, air and sunshine are not capable of producing anything but as soon as they come into contact with each other and the farmer follows a set process on them, magic starts to happen. Soon a field full of healthy crops is there.

Similarly, magic happens when an entrepreneur, through his creativity and the amalgamation of the resources available around him, creates a new product or a service. Can you also create a product or service which can build a fortune for you?

Most certainly! But the main resource required for achieving this fortune is Action. Without action neither the farmer could have been successful in growing the crops nor the entrepreneur could have been successful in creating an enterprise. Without taking action, no progress can ever happen in life!

While action is necessary for progress, massive action is necessary for massive and unprecedented results! Although both of them are cricketers, but what separates Virat Kohli and a middle aged Ranji series player is the level of action that they take. Who do you think takes more massive action on a day to day

basis? Obviously, the captain of the India's International Cricket Team. He puts in more effort each day and as a result gets better results.

Now massive action does not mean that you act like a manual labour and start carrying bricks over your head. This is actually an easy job. Both the risk quotient and upside are very less in this. Massive action is completely the opposite of this. Massive action means doing whatever it takes, to accomplish your goals. It is generally out of one's comfort zone. For example: In business, massive action means creation of process and systems for your business activities so that your systems can work for you, even if you are not available. Similarly, massive action can be taken in any walk of life, be it health, wealth, relationships, spirituality or career.

Now some people ask me how they can identify whether they are taking massive action or not. The thumb rule to determine this is to ask yourself the following question:

'Out of 100 people, how many would be willing to do what I am doing right now?'

If the answer to the above question is '5 or below', then you are taking massive action. Otherwise, you are not taking massive action. It's sad, but true!

Massive action is not for everyone. It's only for people who have massive expectations of adding value to the world and want massive results in their lives. It's for people with a massive hunger to accomplish big things in life.

Massive actions help in achieving massive goals.

**

Your Massive Goals

But wait a minute, do you have massive goals? If you do not have massive goals, then you cannot and will not take massive action. Massive action is the input through which massive goals can be achieved in any walk of life, whether it is health, wealth, career, relationships or spirituality. Some people in my seminar ask me, how big should their goals be? Can their dreams be as big as they want or should there be any limitation on their dreams – according to their education, family background, economic condition, experience etc.?

My answer to this question is always the same – Yes, you can dream as big as you want! You should have massive goals. But these goals should be broken down into smaller and measurable goals which can be tracked easily. Break down your 10-year goals into ten 1-year goals. Break down your 1-year goals into monthly milestones. Break down your monthly milestones in daily and weekly activities. The more specifically you define- what is it that you exactly want, the easier it becomes for your mind to help you in achieving it.

This is because of the Reticular Activation System (RAS) in our brain. RAS is that part of the brain which helps us to focus on what is important for us to achieve our goals. If fitness is our top priority, then our RAS will focus on thoughts, ideas, people and situation to keep us fit. Whereas, if success is our top priority, then RAS will point us towards the thoughts, ideas, people and situations which will make us successful. RAS blacks out all the other non-value-added activities and helps us to focus on what we want. Therefore, it becomes our top most priority to be very careful in defining what we want in life for ourselves.

Our goals determine the direction of our RAS. Hence, massive goals and associated rewards for our happiness are a must

in order to become a massive action taker, otherwise why the hell would we want to work hard and long?

Why should you start taking Massive Action?

This is the era of possibilities. This is the era of easy availability of resources, whether it's knowledge, money, manpower or technology. You just have to think big, have absolute certainty in it and act big. Treat yourself as a farmer in the possession of best seeds, huge farm land, fertile soil, good irrigation system and bright sunny weather. You just have to sow your seeds on the fertile soil, water the seeds and make sure that weeds are removed regularly. The results will be huge.

If you would have been born hundred years back, then you wouldn't have access to even proper electricity, let alone smartphones, internet and computers. If you cannot make it big now, with all the resources which are available at your disposal, then how would you have survived back then?

Success can be achieved by:

- Dreaming Big
- Believing in your Dreams
- Setting Big Goals
- Taking Massive Action
- Learning from Failure
- Repeating the Above

The current generation spends a huge amount of their valuable time in surfing social media and watching YouTube videos. If in these times, you can commit to focus on your goals and take massive action, then you are bound to be successful and rich. Your competition is surfing social media!!!

Are you ready to become a massive action taker?

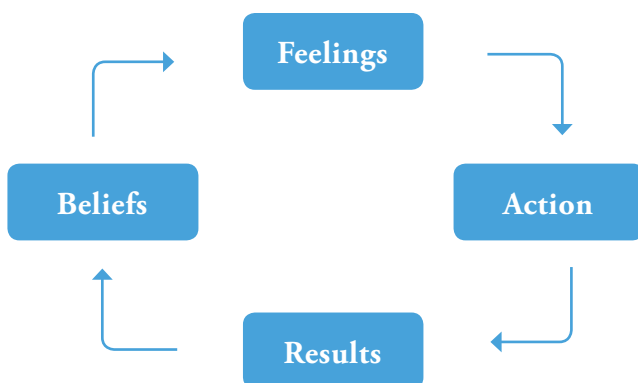


Figure 1: The Cycle of Success

Look at this image carefully. What according to you is the starting point of this loop?

Is it the Beliefs, Feelings, Action or Results?

Write your Answer here: _____

Well, the correct answer is '**Beliefs**'. First, you believe and then you make it happen by taking massive action. If you are unsure of your potential and you lack empowering beliefs, then you will never ever take massive action towards becoming successful. Believing in yourself in the 1st step!

See, the potential in each one of us is unlimited. Maybe there are few things about business, finance, sales or negotiations which you do not know today, but as you start believing in your potential of learning and executing, then you become '*primed or programmed*' to take massive action and achieve your desired results. Your results are directly proportional to the actions that you take and your actions are directly proportional to the feelings that you have about yourself and your potential.

I always start my workshops and webinars by asking the attendees these 2 questions:

1. Why are you not able to become successful?
2. Why are you not able to become rich and wealthy?

When I ask the attendees to share their answers, they get surprised when they find that I have already written most of their answers on a piece of paper.

I am able to do so because I receive similar answers in all my workshops. The attendees may change, the geography may change, the age group may change, the educational backgrounds and profession may change but the answers to these questions remain the same.

This means that the problems that people face in becoming rich and successful are somewhat similar. Do you want to know the top 10 reasons that people give for not able to live a rich and successful life?

Before I tell you the reasons, I want you to think about the top 2 reasons for yourself, why you aren't able to get the desired level of success and wealth in your life. Come on, it's not that difficult. You are reading this book because you desire more success, right? Then come up with the top 2 reasons that are stopping you.

Whenever people do this exercise, they get into a state which I call the state of learning and transformation. Most of us do not experience this zone because we are too occupied with the noises of the external world. But this exercise gives you a chance to get disconnected from the external noises for 60 seconds and listen to your inner voice.

So let's begin! Take a pause for 90 seconds, close your eyes and introspect. After you have the answers, write them down in a brief manner in the space below.

Reason 1 _____

Reason 2 _____

Great, I hope you have done this exercise.

Let me now tell you the top 10 reasons that people believe are responsible for stopping them from becoming rich and successful:

- Education and Training
- Experience
- Luck and Destiny
- Family Background
- Lack of Ideas
- Lack of Strategies
- Lack of Guidance
- Lack of Connections and Network
- Fear of Taking Responsibility
- Fear of Failure

**

Your Beliefs Determine your Destiny

I know these reasons for not becoming rich resonate with you as well, either directly or indirectly. You also find these factors responsible for your inability to become rich, right?

But if you notice carefully, all around you, there are thousands of people that had these limitations but still they were able to make a fortune for themselves. What did they do differently?

There was a boy who was born in a very humble background.

He struggled academically throughout his school and failed multiple times. At one point of time in his life, he was sceptical of even finishing his high school. But somehow, he was able to complete his schooling. Afterwards, he became a little courageous and applied to Harvard University. But he was rejected. He did not lose hope and applied several times again but was rejected each and every time. Eventually, he had to complete his graduation in English literature. During his early days when he was looking out for a job, he was rejected 30 times in job interviews. In fact, at a job interview for KFC, out of the 24 candidates, only he was rejected and the rest 23 were selected.

He had all the reasons to believe that he cannot be successful and rich. If you were to face similar circumstances in life, then what would you have done? Most of the people would have created a lot of self-doubt for themselves and would have given up on their dreams.

But not this boy. He turned around his destiny by founding Alibaba, the world's largest B2B online platform. Yes, this is the story of Alibaba's Founder and multi-billionaire Jack Ma. Jack Ma created Alibaba group in China and raised \$21.8 Billion, making it the largest IPO ever in the history of the world. At the end of 2018, the market capitalization of Alibaba stood at more than \$350 Billion. At the time of writing this book in 2019, still Alibaba has the largest market share in B2B trading.

The biggest lesson that we can learn from Jack Ma is that it's not the events of our lives that shape us, but our beliefs as to what those events mean to us. This guy who was born to a humble family in China did not let rejections and early failures make him believe that he cannot become successful in life and that he is worthless. The meaning he attached to these failures was that, he was not made for small-time jobs, rather he was born

to contribute to the world in a big way. And definitely, Alibaba has helped China and other countries to create millions of jobs, directly and indirectly.

It's never the environment; it's never the events of our lives that determines our success and failure. It's the meaning we attach to these events, how we interpret them, which shapes who we are today and who we'll become tomorrow. This is known as our 'belief system'.

**

What stops you from taking Massive Action?

Our belief system precedes our actions

– Akash Garg

Beliefs have the power to create and the power to destroy. We have the amazing ability to take any experience of our lives and create a meaning that disempowers us or one that can literally save our lives. Are your beliefs designed for success or failure? Do you find excuses as to why you can't do things and achieve great things in life or you find ways as to how you can get anything that you want in life?

What we can do 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

– Tony Robbins

If through your beliefs of not having the right family background, network, education or guidance, you convince

yourself that you cannot ever become wealthy, then would you ever take massive action to become wealthy? Would you ever take risks towards it? Would you ever put your 100% in it? The answer is NO! You never do those things with full commitment, which you are not convinced about and which conflicts with your internal belief system.

But there is a small part in your mind that fantasizes about owning expensive luxury cars, spacious homes, luxury watches, going on foreign vacations and everything else money can buy. Not only that, you also realize that if you have more money and success, you will have more respect, love, appreciation, attention and significance from others. You want all these, don't you?

So, on one side you have your dreams and desires to become rich and on the other side you have the conviction that you cannot become rich because people like you cannot become rich. Sounds like a hell of a mental battle.

But then you listen to some motivational stories and read some motivational books which give you hope that you can also make it big. So, for a moment you start thinking about your goals and some may even start working towards them.

Now, here arises a big question which you need to ponder upon. This momentary action that you take, does it happen because you forget your old beliefs or you transform those old beliefs?

The main problem is that due to temporary motivation, you tend to forget your old beliefs. This means that your old limiting beliefs can surface back anytime. As soon as you approach a task which gets you uncomfortable or which affects your self-worth, your limiting beliefs and self-doubt resurface and create a 'discomfort' in your mind. As soon as these negative emotions hit you, you start feeling tired, sleepy, bored, demotivated, doubtful and fearful. Eventually to

get out this uncomfortable zone, you create justifications or excuses for not doing the work to achieve your goals.

For a long time in my life, I was afraid of writing posts and blogs on social media because of my beliefs that I am not an ‘expert’ and only ‘experts’ have earned the right to post on social media. I thought that if I will post my blogs then why would anyone read them, when there are thousands of experts already posting on social media. But still, by listening to social media influencers like Gary Vaynerchuk and Grant Cardone, I became motivated to make a social media content strategy. According to it, I was required to post 3-5 pieces of content every day on social media.

But as soon as I had to create the content, my limiting beliefs would surface from nowhere and make me uncomfortable. We all hate discomfort and want to get rid of it as soon as possible. So, to avoid discomfort without feeling guilty about it, I created excuses like *‘I am researching some content and when I will know more about this topic, then I will post about it’* or *‘If I will not conduct proper research for my content, then it will hurt my reputation.’* *Hurt my reputation?* No one knew me that much on social media that it would hurt my reputation. It was all a bunch of lies I was throwing at myself. Next, in order to feel comfortable again and reduce my guilt, I watched more motivational videos, read more books and listened to more audiobooks.

Soon self-realization struck me that I had been procrastinating. The reasons for my Procrastination were pretty straight forward. The main reason was- My Limiting Beliefs!!!

In the Part B of this book, you will find the list of 101 most common limiting beliefs which are responsible for making it ***‘Impossible’*** for you to become wealthy. Along with each limiting belief, you will also find:

- a. Justifications as to why each belief is a false notion and you should get rid of it at the earliest
- b. A corresponding alternative belief capable of making you a millionaire

Don't just read these alternative beliefs. Believe them with absolute certainty. In fact, embody these new beliefs. As you change your beliefs, your potential will increase and your actions will start giving you your desired results.

**

What leads you to Procrastinate?

As part of my workshops, I get to interact with so many business owners who want to do a lot of things like launch new products, get into new sales channels, hire more qualified employees and set up more sales meetings but they are unable to do these things because they Procrastinate.

Procrastination is called the biggest thief of time. In simple terms, procrastination can be defined as delaying something which is important for us, for a later point in time. People know that it is important to carry out certain activities in their business or personal life, but still they find pleasure in delaying the work.

Do you know why Procrastination is considered to be the deadliest enemy which can frustrate and demoralise you to the core? Because it has the ability to cause you to waste years or even decades of your life. How? In Procrastination, you never say that *I will not do it. You always say that I will do it later* and this later never comes! In this dynamically changing environment, procrastinating on taking critical business decisions and initiatives can become very costly.

Our workshops are designed in such a way that we go deep into understanding Procrastination and work upon strategies to fight it so that you can take full control over your life. But make no mistake, fighting Procrastination is not an easy battle!! Getting rid of it completely and taking control of your life may take a long time. But if you follow the right strategy and understand why you Procrastinate on a more deeper level, then you can save on a lot of time, money and the struggle that comes along with it.

Characteristics of Procrastination

Getting rid of Procrastination seems very difficult to people, but the first step towards it is to understand its characteristics:

1. Procrastination is triggered by our beliefs
2. It hides itself behind excuses
3. It associates comfort in avoiding the critical work and discomfort in doing it
4. It's a silent killer – It won't fight you head on, but it will delay things to the level that you may never be able to get back on track
5. It has a fixed pattern – known as Procrastination Pattern
6. It can be beaten by breaking the pattern

If you want to beat it, then start the war against it today. You will be tempted to start it from tomorrow, but do not get into the trap of Procrastination.

**

The Procrastination Pattern

Like all repetitive behaviours, Procrastination also has a pattern. If we are able to break this pattern, then we can get

rid of our Procrastination. But the first step is to understand the Procrastination Pattern.

Suppose your goal is to get good at public speaking, the best way to improve your public speaking skills is through practicing your speech in front of a mirror or a video camera. The more you get used to see yourself speaking, the better you get. This can easily be done through the video camera of your mobile phone. Now let's understand how you Procrastinate:

- (Step 1) You think about practicing your speech in front of the camera
- (Step 2) Your limiting beliefs like *'I don't look good in camera'* or *'this will require a lot of hard work'* hit you
- (Step 3) You instantly feel conscious, pressurized, bored, stressed or afraid
- (Step 4) You start making excuses like *'I am tired, I will do it tomorrow'* or *'I need to write a better speech before I start practicing'*. The truth is that you could have practiced your speech even today without waiting to complete the final speech
- (Step 5) You indulge into procrastinating activities which give you relief from the discomfort. The procrastination activities can be sleeping, eating, watching movies, spending time on social media or even watching videos related to public speaking.
- (Step 6) You gain some relief for not having to face the camera to practice your speech. Later on, you feel guilty for not practicing your speech and indulging in procrastination again. Your excuses help you get over this guilt of procrastination.



(Step 7) Due to the pleasure of not having to practice your speech on camera and doing more comforting activities like sleeping, watching movies etc. you repeat the pattern as soon as you *approach this task and feel the discomfort*. Basically, this pattern becomes your habit and you start following it subconsciously.

Each time you procrastinate, the main factor which determines whether you will procrastinate or not is your associated beliefs with the task and the outcome. Refer to the figure to understand the ‘Procrastination Pattern’

**

Strategies to avoid Procrastination

To become a massive action taker, the first step is to get rid of your limiting beliefs. I know it sounds boring and stupid but this is the way it is. If you are governed by your limiting beliefs, then no strategy can make you a massive action taker. You may have some good days of productivity but you will never be able to become a consistent achiever.

On the other hand, if you program your mind to accept more empowering beliefs and act accordingly, then no one can stop you. Every person who has built a fortune has used this approach.

While you are still working on conditioning the empowering beliefs in your life, you can use the following strategies to reduce the effect of Procrastination:

1. Awareness reduces Procrastination

Majority of the events in life have patterns. It's just that our mind is not trained enough to recognize these patterns. With enough practice, we can break the unhelpful patterns and reinforce the helpful patterns of productivity & massive action.

Awareness is Power. If we are aware of these patterns then by the use of conscious effort, we can break the pattern of Procrastination. Each and every repetition towards breaking the pattern of procrastination goes a long way. The more aware we become about depths of our Procrastination, the easier it becomes to get rid of it.

In our weekend seminars and online webinars, we help people get extremely deep into their limiting beliefs, excuses, procrastinating activities & change the meaning of their excuses from pleasure to extreme pain. This helps them take control of their action and eventually get rid of procrastination.

Action Step– Attend one of our weekend seminars on getting rid of Procrastination and building Habits. Register yourself on www.habitpreneur.com

2. Do not give too much importance to your feelings and emotions

If every person in the world starts working as per their moods, interests and feelings, then the concept of hard work and persistence would soon be over. What is persistence? Persistence is the effort that you put even after you have failed, even when it doesn't feel right, even when you are tired and even when you don't have much hopes of succeeding!

So, do not give too much importance to your feelings. Feelings are a way to keep you safe within the tribe. Your feelings do not make you the head of the tribe. It just keeps you a part of the tribe. The head of the tribe is generally the person, who goes beyond all the fears and risks, who takes the plunge for a larger cause and who is trusted by people for their sustenance and safety. For this additional responsibility and risk, he is rewarded immensely in the form of wealth, respect & position.

Action Step – Practice to do the work even if you don't feel like doing it. Learn to adapt to pain and uncomfortable feelings

3. Make Procrastination difficult and painful

The more difficulties you add in the way of Procrastination, the less you are likely to Procrastinate. You can use the following techniques to make Procrastination more difficult and painful:

- a. Make public declaration of your goals with clear cut milestones. Periodically report the progress of these milestones to the people.
- b. Use apps like detox procrastination, which will block all

the apps in your phone for a particular length of time (for example 30 min, 45 min or 60 min) so that you can focus on your work without the distraction of your phone

- c. Use applications like stickk.com to add monetary value to the commitment you are making for your goals. In case you do not achieve your goals or the milestones, you lose your money. And losing your money can be very painful!
- d. Join accountability clubs and get yourself an accountability partner

Action Step – Make Procrastination painful, shameful & expensive for yourself!

4. Eat the Frog

This idea has been inspired from Brian Tracy's best-selling book 'Eat the frog'.

If you want to achieve the difficult goals, then you need to build a habit of getting rid of the sucker first i.e. the work with which you associate your worst fears, inhibitions and boredom. If you are able to get rid of them first, then your brain will know that the tough work has been dealt with and it can easily get through the rest of the work.

On the other hand, if you procrastinate on the work which you are not comfortable with or which you find extremely boring or difficult, then you will never be able to achieve your big goals. You will always have enough excuses & justifications as to why things will not work instead of reasons for why things will work.

Action Step – Practice to complete the most difficult and boring piece of work first!

5. Master the beginning

In a normal scenario, for you to get started, you would have to convince yourself to make plans, face your fears, picture yourself winning/losing, get confidence and then take action. This may be applicable for working out, public speaking or anything which is important for us to practice on a daily basis.

But what if you cut down the cycle time of taking action considerably and focus on getting started. The starting of any activity is the most difficult part. If you train yourself to master the art of starting any activity then you can master the subsequent steps pretty easily.

Mastering the first step requires the following:

- a. Figure out the first few steps that you must take to start the activity
- b. Practice these 'initial steps' defined in step 1 so that it becomes a Habit

Action Step – follow the above two-step process

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You don't choose your future, you choose
your Habits. Your Habits create your
future!!

Habit vs Willpower

Habit is a behaviour that is repeated regularly and tends to occur subconsciously. You do not need to use your willpower to do an activity which has become your habit. In fact, it takes tremendous willpower to avoid doing the activities which have become habits.

If given a chance, which one would you rely upon in the long term for taking massive action – habits or willpower?

In order to help you make an informed choice, let's understand more about willpower.

Willpower is neither a personality trait nor a skill or virtue. It operates like a muscle. We all have limited supply of willpower in our lives. It can be strengthened as well as exhausted easily.

There was a famous experiment conducted by Psychologist Roy Baumeister. He gathered a large group of people in a room where freshly baked chocolate cookies were kept. This large group of people was divided into two different groups. One group was asked to eat cookies and the other group was asked to eat radish. The first group loved munching on their chocolate cookies but the second group seemed displeased while eating radishes. They had to use immense willpower to complete this experiment. Afterwards, both the groups were asked to solve complex puzzles and the group which had to eat radish in the first experiment, made fewer attempts than the group which ate chocolate cookies. It was later concluded that the second group exhausted their willpower while eating radish and hence had comparatively less willpower left for solving the puzzle, hence they gave up early. Willpower is thus limited in our lives.

If you want to be a Massive Action Taker, you can't rely upon willpower to get massive results. You have to consciously choose your habits and automate them in your lifestyle. This way, most of your important daily tasks can be completed habitually and you can utilize your willpower as an extra reserve to get massive results. This will create an edge for you vis-à-vis your competitors.

Habits reduce the burden on our willpower. The more we accomplish through our habits, the more we can use our reserves of willpower to push ourselves to achieve more.

Role of Habits in Massive Action Takers' lives

We usually overestimate what we think we can accomplish in one year but we grossly underestimate what we can accomplish in a decade

– Tony Robbins

Let me give you a choice. If given a chance to take 1 paisa (INR 0.01) and double it for 31 consecutive days or take Rs. 20,00,000 today, which options would you choose?

Most people will choose the option to take Rs. 20,00,000 today. Let's see where both the options stand in 31 days.

In the first 10 days, option 1 makes your Re. 0.01 into Rs. 5.12 whereas in option 2, you already have Rs. 20,00,000.

In 15 days, option 1 grows into Rs. 163.84 whereas option 2 is far ahead at Rs. 20,00,000

In 24 days, option 1 becomes Rs. 83,886.06 whereas option 2 is still Rs. 20,00,000.

In 28 days, option 1 comes closer to option 2 with 13,42,177.

But in the next 3 days, option 1 surpasses option 2 by five times. Option 1 becomes Rs. 1,07,37,418 whereas option 2 remains the same at Rs. 20,00,000!!!!

Did you see how your consistent efforts and continuous improvements can give monstrous growth over a period of time? If you take action persistently however small it is and try to add continuous improvements in the quality of your efforts, then you can achieve unprecedented results in the long run.

*And you know what we call a person who achieves
unprecedented results*

– a Massive Action Taker!

Why is it difficult to form Habits?

Habits are formed by repetition of a behaviour. With each repetition, the neural pathway of the behaviour strengthens in the brain.

Think of it like this, if you take a blunt pencil and draw a line with it on a piece of paper, a thick but light-coloured line will be drawn. Now repeat the action multiple times. Soon you will realise that the line has become thicker and darker with repetitions. Similarly, the behavioural imprints also strengthen in our brain with continuous repetitions. And this way habits are formed.

But if building habits was so easy, then why do so many people struggle to develop habits which can lead to a healthier, wealthier and happier life? This is mainly because whatever is 'easy to follow' is also 'easy not to follow'. Repeating any desirable behaviour is easy, but due to the following reasons, most of the people are not able to build habits:

1. Lack of Awareness: Most of the people are not aware that they possess the power to consciously build habits in their life.
2. Lack of Purpose: They do not know 'Why' they should build habits and lack motivation.
3. Lack of Patience: They desire instant gratification over long term success. They do not have the patience to wait to perform the required repetitions for forming habits.

4. Lack of Support: They are unable to find a support system which can help them in the process of building habits
5. Lack of Routine: They take random and sporadic actions which do not lead to Habit formation. They don't have self-discipline.
6. Boredom: In the beginning, the new task and repetition seems interesting. Eventually, it becomes boring and monotonous. Hence, most of the people quit.

What are the most important Habits of the Millionaires?

Habits can either be built consciously by us or they are built unconsciously by our environment. Successful people are smart in choosing their habits. Once they choose, they discipline themselves in building the habits. The most commonly followed habits which have the ability to make you rich and successful are:

1. Make Daily To-Do List
2. Create Money Goals
3. Stick to your Daily Goals
4. Read Self-Improvement Books
5. Invest Money
6. Stay Connected with the Right People
7. Wake Up Early
8. Sleep Early
9. Exercise
10. Eat Healthy
11. Meditate

When you follow these habits, you will accomplish massive results in the following areas:

- a) Physical Health
- b) Mental Health
- c) Increase in Resourcefulness
- d) Better achievement of Goals
- e) Continuous Self-Improvement

These consciously built habits give you a better control over your life.

We all have limited time in this life and this time is passing by pretty quickly— second after second, minute after minute. In this limited time, we can choose to sit idle, sleep, surf social media or we can choose to take massive action to get massive success.

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The Power of Momentum

How do you think the top athletes perform at the top of their game? How do you think that some writers come with consecutive bestsellers? How do you think that the rich are getting richer and the poor get poorer? It's all because of the Power of Momentum!

Momentum is your ultimate power. Once, you have got rid of your limiting beliefs or at least controlled their intensity, if you increase the intensity of your action just a little bit over a period of time, you start building momentum. Momentum is built by your constant and incremental action. Momentum can be best defined by the help of the following example:

Earlier handpumps were used to extract water from the ground. Have you ever used one? The initial pumps are hard and tight. But as soon as the water starts coming from the tap, the process of pumping becomes easier. This is because the initial

pumps are used to bring the ground water to the taps and once this connection of the water to the tap is made, light pumps are required to sustain this process.

Similarly, when you start working on something, the initial period is a bit challenging. You have to put huge effort to get even small results. This is because, the muscle for massive action in your mind takes time to build. But once that muscle starts building and you stay consistent in action taking, the power of momentum takes over. You start accomplishing big tasks with lesser effort. This state of flow, makes humongous and impossible tasks possible.

Massive action takers form habits to get into the state of momentum which builds up the underlying energy to achieve massive results.

Summary of Part A:

- Without massive action, massive success and unprecedented results are not possible
- Taking massive action does not mean doing more of labour-intensive work. Rather, it means setting big goals and working towards their accomplishment
- The first step to get massive success is to get rid of your limiting beliefs and substitute them with more empowering beliefs. If you cannot believe it to be possible, you cannot make it possible!
- The second step is to set massive, specific and measurable goals. This activates your RAS and helps you to set your focus in the direction of your goals.
- The third step to get massive success is to get rid of your procrastination and become an instant action taker. Procrastination is the biggest thief of time and it kills more dreams than failure ever will.
- The fourth step is to consciously choose your habits to become successful and then automate them into your lifestyle.
- The fifth step is to build momentum which will help you to achieve the ‘impossible’

By now you would have understood the importance of your beliefs in getting massive success. Are you ready to get rid of your limiting beliefs?

Turn to Part B now!

PART B

**101 Empowering Beliefs to
Become a Massive Action Taker**

101 Empowering Beliefs to Become a Massive Action Taker

Our Beliefs become the lens through which we communicate with ourselves and with the world

Let's say that a person has a belief that he is not good enough and people from this kind of family background do not succeed in life. If he has the expectation of mediocrity, how much of his potential will he be willing to tap? Not very much. He has already accepted his life to be the one with failure and poor results. What kind of actions do you expect him to take; determined, massive and assertive? Not likely. He will take half-hearted and confused actions. What sort of results come out from this? Chances are they will be pretty poor. And these poor results will further reinforce the negative beliefs in his life.

Let's look at it from another angle. You believed deeply that you can succeed in the long run if you gave enough value to your customers. So in order to give extraordinary value, which your competitors rarely gave, you make yourself believe that you have unlimited potential and you took determined and massive action. Which one do you think will give better results; the half-hearted and confused action steps in scenario 1 or the determined and massive action steps in scenario 2. Chances are that scenario 2 will fetch considerably better results. Hence, your positive beliefs will further be reinforced which will lead to even bigger actions and results in the future.

I know that you have picked up this book because something in you tells you that you want massive results in your life. You do not want to settle for lesser than a 'Grand Life'. But the first and most important step to succeed in your life is to get rid of your

limiting beliefs and replace them with more empowering beliefs which will help you to take massive action.

Therefore, this section of the book covers a list of 101 most common and destructible limiting beliefs which people have about themselves and their life. These beliefs stop them from tapping into their unlimited potential and take massive-determined action. These beliefs are the primary reason which make people feel that they are not good and worthy enough of being loved.

Get excited for what's coming ahead. If you are able to identify your top limiting beliefs and replace them with alternative empowering beliefs, then nothing can stop you in your life from taking massive action and getting massive success.

How to get the best out of Part B of the book

Give a quick reading to these 101 limiting beliefs. I would suggest you to finish it in one go. During the first reading of Part B, do not go deep into the reasons and justifications of the limiting beliefs. Just concentrate on the limiting belief statement and tick whether the 'Limiting Belief' is applicable for you or not.

After you have read all the 101 'Limiting Beliefs', this book becomes more of a reference guide to help you get rid of your *Applicable limiting beliefs* which have the maximum impact on your mindset and which stop you from taking massive action. Read these beliefs again and this time read the justifications also as to why these beliefs are false filters which have been conditioned in you from the environment. You will experience breakthrough moments when you will realise that you have been blaming your education, family background, work experience and government policies for too long.

Also, at the end of each belief, you will find a replacement in the form of empowering belief which the massive action takers practice. Get rid of your limiting beliefs and change your life forever!

I wish you all the best!

1. I don't want to be wealthy

Why is it a lie?

Applicability: Yes/No

You must have heard this statement from a lot of people. Try to find the pattern of these people. Who are these people? These are generally the people who do not have the confidence to become successful and wealthy. But they have a strong self-image which they want to preserve.

Hence, in order to keep their self-image high in their own eyes, they reject hard work. They reject the risk. They reject money and they reject all ways and means to achieve more. They do this because they want to avoid facing the situation of failure or loss in difficult circumstances.

When they will not be successful, they will say that they could have been successful pretty easily, but they decided consciously not to run after success as they value family/ health/ peace of mind and other various excuses.

Remember, you can value your health or family or traditions and you can still become successful and wealthy along with it.

Empowering Belief for Massive Action

"I really want to be wealthy"

2. Only the lucky and fateful become Wealthy

Why is it a lie?

Applicability: Yes/No

Successful people are those who have failed more often than the mediocre ones. They have experienced more ups and downs in their lives than *'unlucky'* people will ever experience. They have an insatiable hunger to accomplish big things. If they would have left success to the probability of luck and good fate without working towards it, then the immense success and wealth, which they possess, would not have been there.

The harder and longer you try, the more chances you get to become lucky in your desired goals. This is because the harder and longer you work on your goals, the more prepared you become, the stronger your mindset gets, the more opportunities you get and the better action you take.

Luck = Preparation + Mindset + Opportunity + Action

Empowering Belief for Massive Action

"I become wealthy with Hard-work, Faith and Persistence"

3. If I will want more money, people will think I am greedy

Why is it a lie?

Applicability: Yes/No

The dictionary meaning of Greed is: The intense and selfish desire to have more of something especially food, wealth or power, without having consideration towards others.

Some people have associated having more money, wealth and success with selfishness, whereas, the truth is, for people to earn more money, they have to provide more value to the marketplace, they have to give more employment, they have to build systems and they have to pay more taxes, which in the long term add value to the entire ecosystem, rather than destroying it.

Moreover, it is understandable that if a person is accomplishing so many things, giving so much value to the ecosystem, then he would desire certain benefits for his/her own life as well. But that doesn't make it selfish. That makes it Human!

Empowering Belief for Massive Action

"More earnings for me means more value addition to others' lives"

4. I want to be rich and successful but I am afraid of being termed as failure

Why is it a lie?

Applicability: Yes/No

The main problem is some people believe that if they fail, then there is no way out of it. A major failure in life does not mean a failed life. Failure should be treated as a learning experience.

Imagine yourself playing cricket with the leather ball - first time in life and you get bowled by a quick yorker ball. Now, although you have failed in the inning, but it does not mean, this should become your identity. You can learn better batting by practising more often, get associated with a better coach and voila, in 2-3 months you will start stroking the ball better.

Similarly, do not be afraid of failing. Instead, treat failure as part of your journey. Accept that failure will be there but you do not have to be defined by your failures.

Empowering Belief for Massive Action

"To be rich and successful, I should be willing to fail more often"

5. To be rich and successful, I will have to use people and take undue advantage of them

Why is it a lie?

Applicability: Yes/No

To be successful, you have to do a series of profitable transactions. To do a series of profitable transactions, you need to come up with a product or service which adds value in your customers' lives. The more value it will add and the more people it will serve, the higher will be the level of your wealth.

Legally conducted transactions and businesses do not require you to take advantage of someone. It only needs you to understand your customers' needs and fulfil them with your product/ service.

There are some people who conduct unscrupulous business but you do not need to be one of them to be successful. There are more than enough examples of people who have created wealth by adding real value to the eco-system.

Empowering Belief for Massive Action

"To be rich, I need to provide valuable products or services to the people"

6. It's very difficult to become rich and successful

Why is it a lie?

Applicability: Yes/No

The word difficult is very relative. Whenever we do something for the first time in our life, we find it difficult to do. Do you remember the first time you had to sit in the driver's seat and drive your car? Would you term that experience easy or difficult? How do you rate that experience now? Do you remember the first time you had to learn algebra in school? It was so difficult! But the difficulty levels decrease considerably when you repeatedly do or experience that thing.

Richness and success is in minority in our lives. We are mostly surrounded by people who 'were not able to make it'. The opinions of these people have made the concept of success and richness difficult for us. What we need right now is a mindset shift which can make us believe that richness and success is not difficult. It has certain laws, rules, principles and guidelines, which if followed consistently, can make it pretty easier and straight forward for us.

Empowering Belief for Massive Action

"By building a strong mindset and taking massive action, I can become rich and successful"

7. I do not enjoy taking on responsibility

Why is it a lie?

Applicability: Yes/No

Our environment has conditioned us to believe that if we take more responsibility of something, then our life gets disrupted, we are unable to give time to other things, our health takes a toll and 100 other excuses. Well, taking responsibility is a very noble cause. How are you born? Because your parents took the responsibility to give you birth, the doctors took the responsibility to make sure you come out of your mother's womb alive! How have you been brought up? Your parents and your teachers took the responsibility of giving you the required lessons during different times of life.

So, responsibility is not something you have to take. Responsibility is something you get an opportunity to take. Responsibility to manage your business or career is a chance to add value to so many lives. It is an opportunity to have the life of your dreams.

If you avoid taking responsibility, then no one else will take up the responsibility of your life & wealth.

Empowering Belief for Massive Action

"I love taking on responsibility for the things which are important for my success"

8. Having a lot of money is a big responsibility which I am not prepared to do

Why is it a lie?

Applicability: Yes/No

Are you prepared to raise your kids before you get married? Most of the people will say ‘no’ to the question. The reason you are not prepared is because it’s not important for you at this point of time. The first step for you is to get married and then think about planning a kid. Similarly, the reason most people hate money is that they think they will have to take on the responsibility of managing money. It will be so difficult to manage \$10 million which comes into your bank accounts every year, right?

As mentioned earlier, whenever you do something for the first time, you find it difficult to do. But as soon as you start doing it more frequently, you get a hold of it and it comes naturally to you. The same way, managing money will come naturally to you, the moment you start focussing on that. Be prepared to take on the responsibility for the things which matter to you for achieving your dreams.

Empowering Belief for Massive Action

“I love managing and growing my money”

9. If I get a lot of money, I might lose it someday

Why is it a lie?

Applicability: Yes/No

Building businesses, becoming successful and earning money requires you to learn a system. But once you master the system, even due to some external factors like pressure from competitors, changes in taste and preferences, technological shift if you lose your money or have to shut down your business, you can still earn it all back.

There is a very famous saying that if you take away the wealth of the richest people on the earth and give it to the poor people, still in about 5 years' time, they will have it all back and the poor people will lose it all. This is because the rich people understand the system of earning and managing their money.

Moreover, getting a lot of money and then losing it makes you still more deserving and successful than not having it at all. So, do not let the fear of losing money deter you from earning it!

Empowering Belief for Massive Action

"I focus on earning money. Even if I lose my money due to any reason, I can always earn it back because I possess the 'know how'"

10. It takes money to make money

Why is it a lie?

Applicability: Yes/No

Money is the output of adding value to people's lives. Think about the top 10 billionaires. Who forms the majority; the self-made billionaires who once did not have money or the people who were already rich and they just used money to earn more money?

Well the majority of the people are the ones who did not have abundant resources but they taught themselves to be resourceful enough to get the required resources for their enterprise.

So, do not focus on not having money. Rather, concentrate on becoming more resourceful so that people line up at your door to lend you the money that you need to fulfil your goals.

You do not need money to make money. To become rich, you need systematic execution of ideas which can be transformed into repetitive processes & systems.

Empowering Belief for Massive Action

"It takes resourcefulness to make money"

11. I am not good enough to be rich

Why is it a lie?

Applicability: Yes/No

I would like to congratulate you if you believe in this statement. Because the first step to make any change in your life is 'Awareness'. If you do not find yourself to be good enough, then you can try to become good enough. Will it happen in a day or two? No! It will take months and years of hard and focussed work. But is it worth it? Definitely

My mentor, Tony Robbins says that 'your past doesn't equal to your future'. So, if till the time of reading this sentence, you believed that you are not good enough, then decide from this very moment, to start becoming better each and every day. Add more skills, more talent and more good habits to your life so that you can use the power of compounding to succeed in life.

You do not need to compete with others every time you play the game, rather you just need to compete with yourself and beat your previous self.

Empowering Belief for Massive Action

"Each day, I become better equipped to become rich and successful"

12. I am not popular enough to be successful

Why is it a lie?

Applicability: Yes/No

For some people, the need to be popular, famous and appreciated is quite significant. Hence, these people start measuring each and every success or failure from the parameter of being famous or appreciated. I urge you to understand that you become popular or famous when you start increasing your recall value because of something which you persistently do. How do you remember Shah Rukh Khan or Akshay Kumar? Because you continuously see them in commercials, movies, interviews or social media.

If you want to be famous or popular or if you want people to appreciate you, then start adding more value to their lives. Let them be enthralled by your persona and then they will not only appreciate you and your message, they will also share it with their family and friends.

My mentor Tony Robbins says ‘do not make satisfied customers, make raving fans!’

Empowering Belief for Massive Action

“To be popular and famous, I consistently add value to people’s lives. This makes me famous as well as successful!”

13. I am not connected enough

Why is it a lie?

Applicability: Yes/No

Who do you want to be connected with? Do you want to be connected with a person who seems helpless and who has excuses for each and every situation of life or do you want to be connected with people who are resourceful and who can get difficult things done? The answer is obvious. You want to be connected with the resourceful people. That gives you the hope of receiving timely assistance or support. Similarly, other people would want to get connected with you if they see resourcefulness in you. If you are a person who is full of excuses and blames others for every problem in life, then no one would expect any assistance or support from you because the probability of you giving an excuse, in the time of need would be quite high.

Hence, focus on becoming resourceful so that you become a valuable member to the marketplace and people love to keep a professional as well as connection with you.

Empowering Belief for Massive Action

“My resourcefulness connects me with the right people”

14. I wasn't born into the right kind of family

Why is it a lie?

Applicability: Yes/No

Do you know the story about Abraham Lincoln, Dhirubhai Ambani, Steve Jobs, Mark Zuckerberg, Jeff Bezos or any person who has risen to the top and added immense value to the world? How much money or connections or office spaces or factories did they have when they started out? Do you think their families played the role of business mentors or success coaches?

Majority of the successful people are self-made, who did not focus on the limitations attached to their families, but rather focussed on how they can work upon themselves and improve their skills.

I am not saying that people who are born in successful and rich families don't have an advantage. Yes, we know that they do have an advantage. But that shouldn't stop you from taking action on your own personal development. Always take it this way 'I am lucky to have my family, I will work on myself and my goals so dedicatedly, that no one else in my family will ever have this limitation of money or resources.'

Empowering Belief for Massive Action

"My family background does not determine my future"

15. I am naturally unlikable and unlovable

Why is it a lie?

Applicability: Yes/No

Whether you are liked or disliked by people depends upon the value addition you are doing to their life. Now this value addition can be financial, emotional, physical, spiritual or personal. Think about your favourite teacher or your best friend or your role models. Why do you like them?

You like them because they feed you with some information, knowledge and aspirations which are important for you. Maybe they emit such vibes of positivity which give you happiness. Hence, you like them because they add value to your life.

Now decide, what can you give to the world to add value in their lives? If you give them reasons, whether big or small, on a consistent basis, you will eventually become likable and lovable. You will hold a special position in their headspace and lives. Do you have to add a lot of value in their lives to become likable? Not at all. You can start with discussing one topic which may interest them like books, movies, sports etc. and see the magic

Empowering Belief for Massive Action

"I have the potential to become extremely likable and lovable"

16. I don't have the right education

Why is it a lie?

Applicability: Yes/No

The most successful people in this world have been the people who self-taught themselves what they needed to learn. Never been to MBA School? You can still become the best salesman in your company by reading books, attending seminars and implementing the principles you learn. Not an engineer? You can still become a leading developer who can create a software, application or system which can benefit millions and amass you with billions. Do not have formal education in business or finance? You can still run a successful business!

What is stopping you? Perhaps a college education, formal degree or a stamp by some government authority. In the era of google and online programmes, whatever knowledge or data you require, can easily be arranged and mastered. The only thing standing between you and your knowledge is your will to learn and beliefs.

Exception: there are some specialized professions like medicine, nuclear science, law etc. which require you to take formal college education and certification.

Empowering Belief for Massive Action

"I can educate myself in subjects of my choice"

17. I'm not good with money

Why is it a lie?

Applicability: Yes/No

Money management, like any other skill, can be learned. There is enough content in the form of books, movies, seminars, webinars, podcasts, videos, blogs, talk-shows and interviews through which you can learn any domain of money management and master it with practice.

No one is good with money from the beginning. The habit of money management is either learnt from our parents or by our own education and experiences.

The other option is to keep a blind eye towards money management. But this is not a very wise strategy. If we keep ignoring the subject of managing our personal finances for long enough, it will become a habit and we will find ourselves struggling in it.

As a successful person, the major task you have to master is to learn how to manage your money or manage the people who manage your money. If you ignore this, you may not be able to become rich and successful ever.

Empowering Belief for Massive Action

"I can learn and master money management easily"

18. Not trying is better than failure

Why is it a lie?

Applicability: Yes/No

Winston Churchill said that ‘Success is going from failure to failure without loss of enthusiasm’. If you are scared of failure and you think not trying is better than failure, then how will you taste the fruits of success.

Success is not a straight line. Success is as slanted, tilted, curved, bent and looped as it can be. The only way to figure out and attain success is by trying a lot of different plans and approaches. If you are afraid that you may fail in a first few attempts, then you are probably correct.

Success is packed in a series of failures. This doesn’t mean that we should fail by putting in half-hearted efforts. In each and every effort, give as much as you can and review the results about what could have been done better.

Not trying ensures you fail before you even start. Never fail if that doesn’t teach you a lesson.

Empowering Belief for Massive Action

“Failure is the stepping stone towards success and is better than not trying”

19. I don't deserve nice things

Why is it a lie?

Applicability: Yes/No

You feel this because of your low self-image and low self-confidence.

We all deserve nice and amazing things. But a lot of people find it difficult to afford nice things. The main reason for this is that the word 'nice' has a relative meaning. Whatever you already have or whatever you can afford to have may not mesmerize you much. Therefore, to get out of comfort zone requires you to stretch yourself.

Humans are hardwired to follow this never-ending race towards happiness and because of this reason only; we have seen such a rapid progress in the last 100 years.

My mentor Jim Rohn said that we should work on our goals not just to achieve the goals but to become what it will make of us. So, work hard on yourself and become worthy of much more than what you currently have. When you start working on yourself, you start developing self-confidence which goes a long way in accomplishing big goals.

Empowering Belief for Massive Action

"I work on improving myself to get nice things"

20. There is no point in dreaming big

Why is it a lie?

Applicability: Yes/No

Have you heard about this slang YOLO? It is an abbreviation for 'You only live once'. There is so much to achieve and explore in this world. Why do you want to give up without even trying?

The first step of success is to dream big. When you dream big and become certain of achieving your dreams, then you automatically switch on your creative mechanism which helps you to locate the resources required to achieve your goals.

A lot of people I meet are afraid of dreaming big because they are afraid of disappointing themselves if they are not able to achieve it. Therefore, they reject the prospect of dreaming big so that they can preserve their self-worth by telling themselves and the world that they could have made it big if they wanted to, but they chose not to. Stop living this lie and recognize your powers.

Empowering Belief for Massive Action

"I have big and amazing dreams"

21. I will not get the support or encouragement of anyone

Why is it a lie?

Applicability: Yes/No

Many of us have a huge fear that we may not get the support of people who are close to us while we pursue our dreams. The main reason for that is we are unable to convey properly our wants and desires to our friends and family. Moreover, in most of the cases, they are unsure whether we will stick with our goals or not. Basically, they love us and want us to be safe.

We may not get the support of our loved ones in the beginning, but when they see our efforts, hard work, persistence and hunger to succeed in the long run and when results start pouring in, the support also starts pouring in.

The best way to gather the support of people is to stay committed to your goals. Each and every progress and result towards your ultimate goal will erase other's resistance towards supporting you.

Empowering Belief for Massive Action

"I will eventually get all the support and encouragement"

22. The way I look makes it more difficult for me to succeed

Why is it a lie?

Applicability: Yes/No

Which business are you in? Do you want to be a romantic hero or heroine in a mainstream movie?

If the answer is No, then you do not need to worry about your looks. People value you for what good you bring in their life rather than how you look. Imagine, an investor has invested \$1 million in your business and you are able to provide the investor with an ROI of 25%-30% per annum. Would he be interested in your looks? Suppose you are a teacher and you help your students to qualify some difficult entrance examinations, would they be interested in your looks?

I am not against personal grooming and good looks. But that is not the only parameter for your success or failure. Your success depends on the efforts that you make towards your goals. If you are persistent towards your goals, then you are bound to succeed, irrespective of your looks.

Empowering Belief for Massive Action

"Success does not depend on my looks"

23. You can either be rich or happy

Why is it a lie?

Applicability: Yes/No

This is a general perception about money, especially in the lower middle and middle class. The main reason why this is a false notion is because people who believe in this notion do not realise that the people who have built big business or have made great careers are really passionate about their work. They do not treat taking on responsibility as a problem or ‘headache’. They treat it as an opportunity to do more and become more.

It’s true that in order to become successful in any profession or industry, you need to put more focus and hardwork. The work cannot be treated casually.

But if you are able to accomplish the things that you want to, then you will have a greater sense of achievement, as well as happiness and therefore more self-confidence. You can explore more in the world without having to worry about the money. Tony Robbins says ‘Success without Fulfilment is the ultimate failure’

Empowering Belief for Massive Action

“I can be rich as well as happy”

24. Its selfish to be rich when so many people are poor

Why is it a lie?

Applicability: Yes/No

If you are poor, that doesn't give a relief to anyone in the world. In fact, you can contribute more to the poor and needy by becoming rich. There are tens of thousands of examples of people who have built big businesses and who have helped millions of poor people in terms of shelter, food, medical needs, literacy, employment, getting technical skills etc.

What do you intend to contribute to your fellow poor people by remaining poor? Moral support? You will be able to provide much more jobs, loans, books and medicines if you get out of your comfort zone and become successful.

Selfish people do everything only for their own benefit and lack consideration for anyone else. Do not become like that. Have consideration for other people also. But remember this; you can help them only when you help yourself first.

Empowering Belief for Massive Action

"It's selfless to be rich and selfish to be poor"

25. If I will have more, then others will have less

Why is it a lie?

Applicability: Yes/No

Do not treat money or wealth as a zero-sum game. If you are rich, that doesn't mean that someone else is poor because of that. Rather, if you are rich and resourceful, you can help a lot of people in starting their own business or raising their families. If you will have more, then you will automatically have more to give away also. You will be more resourceful and you can help others increase their resourcefulness by sharing your knowledge or helping them.

Just imagine, if Toyota wouldn't have created a massive automobile company, then how many people who are directly or indirectly employed, would have to find some other means of livelihood. How many equipment manufacturers, who supply spare parts and other products to Toyota, would not be there, how many distribution chains and insurance outlets would have to be shut down. So, if you are building a great business, it means you are building a big ecosystem for others as well.

Empowering Belief for Massive Action

"If I have more, then I can help others to achieve more in their life as well"

Revising your top limiting beliefs (S. No. 1-25)

Compilation of the list of top limiting beliefs which have affected you the most and stopped you from achieving Success & Wealth

S. No.	Top Limiting Beliefs	Rating

26. The rich get richer and the poor get poorer

Why is it a lie?

Applicability: Yes/No

The rich get richer because they condition themselves to remove their limiting beliefs about money, wealth and success. The poor build all sorts of fear and limiting beliefs around money which stop them from taking those actions which may result in wealth creation.

Think about all the billionaires you have known from the past 3-4 decades. They all came from a humble background but they worked on their mental set up to start feeling good about money and success. This resulted in them taking massive actions in their desired directions and interests to build great success and accumulate wealth.

The outcome of whether you will be rich or poor will largely depend on your mindset and the actions you take. So irrespective of what your financial conditions were in the past, if you commit to do whatever it takes, whether it is learning new skills or taking risks, then you will definitely be rich.

Empowering Belief for Massive Action

"With massive action, anyone can become rich"

27. Money can cause a lot of problems

Why is it a lie?

Applicability: Yes/No

Imagine the life of a poor family or even a middle-class family. Do you think they do not face problems? What are their problems? They may be in trouble because of less than expected increment in salary, inflating grocery prices and expensive tuition fee of children. They may not be able to go for vacations very frequently, they may not be able to get the best possible medical treatment for an ailing family member and the list can go on.

Similarly, rich people also have problems. But their problems will be different from the poor people. Instead of rising tuition fees, they may be worried about the rising raw material prices for their product, they may be worried about the shareholder's ROI, they may be worried about increasing complaints for their products and so on.

Rich people also have problems, but they have better problems. They can arrange for the resources needed to solve problems, for example hire lawyers, accountants, consultants, doctors etc. It's up to you whether you want to face problems of the poor or the rich.

Empowering Belief for Massive Action

"Rich have better problems than poor"

28. If I become successful, everyone will try to take undue advantage of me

Why is it a lie?

Applicability: Yes/No

- Who is your favourite movie star?
- Who is your favourite entrepreneur?
- Who is your favourite author?
- Who is your favourite sportsman?

They became successful in their own respective fields and reaped the benefits of it. Have you succeeded in taking undue advantage of them? Did you even try? Most of the people will answer 'No'.

We are afraid of going out of our comfort zone and become successful and hence our mind builds stories and excuses which stop us from becoming successful. People who aren't successful or rich are more prone to be misguided or defrauded.

Human beings are hard-wired to follow the leader and try to get their attention to get some gains & appreciation. If people expect some favours from you after you become successful, that puts you in the position of power, not in the position of weakness. Do not shy away from this because these are the real fruits of success.

Empowering Belief for Massive Action

"Successful people are in a position of power and difficult to mess with"

29. People will like me for my money and not for who I am

Why is it a lie?

Applicability: Yes/No

First of all, if you have to walk on the path of success, you will have to become more than what you are today.

What you are today and what you will be in the future may not be exactly the same. Your beliefs, your reactions to situations, your stories, your sense of humour, your ability to endure and resist instant gratification will drastically change in due course of time due to the path that you followed. People will like you more because you will become more.

You become likable or unlikable to people based on what value you have in their lives. Now who do you like more? Who do you want to read about or want to see more? People who are successful & rich or people who are not trying to get out of their comfort zone? Well the obvious answer is people who are successful, because reading their success and failure stories will have a great impact on your life.

Empowering Belief for Massive Action

“People will like me more for what I have become in pursuit of success”

30. There are certain people in my life who won't like it, if I get rich

Why is it a lie?

Applicability: Yes/No

Well the first question to ask yourself in this case is, 'Do they like you even today'?

By liking, I do not mean what they show or pretend. Deep down, are they really your well-wishers today? There are only 2 cases where people's opinion about you changes after you become successful:

- a. When they are jealous of you and they do not want you to succeed in life
- b. When you stop giving them the love, affection and care that you used to give earlier

Try to reduce the number of people in your life that falls under category (a).

On the other hand, if you are showing enough love and care towards the people who matter in your life and they are not jealous of you, there is no reason that they will not like to see you successful.

Empowering Belief for Massive Action

"People who care about me and love me will always be happy to see me rich and successful"

31. Chances are, I will never be rich

Why is it a lie?

Applicability: Yes/No

How can you predict whether you will ever be rich or not? You may not be rich currently because in the past, you may not have taken massive action on your goals or didn't have the right strategies or you may not even have the goals. But that doesn't mean that you are doomed for life.

Richness is the after effect of providing value in the marketplace. If you provide very limited value to a very small number of customers, your wealth and success is accordingly small. If you provide massive value to large number of customers, then you will be able to amass massive wealth and success.

Do you see the correlation among success, wealth and value here?

Be ready to provide value to a lot of people's life through your business or profession and you will never have doubts regarding money again.

Empowering Belief for Massive Action

"I will be really rich and successful"

32. Money is the root cause of all evil

Why is it a lie?

Applicability: Yes/No

Money is not evil. In fact, most of the problems like education, medical facilities, housing and sanitation can be solved through money. Then who is evil? Well, money accentuates your real character multiple times. If you are good natured and kind, then money will accentuate your kindness. But if you are jealous, angry, corrupt or unkind, then having lot of money will accentuate these characteristics.

Money is like a magnifying glass which magnifies and brings out your real character and feelings. This is mainly because when you do not have enough money, then you do not have adequate outlets to express your true self. But when you get adequate resources, then you can get enough outlets, ways and means to do what you desire.

So, do not treat money as an evil. Rather, make yourself kind, compassionate and helpful.

Empowering Belief for Massive Action

“Money makes me compassionate and kind”

33. Successful people are less spiritual

Why is it a lie?

Applicability: Yes/No

It is a common perception that successful & rich people concentrate on earning money and they are less spiritual and pure.

This is a false belief. Successful people, in fact are more spiritual as they demonstrate more faith and trust on the Almighty. In tough times of self-doubt, majority of the people give up on their dreams. Whereas, there are some people, who despite of all the problems, obstacles and doubts, do not give up and continue to have faith in the power of their dreams. These are the people who really make it big in life and build big businesses and give employment to hundreds and thousands of people.

Who according to you is more spiritual; a person who gives up as soon as problems knock at the door or a person who continues to fight it out and emerges as a winner? Undoubtedly, the answer is the latter one.

Empowering Belief for Massive Action

“Successful people find their strength in spirituality”

34. If I will strive for wealth, I will have to leave my culture and traditions

Why is it a lie?

Applicability: Yes/No

Cultures and traditions were built to keep the community well knit. It gave them a similar belief system and tied them to some common practices. But each community and tribe had both, leaders and followers, successful and not so successful people. No culture, tradition or religion will stop you from working hard, becoming disciplined, building businesses, generating employment and attaining wealth.

In fact, if you become truly successful and rich, your culture and community will take immense pride in introducing you to others. You will get various opportunities to represent them at different forums. They will honour you on various occasions. Wouldn't it be nice?

You can follow your culture and traditions. But do not give up on your dreams and goals.

Empowering Belief for Massive Action

"My traditions and culture empower me to become rich and successful"

35. Middle class care more for respect than money

Why is it a lie?

Applicability: Yes/No

Who says that either you can have money or you can get respect? People who choose not to dream big and settle for whatever life hands over to them are the ones, in most of the cases, who live middle class life. I do not have any problem if you want a life like that. In fact, I have spent most of my life living and understanding the middle-class life.

But that doesn't mean that they are sacrificing the riches because they care more for respect and appreciation. That's a veil which needs to be lifted. Behind the veil are excuses or lack of exposure which have stopped them from becoming rich.

Do you think that rich people do not desire respect? I would say that they value and crave for respect more because they take massive action and go out of their comfort zone to become successful.

Who would you respect more; a person who tried to earn it by sacrificing various pleasures and worked hard or a person who valued instant gratification more and gave up on his dreams?

Empowering Belief for Massive Action

"Rich people care more for respect and money"

36. To become rich, I will have to do things which are against my conscience

Why is it a lie?

Applicability: Yes/No

To become successful, you have to take more decisions on a day to day basis than an average human being. Your decisions should be a combination of your values and the requirement of the situation.

The reason people are not able to become successful and rich is because they overthink what will happen in the future. They are slow in taking decisions. They do not have faith in their values and their commitment.

There have been numerous examples of people who followed unethical practices in their business or profession to become successful and they eventually failed or were punished. But if your values are based on kindness and contribution for others, then you will never take the decision which will hurt others. No one has become unsuccessful in life because they were too kind. It's just a myth.

Empowering Belief for Massive Action

"My values help me in becoming successful by being compassionate towards other's needs"

37. If you're rich in love, health and happiness, you don't need money

Why is it a lie?

Applicability: Yes/No

Money is the medium through which you can do more for yourself and your loved ones.

If you have lots of money, then you can fulfil the wishes of your friends and family, take them for lavish vacations, show them different countries around the world, make them wear the clothes of their choice, treat them with their favourite cuisines and shower them with surprises. You can invest on eating at healthier restaurants, invest on better food products, visit health clubs and take care of everyone's health.

Doing these extra things will add up to your happiness. You won't mind that, would you? Therefore, you do not need to sacrifice on money, if you have love, health and happiness already. You will get more of it with success!

Empowering Belief for Massive Action

"Being rich makes me richer in love, health and happiness as well"

38. I am already quite comfortable, I don't need to push myself

Why is it a lie?

Applicability: Yes/No

The fact that you are reading this book and you have reached to this page shows that you are not satisfied. You are looking for something more. There is nothing wrong in being uncomfortable. When you are uncomfortable, you are willing to grow financially, emotionally, physically and spiritually.

Ask yourself these questions; are you really comfortable or you have just made peace with the situation? Are you looking for more money, wealth, fame, status, confidence and power or you want to grow at the average pace only?

What happens when you push the accelerator? The car moves. You reach from point A to point B. If you will not push it, then you will stay at point A only. Decide today, what's your point B and push the accelerator of the car of your life towards it!

Empowering Belief for Massive Action

"The growth is in pushing yourself and not staying in the comfort zone"

39. I will start feeling secure when I will become rich

Why is it a lie?

Applicability: Yes/No

Let me start this by asking you a question, what comes first; security or money? Do you earn money first and then become secure or do you need to become secure in your mind first and then you can start earning money? The answer is: You become secure first and then you can earn money. But how? That's contrary to our beliefs.

If you are unsecure until you have earned enough money, then you will never be able to earn enough money. All your decisions will be clouded by your insecurities and it will show in your attitude and commitment levels. Would you be willing to buy a product or service from a person who seems secure or insecure?

Obviously, you will prefer a person who emits a secure attitude. You do not need money or anyone's validation to feel secure. If you are working hard on your skills and your goals, then security and certainty will find a way into your life.

Empowering Belief for Massive Action

"The determination to achieve my goals gives me security which leads to my success"

40. The price for success is much more than the fruits of success

Why is it a lie?

Applicability: Yes/No

Success definitely does not come for free. It requires a price to be paid and the price isn't small. The price of success comprises of commitment, self-discipline, accountability, continuous learning, sacrificing instant gratification and a lot of other things.

What do you get in return? If you pay your price properly, then you get the life which others can only dream about. It comprises of all the facilities and luxuries that one can desire.

I am not saying that only people who can afford the luxuries are happy. But think about it, wouldn't you choose a life of achievement and happiness, even if you have to commit to discipline.

The law of nature says, you reap what you sow. Therefore, pay the price for the life that you desire. Sow wisely and reap benefits throughout your life.

Empowering Belief for Massive Action

"Paying the price of success is worth every penny"

41. It's better to show yourself poor than to show yourself rich

Why is it a lie?

Applicability: Yes/No

Poor people do not have just less money, they have a different way of living, thinking and handling situations than rich people.

If due to the fear of making people jealous, you will show yourself as poor and discuss poverty, then you will start attracting poverty and the poverty mindset. Your approach for goal setting, decision making and eventually action taking will change to make you mediocre.

On the other hand, if you practice gratitude for what you have, discuss more of what you really want and the strategies to get those things, then you will start attracting ideas, approaches and people who will help you in getting it.

Do not let poverty rub off you.

Empowering Belief for Massive Action

"I love to practice gratitude for all that I have got rather than showing myself poor"

42. Your passion for success will reduce over time

Why is it a lie?

Applicability: Yes/No

Our passion starts with an interest, then when we learn more about it, do more of it, it strengthens in our mind. The more we think about it and take action towards it, the more we get interested in it.

But on the other hand, if we do not take out time in learning, discussing and doing what we are interested in, then over a period of time, it starts depreciating. It doesn't remain passion anymore.

People who have become successful are the ones who took an inventory of their interests, shortlisted the major areas of interest, worked day in and day out towards it and they never got bored with it. In fact, it becomes their identity. It becomes who they are!

What is A.R. Rahman known for? What is Sachin Tendulkar known for? What is Amitabh Bachchan known for?

Empowering Belief for Massive Action

"My passion for success increases with time as I have dedicated myself towards it"

43. Time is money

Why is it a lie?

Applicability: Yes/No

You must have read it at hundreds of places that time is money. Now it's time to change this belief. Time is not money. It's more valuable than money.

If I give you \$ 100,000, can you give me 10 days of my life back? You can't do that for any amount of money. So, time once spent cannot come back ever.

Then what is the worth of our time? Our time is worth the accomplishment and value addition that we make in it. If you travel from point A to point B without any goal, then the 1 hour spent in it is not worth any money. But when you travel from point A to point B to negotiate and close a million dollars deal, then your travel time is worth a lot of money.

Therefore, do not keep a check on the time. Rather, keep a check on what you are accomplishing in the time that you have. 1 hour of an executive is not worth the same as 1 hour of a CEO, because of this very reason.

Empowering Belief for Massive Action

"My time is worth the value I add and the things I accomplish in it"

44. Money is meant to be spent

Why is it a lie?

Applicability: Yes/No

Money is a medium, which is used to buy products and services in the modern world. Also, our net worth is decided on the amount of money and money equivalent assets that we possess. What do you spend your money on? What is your net worth? Do you want to increase your net worth? Are you spending in alignment with your goal of increasing your net worth?

‘Money is meant to be spent’ is a very misleading statement. Money is meant to be used to accomplish your goals. If your goal is to travel a foreign country, then you can spend money on that. If your goal is to get an MBA degree, then you can spend your money for tuition & college fees. If your goal is to learn the basics of IT, then you can use money to buy various courses. If your goal is just to have fun, then you can spend on movies, dinner or other recreational activities.

Always make sure that the outcome of spending money is in alignment with your goals and avoid becoming an impulsive spender.

Empowering Belief for Massive Action

“Money is meant for accomplishing my goals as well as experience good things in life”

45. Money is meant to be saved

Why is it a lie?

Applicability: Yes/No

As we discussed in the previous point, money is not meant for fulfilling only 1 objective. Money is the medium which can help us in achieving our goals and give us the best experiences of life.

What is the end objective of saving money? Is it helping you to increase your net worth? Is it helping you to retire early? Is it helping you to save for medical expenses or other exigencies? Or you just save money to feel secure?

If your saving goals are still not getting fulfilled, then it's time to upgrade your skills and increase your income. When you invest on yourself and improve your skills, then you become capable of earning more. This additional earning can be used to fill in the savings deficit as well as give you a good time.

Life is meant to be lived and not merely survive.

Empowering Belief for Massive Action

"Money is meant for accomplishing my goals as well as experience good things in life"

46. It's too late now to be rich

Why is it a lie?

Applicability: Yes/No

I remember meeting my friend few months back. He was around 37 years old at that time. As we were discussing about his job, he told me that he is miserable and he hates the repetitive nature of work. When I asked him why he doesn't start a business or change his profile, he said that it's too late now. If he will change now, then it will take him approximately 3-5 years to settle down.

If we take his retirement age to be 60 years old, then he is ready to make the next 23 years of his life miserable in that job profile. Are you also one of them who thinks that it's too late now to take risk in life?

Try to imagine what he would feel at the age of 60. He would wish why he didn't take the risk at the mere age of 37 years. Do you also have instances which you regret not acting upon because you thought it's too late? But now you wish that you could have taken the action at that time very easily.

Empowering Belief for Massive Action

"Age is just a number. Massive action can be taken at any age"

47. I am too young to be rich

Why is it a lie?

Applicability: Yes/No

If you can provide consistent value to your company or people around you, then even if you are young, you can become rich.

Age is just a number. If you are able to gather insights from your family, friends, books or seminars, then you can set yourself on the path of massive wealth.

What do you think is stopping you? You think you don't have enough experience? You think people will not take you seriously?

There are thousands of real life stories of people who concentrated their energy in the direction of their ambitions in their teens and made a fortune for themselves. The main point is to focus on your work and keep the distractions away.

Empowering Belief for Massive Action

"Age is just a number. Massive action can be taken at any age"

48. I am not strong enough

Why is it a lie?

Applicability: Yes/No

On day 1, to start off with, no one is strong. Strength, whether its physical or mental, is built through learning and practicing various exercises for your body and your mind. Do you feel that you are not strong enough to be rich?

Then figure out what are you lacking? Do you need to practice more commitment or discipline or better diet or a stronger mindset?

Figure out where you can learn these skills. Who can help you? Find the person who suits you the best and implement the learnings in your life.

The main difference between successful people and unsuccessful people is that successful people do whatever it takes to overcome their limitations. Whereas the unsuccessful people make their limitations a bottleneck in their way of becoming wealthy.

Empowering Belief for Massive Action

**"I am becoming strong – physically,
emotionally, financially and spiritually,
through practice"**

49. I don't have enough experience

Why is it a lie?

Applicability: Yes/No

Ask yourself this question, 'Does every person with enough experience able to make it big in life'?

An American research shows that since 2000, 52 percent of companies in the Fortune 500 have either gone bankrupt, been acquired or cease to exist as a result of digital disruption. They had enough experience, right? Then why this happened to them?

In today's times, things are not working as they used to earlier. People with all the experience in the world are getting beaten by the newbies, who are coming up with fresh ideas and executing them.

Still if you want to get more insights about your field or industry in a short time, then you should read books written by the 'authorities' in your field or industry so that you can learn about success and failure from their stories. You should shortlist some of these 'authorities' and try to model them by doing what they did and also take into account the changing times and technology.

Empowering Belief for Massive Action

"External sources like books, videos and seminars provide me with enough experience and tools"

50. Others' needs are more important than mine

Why is it a lie?

Applicability: Yes/No

It is not entirely bad to put other people's need before your own needs. But if you do this in all walks of life and your life is not going how you expect it to go, then you need to make some amendments.

Your needs are as important as other people's needs. If your needs are not getting satisfied, then it will affect your state of mind and overall personality. You will also not be able to deliver the results as you are expected to do.

Do you remember what they say in flights as part of the take-off instructions? They tell you to put the oxygen mask on your face first, before helping others. Always help yourself before you help others. A healthier, happier and richer version of you can help more people, rather than the miserable and suffering version of you.

Empowering Belief for Massive Action

"My needs are as important for me as the needs of others"

Revising your top limiting beliefs (S. No. 26-50)

Compilation of the list of top limiting beliefs which have affected you the most and stopped you from achieving Success & Wealth

S. No.	Top Limiting Beliefs	Rating

51. If I get too happy or too successful, I might jinx myself

Why is it a lie?

Applicability: Yes/No

It is a very common belief among the middle class that becoming too much happy and excited about success, jinx your success. Have you also heard of it? Then why do so many politicians, businessmen, movie stars, musicians/ rockstars, sportspersons, CEOs, CFOs etc. survive their success period? And they enjoy the fruits of their success happily, while fulfilling their professional duties.

Good and bad times are part of everyone's life. Accept that. But do not be afraid of being happy. What's the use of becoming successful if you can't even express your joy & happiness about it?

Let positivity and calmness flow through your mind and body. Positive energy transforms all the negative energy around you. Do not worry about being jinxed because a lot of people jinx their life by living a life of mediocrity, even after having all the ways and means for success.

Empowering Belief for Massive Action

"I live my life with a calm and positive attitude"

52. Being honest leads to rejection

Why is it a lie?

Applicability: Yes/No

Being honest with yourself and with others is the best policy one can follow.

By honesty, I do not mean giving out trade secrets and letting people know whatever is there in your mind. That's stupidity. Honesty means following the values of integrity, straightforwardness of conduct and absence of lying, cheating and theft.

If you possess these qualities, then the marketplace will always welcome you with open arms. There would never be a shortage of people who would love to get into business with you.

When you possess this quality, people believe that you would honour your promise of delivery and quality of product or service, whatever you are providing. Even if there are a few rejections, the ratio of positive influences will always surpass them.

Empowering Belief for Massive Action

"Honesty and integrity are the best policy"

53. There's no point in asking for what I want

Why is it a lie?

Applicability: Yes/No

Have you heard about this old phrase from Bible; 'Ask and You Shall Receive'.

All you have to do is ask for it. If you do not ask for it, no one would serve it to you on a silver platter.

There is a very famous quote in India 'the mother also doesn't feed the baby till it cries for milk'. So, when will you start asking for what you want?

Do not just ask once. There is so much of noise in the world that you will not get the results in one attempt. Ask for it repeatedly.

Ask your boss for the raise, ask your colleagues for assistance when you require it, ask your family and friends for support and ask yourself for more commitment and self-confidence. Keep on asking, keep on working for it and keep on receiving it!

Empowering Belief for Massive Action

"Ask and you shall receive it"

54. Others' approval is key to my feeling worthy

Why is it a lie?

Applicability: Yes/No

Please tell me that you are liking my book and I am a good writer. In fact, please tell me that I am a good human being and I deserve to be happy. I have written this book for you and I would love to hear back an honest feedback from you, but my self-worth and self-love does not depend on other's approval. I love myself, I have worked hard on my skills and I am fulfilling my family's dreams and aspirations.

Humans are also called social animals. We crave for social approval, but if for some reason you aren't getting social recognition, that doesn't mean you are unworthy of love and affection. This is the time to pull up your socks and start investing in relations and your own self development. Because when you develop yourself and your skills, then everyone starts getting attracted towards you. But, on the other hand, if you will crave for others' approval and lower your self-image then it will show in your conduct.

If you will live for people's acceptance, then you will die from their rejection - Lecrae

Empowering Belief for Massive Action

"My worth is defined by self-love and not by other's approval of me"

55. I won't be able to rest if I become successful

Why is it a lie?

Applicability: Yes/No

People say that success is a never-ending game which has to be played till you are alive. It's true. But it does not mean that successful people do not get adequate rest, sleep and relaxation. Longevity and health is not sustainable without rest.

Successful people create processes and systems, which keep on running, even when they are not there. They have multiple fall-back options, if one fails, then others work.

If you let all the critical business or professional decisions to be dependent upon you, then you won't be able to ever rest or take vacations. In fact, your organization will not be able to grow as you will become the biggest bottleneck in its growth. How is Microsoft able to sell its product all around the world? How is google able to diversify into so many products and services? It's the magic of processes & systems.

If you won't be able to rest, then why even become successful!

Empowering Belief for Massive Action

"Success attained through systems and process helps me to rest, sleep and relax peacefully"

56. I don't like to put my word over others' word

Why is it a lie?

Applicability: Yes/No

Do you consider putting your words over other people's word as rude or unkind, especially when those other people are loved ones or more experienced than you? I am not saying that you should blatantly refuse to hear and consider anyone's contradictory suggestions. Rather you should use your best possible judgement. Do not hesitate to put your foot down if you consider that other people's suggestions are coming in the way of your goals, health, finances and happiness.

If you become a 'yes man' long enough, then you will start developing a habit of being submissive. Submissive people are never much successful. They eventually become people pleasers and lose their ground and respect. While keeping your word against other people's word, you can use the techniques of persuasion. Always be ready with logical reasons and back your reasons with examples and stories.

Exceptions: wherein it may result in huge intangible loss with close family members and friends.

Empowering Belief for Massive Action

"I don't hesitate to 'say no' when I am not comfortable"

57. I don't have enough time to be successful

Why is it a lie?

Applicability: Yes/No

Many people complain that they have to devote too much time in their job and fulfilling their family's obligation. Therefore, they are not left with much time to learn the ways and means of becoming successful, let alone do what it takes to be successful.

No one in the world ever had more than 24 hours in a day. Even the Presidents, multi billionaires, top performing athletes or greatest movie stars have 24 hours. It's not the amount of free time that you have in a day but rather what you choose to do in the available time, determines your success. Even if you can devote 1-2 hours in a day towards your goals, then you will put in 365 to 730 hours in 1 year. How is that compared to a 0 because you believe there isn't enough time?

So, if you have to wake up 1 hour early and sleep 1 hour late or reduce the timings of your lunch and tea breaks by 50%, then do not hesitate in it. Decide what is important for you! The pleasure of gossiping in the breaks or the pleasure of being able to afford luxuries in life!

Empowering Belief for Massive Action

"I have enough time to be successful"

58. I don't have enough energy to be rich

Why is it a lie?

Applicability: Yes/No

It is true that if you don't have enough energy, then you won't be able to become successful. But it is also true that anyone can learn to create more energy in their lives by:

- Working Out
- Eating the right food
- Getting ample sleep (6-7 hours)
- Motivational books and seminars
- Focussing on what you want rather than why is it difficult to get
- Working out your mind by meditation, positive visualizations and practicing gratitude

There can be 100 ways to be more energetic, but you can start off with these few. As you will start doing these activities, you will start experiencing more energy and positivity in your life. You can use this energy to accomplish your goals.

Let's conclude it with Tony Robbins' quote 'Wherever your focus goes, energy flows'!

Empowering Belief for Massive Action

"I have a reserve of abundant energy to be rich"

59. There is too much competition in the market these days

Why is it a lie?

Applicability: Yes/No

In marketplace, either there is fierce competition or there are a lot of entry or exit barriers due to which competition is not able to enter the market. Competition always has a direct correlation with the ease of entering the marketplace. If it is becoming very easy to start a business, then anyone will start that business. Soon due to fierce competition, business earnings decrease. But if you create differentiation in the features or marketing of your product, then you can increase your market share.

With each passing day, the consumerism and purchasing power of people is increasing. They want to spend more on themselves, to get better feelings, better lifestyle and a better sense of accomplishment. Do not focus on creating basic products with no differentiations as there is huge competition in such kind of products. Instead, focus on creating more value for your customers. With enough value and marketing, you can beat any competition in the market.

Empowering Belief for Massive Action

"The more value I give, the lesser market competition I have to face"

60. It's difficult to be rich these days

Why is it a lie?

Applicability: Yes/No

The proportionate level of difficulty to become rich has always remained same. 100 years back, if you think the competition was low and becoming rich was easy, then also consider how difficult it would have been to start a business. Nowadays, you can just google, buy few books or search on YouTube to get ample information on any business.

If 5 new people were entering a particular business, 100 years back, then proportionately 1000 people are entering the business today. The consumerism was very low at that time so there was ample competition within those 5 people to stay profitable in their business.

The only way, back then and today, to remain profitable is to provide people what they want and become indispensable. If you are easily replaceable, then you will be replaced very soon. But if you keep on adding more value to your consumers and try to differentiate your product or service continuously, then you are bound to become rich and successful.

Empowering Belief for Massive Action

"The more value I give and the more indispensable I become, the richer I become"

61. Striving for success and money will make me stressed and cause health problems

Why is it a lie?

Applicability: Yes/No

On an average, a person thinks about 40,000 to 60,000 thoughts per day. Isn't that a huge number? What are you thinking about; is it about the next funny cat videos that you want to watch on YouTube, is it about how you are unable to take your family to vacations, is it about how your friends got better hike than you, is it about the last night's cricket match? If you are striving for success in your profession or business, then majority of these thoughts will be about your goals and your progress. It doesn't mean that you will start thinking more, it only means that you will shift your concentration from passive thinking about videos and distractions towards your success.

People get more health problems if they kill their dreams and desires. You will get more stressed out by not doing things which are good for you and which makes you feel happy. Feel grateful and happy for whatever you have and focus on getting more of it each and every day of your life.

Empowering Belief for Massive Action

"Striving for success and money keeps me happy, energetic and healthy"

62. It's more difficult for women to get rich

Why is it a lie?

Applicability: Yes/No

In earlier times, it was unacceptable for the women to enter business. Only 1 out of 10,000 businesses that existed belonged to a woman. But today, as the difference in education, exposure, experience and entry barriers is reducing between men and women due to globalisation and heavy reliance on internet, we are seeing more successful women entrepreneurs. Women, by design have more perseverance and emotional strength than men. Both of these are very important tools in the race towards success. Due to better education and inspiration from other successful women, one thing which was lacking i.e. 'Positive Beliefs about success', is also getting stronger among women.

Do you find yourself weak because you are a woman? There is a surprise for you. Men also find themselves weak because they think there are a lot of more competent men than them. So, women are feeling weak because they are women and men are also feeling weak because there is a lot of competition. It means that if women simply would have been men, there would have been no guarantee for success. They would have found some other excuse for not becoming successful.

Empowering Belief for Massive Action

"My gender has got nothing to do with my success"

63. Money kills creativity

Why is it a lie?

Applicability: Yes/No

There is a common myth that creative people do not care about money. Now to clear up this myth, think about any business that you consider to be successful. It may be Walmart, Amazon, Google, Apple, Microsoft or any other business. They all became successful because of their creative ideas and implementation.

And this creativity did not happen only once, they have maintained the levels of quality and creativity for decades now. That is precisely the reason why they have such a large number of satisfied customers. Did they stop being creative after they became successful? No. In fact, they hired creative agencies and the world's best minds to make their products more creative and user appealing to their customers.

Yes, I agree, constant thinking about money reduces your creativity because you shift your focus from your creative endeavours towards money and success. But if you are able to use your creative skills to develop and market amazing products or services, then you are bound to become successful.

Empowering Belief for Massive Action

"Creativity helps in building more wealth"

64. My destiny is already decided, irrespective of what I do

Why is it a lie?

Applicability: Yes/No

Many religions have taught us the concepts of destiny and fate. But the same religions have also taught us the concepts of karma, ask and ye shall receive and sow what you want to reap! What we have in our hands is today. Our actions today determine what our future self will be like. We can choose to take action towards making our life better or we can continue to blame our destiny.

There have been numerous examples of people who had everything going wrong for them, but still due to their persistence and hard work, they achieved the very levels of success. There are such examples of such people as well, who were blessed in every possible way, they were born in good families, they were good looking and they were rich but still they suffered from mental breakdown or even committed suicide. Analyse both the type of people and you will notice that, the major difference between them was the meaning that they gave to the situation and the way they reacted to the situations. Our destiny lies in what we do or not do each day. Just ask yourself this, ‘what did I do today to live the greatest possible life’?

Empowering Belief for Massive Action

“My destiny lies in my daily actions”

65. I will start working on my goals soon

Why is it a lie?

Applicability: Yes/No

Procrastination is one of the biggest evils that we are facing in our lives today. It is also known as the biggest thief of time. It can be defined as delaying something, which is important for us to do, to a later point of time.

How many times in your life have you promised to yourself or others that you will start doing something from tomorrow? And how many times have you fulfilled that promise?

Always remember that all you have is today. If you think you will feel good and more energetic tomorrow and then you will take action, so remember that today is also the tomorrow of yesterday. Whenever you make any decision in your life, you can either start taking action on it right now irrespective of how you feel or you can put it off.

The strategy that has worked wonders for me has been to take instant action, even if it's just a small action, so that tomorrow, you don't have the pressure of beginning something from the scratch.

Empowering Belief for Massive Action

"I believe in taking Instant Action on my Goals"

66. There is no use in setting Goals as no one sticks to them

Why is it a lie?

Applicability: Yes/No

There have been numerous surveys done on how many people actually are able to accomplish their new year resolutions. According to a report of Forbes, only 25% people are able to stick to their resolutions for 30 days and only 8% people are able to accomplish them. That means 92% people are not able to accomplish their goals. Now this perception of not been able to achieve our goals has gotten into our heads. Most of us have given up. We have stopped setting goals.

Just like a missile can reach its target with accuracy, our mind also has the similar servo mechanism which focuses on the things which can help us in achieving our goals. But the pre-requisite for it is that we have to set our goals clearly and specifically. Can everyone set goals and achieve them? Yes, everyone can. But will everyone achieve them? No, everyone will not!

The main reason for this is that most of the people are reluctant to do whatever it takes. But if you commit to it today and start taking massive action, you can achieve even annual goals in 9 months.

Empowering Belief for Massive Action

"I set clear and specific Goals and smash them"

67. I will have to be a serious personality

Why is it a lie?

Applicability: Yes/No

Being goal oriented and success oriented is no joke. Once you commit on this path, your life will start changing. But the main problem is that people are scared of this change. They feel that they will have to behave in a certain way, they won't be able to take it easy, they won't be able to have fun and joke freely. If you will have to make such changes in your life, then it will really be a scary situation. No one wants to make their life too serious.

What you really need is more focus, rather than being more serious. Look at any leading celebrity or entrepreneur. You will observe that they are witty and like to joke with people. It's just that they remain focussed on their goals. So, decide today to become more focussed and hard-working, but do not miss out on the fun you can get along the way.

Empowering Belief for Massive Action

"I need to be sincere and not serious. My humour and wittiness are my assets"

68. Ideas are money

Why is it a lie?

Applicability: Yes/No

I have generated a lot of business ideas since my school days but was unable to implement them. I got pleasure in assessing the notional net worth or profitability that can be achieved by these ideas.

But soon I realised that mere ideas are not worth a dime. An idea can be defined as a structured or unstructured thought. They are intangibles and they get their energy from the implementation.

When ideas are worked upon, then a product or service is created. This effort, when put upon ideas, convert them from intangible to tangible. These tangibles have the ability to be bought and sold. They have the ability to create value in the marketplace. They can create jobs, they can give entrepreneurial opportunities to many, they basically multiply itself in the ecosystem. But this happens only when ideas are worked upon.

Do not rely on just the quality of your ideas, rather rely more upon the quality of implementation. Mediocre idea with good execution is worth much more than good idea with mediocre execution!!!

Empowering Belief for Massive Action

“Ideas work best when they are implemented”

69. All the good opportunities are already exhausted

Why is it a lie?

Applicability: Yes/No

Do you sometimes wonder that whatever business idea you think about, has already been taken?

When I decided to write this book, I was thinking on the same lines. There are tens of thousands of books on the topic of personal development and self-help. I was not able to find out a unique message which can help my readers. I also got discouraged. But I did not quit. I kept working on it. I wrote almost 25 different themes for my book. After about 1.5 years of research and patience, I was able to carve out this book.

How many ideas have you written for your business? How much time do you devote to this activity? You should realise that critical thinking is a dedicated activity. You get good at it with practice. If you will treat ideation and strategizing as a casual activity, you will get casual results, but if you will give your 100% to it, nothing can stop you from succeeding!

Empowering Belief for Massive Action

"Opportunities to succeed and grow are always available in plenty"

70. I have never been successful in the past, so it's difficult for me even now

Why is it a lie?

Applicability: Yes/No

Everyone starts someday. Now your someday could have started 5 years ago or it can start 5 years from today. You may even choose to start it from this very moment. Or you can get lost in the failures of your past and spoil your life.

In the past, you may have failed due to the following reasons; weak idea, poor strategy, inefficient planning, inadequate action, lack of review or simply you did not try harder enough. You gave up too soon.

But you can choose to learn from your past mistakes. You can make these mistakes as your guiding light. You can always prepare yourself better by reading more, observing more and doing more. If you keep giving your best shot each and every day of your life for the next 3-5 years, then no one can stop you from getting what you want.

Empowering Belief for Massive Action

"My past doesn't equal to my future. I learn from my past to do great work today for a better future"

71. Higher the income, higher the taxes, so why strive for more

Why is it a lie?

Applicability: Yes/No

Taxes are levied as a percentage of what you earn. The higher you earn, the higher taxes you pay. Now some people feel bad about paying taxes. They feel that why should anyone take away a significant part of their income. They think that whatever they have earned belongs to them. But the world does not work like that. You have to pay a part of your earnings as taxes to facilitate the sustenance and growth of the country and its poor communities. The rich pay huge sums of taxes annually. They take pride in it. The more you follow the law of the land and work ethically, the more peaceful and positive you will remain.

Some people give high taxes as an excuse for not able to earn higher income. Please note that you are only paying 30% - 35% of your income as taxes and you get to keep the remain 65% to 70%. So, if you earn an additional \$1 million, then you will pay taxes of approx. \$350,000 and rest \$650,000 is the money that you can keep with yourself. Never shy away from earning \$650,000 because of the fear of giving away \$350,000

Empowering Belief for Massive Action

“Rich people take pride in paying high taxes”

72. I won't be able to attract the right team

Why is it a lie?

Applicability: Yes/No

Do you believe in the law of attraction? What you constantly think about and take action upon, starts happening more in your life. Therefore, if you start thinking about a particular set of people to work in your team and try to find such kind of people, then you'll automatically come across more such people.

This is because when you do or think about something, you emit vibrations which attract other objects which have similar vibrations. That is precisely the reason, in your school or college, the bullies were friends with other bullies, the toppers liked and befriended other toppers and the sports enthusiasts hung out with other sportspersons.

If you want to have a winning team, then you will have to start thinking and taking action in the similar way that the desired team members would do. You will have to dress up like them, you will have to talk like them and you will have to work and deliver results like them.

Empowering Belief for Massive Action

"My burning desire and my positive approach attracts the winning team"

73. I need better economic conditions to be successful

Why is it a lie?

Applicability: Yes/No

Some of my friends say that it is very difficult to become rich in India. Do you also feel the same? This is also a very common excuse. If others can become millionaires in India, then why can't you become one? According to a report by Credit Suisse, India has approximately 350,000 people having a net-worth of more than \$1 million. If 350,000 people can do it in India, then why can't you? But as soon as this question comes to your mind, you may start getting answers like, 'I do not belong to a rich family background, I don't have the right education or I don't have the right experience.'

Your excuses will never end till the time you do not change your perspective of seeing things. In a country of 1.4 Billion, only 0.35 million became millionaires, because they bulldozed their way through all the difficulties and problems and did not let any excuse or lie stop them from their desires. Do not let your excuses kill your dreams.

Empowering Belief for Massive Action

"I can succeed in any economic conditions due to my resourcefulness and value creation"

74. Getting my hopes up always leads to disappointment

Why is it a lie?

Applicability: Yes/No

Why were you disappointed in the past? Were you not able to achieve the desired results? Did you fail in something which mattered a lot to you? Did something happen in your life which was beyond your control and it gave you a great shock?

Sometimes the outcome of the situation may not turn out to be the way you want. It is far away from your expectations and your natural reaction to the situation is of frustration, disappointment and sadness. But you do not need to hold on to these references in your mind and stop yourself from getting excited about new things. What good is that life where there is no room for excitement?

I feel sorry for you if you are afraid of taking chances in life or becoming excited for new things. We all have been there and it's not a good place to be. The best way to deal with such situations is to accept the mistakes, forgive yourself and everyone in that situation and move on. Give yourself more chances in life, after all, what is more to life than to be happy and fulfilled.

Empowering Belief for Massive Action

"Learn from your failures. Live a hopeful, excited and forgiving life for happiness and fulfillment"

75. I cannot become a leader

Why is it a lie?

Applicability: Yes/No

Even if you haven't been a leader all your life up till now, can you become a leader? Can anyone become a leader? Absolutely! Anyone, who is ready to pay the price of becoming the leader, is a leader.

Leadership does not come from position or title. It comes from your actions and the examples that you set for others. Leaders are responsible for setting processes & systems, demanding compliance, building consensus, taking feedback, implementing changes to the processes as per the dynamic environmental changes and ensuring the overall functioning of the ecosystem.

Leadership is a learnable skill which develops into a natural instinct and lifestyle through practice. In case, you have failed to act like a leader up till now, then you can decide today to start enhancing your leadership skills. Successful people are definitely leaders because they do not rely on excuses. They concentrate on identifying problems and solving them which come between their goals.

Empowering Belief for Massive Action

"Leadership is a learnable skill"

Revising your top limiting beliefs (S. No. 51-75)

Compilation of the list of top limiting beliefs which have affected you the most and stopped you from achieving Success & Wealth

S. No.	Top Limiting Beliefs	Rating

76. I can't show my vulnerable side

Why is it a lie?

Applicability: Yes/No

Rich and successful people are as much humans as we are. They are afraid of the same things that we are of and they feel the same pain or even more sometimes. It's just that, they don't let fear or pain stop them from doing what is required to be done. They do the work even when faced with problems.

Being a successful professional or entrepreneur doesn't mean that you have to act like super-human all the time. You can show that you feel low, sad, disappointed or angry at times. You are absolutely permitted to show your vulnerable side. The more you behave genuinely and show your human side, the more your teams, customers, vendors and other stakeholders will get connected with you.

Who are your favourite entrepreneurs and rich personalities; the ones who seem invincible and superhuman or the ones who have shared vulnerable stories of struggle and failure of their past? Their failures act as our motivation!

Empowering Belief for Massive Action

"Showing my vulnerable side to people helps me connect well with them"

77. I have never been consistent in my life

Why is it a lie?

Applicability: Yes/No

If you have never been consistent in your life, then this is the best time to start being consistent in your life. Because this is the time, where most of the people are losing their consistency to social media, gaming, YouTube, Netflix, Amazon etc.

Consistency has no substitute. It holds the top position in the list of requirements for success and wealth. Do not lie to yourself that you have never been consistent in life. Have you never brushed your teeth consistently for months or years? Have you never consistently wasted your time or procrastinated? This means that you have what it takes to become consistent. It's just that you have been consistent for different things in life.

Now it's time to use the same passion and consistency for the things that will make you rich and successful. Do not start off with huge targets. Start small, try to do it often and perform repetitions, whenever you can. Soon, your resistance for it will start fading away and it will come naturally to you in the form of Habits.

Empowering Belief for Massive Action

"Through repetitions I can build consistency, habits and momentum"

78. I have tried everything. Nothing works for me

Why is it a lie?

Applicability: Yes/No

How many business ideas or strategies of growth have you tried? Is it 3/4/5/6/7/10? Trying 10 ideas or strategies or approaches is not considered 'trying everything'. It's just your way of saying that you have quit soon enough.

The successful people are the ones who give what it takes. They do not stop at 10 or 20. They keep on coming back after each rejection and they keep on getting up after each time they fail. Why do you have to set up limitations for yourself?

If you are out of ideas, then read more books and talk to more people to get more ideas. If you are out of money, then work in a part time job while trying to fulfil your dreams. If you are tired, then rest for some days, but do not quit. Because, as you know, quitters don't win and winners don't quit.

So next time you feel like you have tried everything, then start making a list of the things that you have tried. You will be shocked at how soon you were ready to give up!

Empowering Belief for Massive Action

"There are immense unexplored opportunities"

79. I dislike sales and don't want to do it

Why is it a lie?

Applicability: Yes/No

We all are selling something or the other to everyone around us. To get a job, you have to sell yourself as a deserving candidate, to get into a relationship, you have to sell yourself as a committed lover, to get new PlayStation or mobile phone, you have to sell that idea to parents. Whenever you convince someone about something, it is sales, whether you realise it or not!

But when you take up sales as a job or when you have to do sales in your business, you feel that you are not good at it and you don't like it. Please realise that sales is the most important function of your business. In fact, without sales, there can be no revenue and hence no business. Consider any profession whether its doctors, lawyers, CAs, actors, gym trainers, sports people and politicians, everyone is trying to prove themselves better than the others in their respective areas. Everyone is trying to outdo others. This is sales. The more they can sell their skills, qualities and results, the more business and revenue they will get and the richer they will become. And like all skills, sales is also a learnable skill. If you are not good at it, you can work on it & become damn good!

Empowering Belief for Massive Action

"Sales is the most important part of my business"

80. People will think I am going after their money

Why is it a lie?

Applicability: Yes/No

Do you accuse Apple, Amazon, Google, Microsoft, Samsung, Dominos, Pepsi, Unilever, P&G and similar other brands are going after your money? No! In fact, you sometimes stand in queues for a long time to get hold of their products. Why is that? This is because they have created and marketed their products & services in such a way that you feel happy and privileged buying it. You do not think that these big corporations want your money. But you should realise that these organisations are big because you are buying their products and services every day. If you and millions of others like you stop buying from them, they will become bankrupt!

Similarly, if you create and market your products to add value to the lives of people, to help them save time or make money or have more entertainment, then people will run after you with their money to buy your offerings. If you are confident of providing good value to your customers, then it becomes your duty to market your product to them so that they can have a better life.

Empowering Belief for Massive Action

"I add immense value to people's lives through my products and services"

81. There is no motive for me to become rich

Why is it a lie?

Applicability: Yes/No

A motive or 'why' is the most important thing for you to become rich and successful. If your 'why' is strong enough, then you can always figure out your 'how'. But if you do not have a strong enough 'motive or why', then even if you know how to do it, you won't be able to do it! Everyone has a 'why', they just have to search deep down within. They have to recognize it and remind themselves every day about it. Following is the list of common motives to become rich & successful:

'To give my family a dream lifestyle, to give my children the best education & safe life, to be able to afford luxuries, to get more respect which was missing in my life, to be able to contribute to the needy, to get love & appreciation of the masses.'

Which ones apply to you? Mark them & write them in your own words. Make them as descriptive as you can. If none of these are applicable to you, then figure out your own 'Why'. Always remember, if you haven't figured out your 'why' up till now, it doesn't mean that you don't have a 'why'. It's just that you haven't looked hard enough.

Empowering Belief for Massive Action

"I have very powerful reasons to be rich"

82. I am a techie, I don't understand business

Why is it a lie?

Applicability: Yes/No

People who have technical education like; computer programmers, mechanical engineers etc. find it difficult to get acquainted with business, finance and the sales part of entrepreneurship. But if you start building your resourcefulness, then you can attract employees or business partners who have expertise in business, finance and the sales areas. Remember, even the non-technically qualified people are looking for great people with technical expertise. You just have to look out.

Moreover, all these skills are learnable. If you learn the basics and start on your own, then with time, you will get good at the game. Most of the founders of Fortune 500 companies have been from the 'technical background'. But that didn't stop them from making billions of dollars for themselves and for others. What these people lacked, they hired or outsourced. They did not let their limitation act as a roadblock. So, if you are a techie, you can start reading books about business & entrepreneurship from today. There should be no stopping you. Put an end to all your excuses!

Empowering Belief for Massive Action

"Business and finance are learnable skills"

83. What will my friends and family think about me if I go after success

Why is it a lie?

Applicability: Yes/No

Ask yourself what do you think about your friends or family members who have really made it big in life? Do you criticize them or praise them for their hard work & persistence? Your true friends and family members who value your happiness will always stand by your side during your struggles. They will support you in your ups & downs.

Do not think it is a crime to become rich & successful. I am not against middle income group people, but if you can, then strive to break into higher income group because there is a lot of financial struggle at the middle-income level.

‘What will people say’ are the four words which are big enough to kill all your dreams. A lot of people focus on ‘What will people say; How will they react; Will they support me or not’. The truth is, you shouldn’t care about what they will think. You should become a better and richer version of yourself and everything else will fall into place!

Empowering Belief for Massive Action

“My true friends and family members always love to see me get ahead in life”

84. Rich people are unkind and rude

Why is it a lie?

Applicability: Yes/No

Why do you think that rich people are double faced, unkind or rude? Have you experienced any situation where rich people have shown rudeness or have been unkind? If the answer is yes, then answer this question as well; have you ever experienced or heard middle-income group people to be rude or unkind as well? Well, your level of success has got nothing to do with you being unkind or rude.

Have you watched interviews of Warren Buffet or Bill Gates? They have all the wealth in the world but still they are so much humble. In fact, their humility is what attracts people more to them rather than their wealth. They have donated most of their wealth towards social cause. It's up to you, what kind of person you want to become; whether you want to become a kind and empathetic person who helps others or a person who is unkind and rude. There is a very famous Indian quote 'the tree laden with fruits always bends low. If you wish to be great, be humble'

Empowering Belief for Massive Action

"Being rich provides me with more resources to show my kindness & care towards people"

85. I am not that aggressive so I can't succeed

Why is it a lie?

Applicability: Yes/No

You don't need to be aggressive to be great in your business or profession, unless the business specifically requires you to be aggressive. What you require is the discipline to do what it takes and what is needed to be done. You can't afford to be casual towards your goals if you want to be successful. The moment you let casualness & procrastination take over your actions, the game is over for you.

You need a calm and patient mind to take well thought through decisions. But when you take a decision to do something, then you have to stick to it, even if you face problems or challenges.

That is where your 'aggressiveness' should take control of your monkey mind & your fears. Another important aspect of becoming successful is that you need to take decisions which sometimes may be hard or which may make you uncomfortable. The formula for success that I believe in the most is:

Decisiveness + Discipline + Ambition = Success

Empowering Belief for Massive Action

"I don't need aggression. I utilise my decisiveness and discipline to become successful"

86. I don't have the right business partner

Why is it a lie?

Applicability: Yes/No

I know a lot of people are not able to start or grow their business venture because they do not have the right business partner who can take up responsibility to scale the business to new heights. Have you ever considered that why would such an able person, who is capable of turning around your business, ever want to become your partner? You do not find right business partners rather you make your business partners right for you and your business. It may seem paradoxical to you but take an example of finding the right life partner. Do you find the right life partner or do you find a prospective life partner and make things right for you in your life?

Similarly, in business, you have to introspect and develop in yourself, the skills & qualities which can make you a great partner to work with. Secondly, if there is some difference in opinion in business, then your leadership style, communication style and how you react to the situation determines the end result of most of the situations. You have to work upon developing these skills, if you need to be an ideal business partner to work along with!

Empowering Belief for Massive Action

"I develop mutually beneficial relationships with my partners"

87. Bank deposits are the best investments

Why is it a lie?

Applicability: Yes/No

Can you name 1 rich person who has become rich by investing money only in bank deposits?

But most of all the middle-class people still believe that bank deposits are the best investments for creating long term wealth & stability. The biggest chunk of money for most people is invested, either in the house that they live in or in bank deposits. Do you know that you are losing money on a daily basis if you keep your money parked in bank securities?

Your purchasing power, year on year, is decreasing if you invest in bank deposits. Whereas, the purpose of investment is to grow your money to a level more than the inflation level so that, passively, your money can keep on growing, which will ultimately make you rich. I am not saying that invest all of your money in equity or real estate. But a smart money manager always has a healthy portfolio of different investments with different risk profiles & expected rate of returns. Do not invest with an extremely conservative mindset if you are aiming to be rich.

Empowering Belief for Massive Action

"I believe in maintaining a healthy portfolio by investing my money in equity, real estate, gold, bank deposits and other leading investments"

88. Investments tools are too complicated for me to understand

Why is it a lie?

Applicability: Yes/No

If you want to be rich, then you have to make a system wherein your money will work for you instead of you working for the money. The investment world has thousands of different types of tools with different investment outlook, risk profiles and expected rate of return. Most of the people find investment tools to be too complex and they avoid understanding them.

Managing the investments directly or indirectly has to be an important priority for you, if you want to become rich. In an ideal scenario, an entrepreneur develops the system of earning money and makes sure that the earned money is multiplied manifolds through investment into multiple streams. Basically, you have to continuously earn money and invest it so that it grows every year. If you are committed to being rich, then learning and mastering ways to invest & make money is essential. There are 1000s of ways to learn investment. Develop the hunger to learn the tools, rather than shying away from them.

Empowering Belief for Massive Action

"I love investing my money to watch it multiply"

89. Investment is for people who have lots of money

Why is it a lie?

Applicability: Yes/No

The people who hold such beliefs are the ones who also hold beliefs like, ‘only the rich deserves to be happy, this is my life now, I don’t have it in me to make it rich etc.’ Investment is not for rich. Everyone should invest money to make more money. The only difference is that the people who have more surplus money can invest more money every month, whereas people who have less surplus money can invest less money. But having less money should not stop you from investing small amounts at least. You can start small. You can learn the art & science of investment on that small surplus and then gradually increase your skill to earn & invest a higher chunk into your investment fund.

If you wish to invest 20K from your income of 100K then first learn to invest 10 cents from your income of 1 dollar. If you can’t do it now, then you will find 100 excuses like EMI for new house, new car, children education, foreign vacations, medical requirements etc. at that time.

Empowering Belief for Massive Action

“Investment is for everyone even if one starts small. Investments grow over time”

90. No one would buy my product

Why is it a lie?

Applicability: Yes/No

No one buys any product or service. Everyone buys the feelings that they get from buying it. Are you aware of the feelings your prospective customer will get by the mere thought of using your offerings? The biggest problem with most of the entrepreneurs is that they don't know what feelings they want their products to give to their customers. And they don't even know what are the actual feelings that their customers are getting by using their offerings. Remember, you can be in total control of your customers' experience if you start focussing on it.

Do your customers feel; elated, excited, relaxed, proud, satisfied? If yes, then if you market your product well, your product can sell like hot cakes. On the other hand, if your customers feel; confused, indifferent, bored, angry, irritated by using your product, then it definitely requires some rework. So instead of getting demotivated by your limiting beliefs about yourself or your products, focus on the value addition in your customers' life and create a great & lasting business venture.

Empowering Belief for Massive Action

"The better the customer experience of my products, the more it will sell in the market"

91. Retirement from work is for old people

Why is it a lie?

Applicability: Yes/No

My father is above 63 years old and he still works. He is not living a retirement lifestyle. But the question is, is he doing it out of compulsion or is he doing it according to his choice?

Choice is a very important word. Most people do not have a choice to retire in their 40s or 50s because they do not have enough money saved or enough streams of passive income which can help them sustain their current lifestyle till the time they are alive. I am not saying that you should stop working in your 40s or 50s, but at least you should have a choice that you are working because you want to work and not because you have to work.

If you build your passive income streams and your business in such a way that you have enough monthly income to cover your expenses and give yourself the desired lifestyle, then you are free to retire. You, then get a choice, whether you still want to work or you want to take a break for few years or you want to retire permanently.

Empowering Belief for Massive Action

"I believe in building enough passive income so that I can retire early if I want to"

92. You can't make lots of money by following your passion

Why is it a lie?

Applicability: Yes/No

What is Passion? I like to follow Oprah Winfrey's definition of passion which says 'Passion is energy, the power that comes from focussing on what excites you'. The best way to make money is to work on things which excite you and make you feel happy. Someone has rightly said that 'If you love what you do, then you will never have to work for even a single day in your life'.

Most of the people cannot make a lot of money by doing something which they are not passionate about because people will not be able to put their focussed effort and create value for others in which they themselves don't find much interest & value.

See all these successful athletes, sportspersons, actors, musicians, directors, photographers, artists, authors and investment bankers who are making so much money and name for themselves. They love what they do, hence they do it so well that they create massive value for everyone. Hence, they get rich and successful!

Empowering Belief for Massive Action

"People who love what they do and do what they love, make the most money"

93. I can't lose on the fun just for money

Why is it a lie?

Applicability: Yes/No

Who said that you can't make lots of money and have lots of fun along with it? Who said that you have to lose one to get another? Now some people will say that in order to achieve something big in life, we need to sacrifice our fun and vacations for some years. But isn't that an acceptable price to pay for success?

If you are able to become rich, successful and famous after struggling and sacrificing for some years then you will be able to afford any kind of luxury that you desire. Whereas, if you are not able to sacrifice your instant gratification and you remain unsuccessful, then you are losing on a lifetime of fun and frolic. For example: People who struggle through some years of low cashflow while setting up their business fare much better than their counterparts who get a job to fulfil their short-term goals of vacations & outings.

Think of it like this, you are not losing on your fun. You are just delaying your fun and in return, you are becoming capable of a lifetime of luxury and fun!

Empowering Belief for Massive Action

"I can sacrifice my instant gratification for long term fun and entertainment"

94. I am more comfortable in giving to others than receiving from them

Why is it a lie?

Applicability: Yes/No

We feel that while giving something to others, we are doing a favour on them, whereas if we have to accept any help from them, then we will lose our significance and become small in their eyes.

Similarly, if someone praises us for something, we try to showcase ourselves as humble and do not accept their praise and appreciation with grace. We say words like ‘nothing like that, I’m not even that great, come on you are better than me’ and so on. We have a limiting belief that if someone appreciates us and we do not tell him/her ‘it’s nothing like that’, then we will seem to be rude and over-smart. The reality is that we should be as good a receiver as we are givers. If you do not become a good receiver, then you will always face challenges in receiving. Whereas if you will receive with an open heart and smile, then you will receive manifolds. Whenever you are stuck in work, feel free to ask for help or guidance. Whenever someone gives you a feedback, listen to it objectively. Receive with grace!

Empowering Belief for Massive Action

“I receive whatever has been given to me with grace and gratitude”

95. You have to neglect your children to become successful

Why is it a lie?

Applicability: Yes/No

Definitely success requires you to ‘burn the midnight oil’. It requires you to ‘pay the price’. But, neglecting your children need not be the price. Your fear of neglecting your children, fear of not giving them a good upbringing and fear of not giving them a good education stops you from achieving your dreams. But you definitely do not need to sacrifice your dreams for giving your children a good upbringing.

Rather than making your success as ‘Your dreams & goals’, you can always make it your family’s dreams & goals. Involve your children also in your small wins & achievements. Celebrate with them. Instead of giving them only the standard schooling, you can start giving them practical education about how things work in real life, how to become a problem solver and how to make progress in life while facing your fears. Sometimes you have to seek support from other members of your family to cover up for you, in your absence. Don’t expect everyone to align perfectly with your goals, but even if you get some support, things will definitely work out for you!

Empowering Belief for Massive Action

“Our family and children can be aligned in the path of success”

96. The best way to market my product is through word of mouth

Why is it a lie?

Applicability: Yes/No

No doubt, word of mouth is a great way to build credibility of your product and to get more people to use your offerings. But great companies are not built only through word of mouth marketing. People who trust too much on word of mouth marketing are generally the people who are afraid to market their product or do not understand the concept of marketing. In today's times, with the information overload and reducing attention span, the most important task for any business is to capture the maximum headsapce of their customers. In order to capture maximum attention, you need continuous marketing in the form of podcasts, blogs, notifications, offers, case studies and advertisement. If you go on a long marketing holiday, then your customers will forget you.

There is a need for continuous efforts to create a brand recall. The more your customers remember you, the more likely they are to buy from you. Whereas, if they were just told about your business once or twice through word of mouth, then the probability of selling to them reduces.

Empowering Belief for Massive Action

"Business nowadays requires continuous marketing efforts through all possible measures"

97. In life, we can't get whatever we want

Why is it a lie?

Applicability: Yes/No

In life, we can only get less than or equal to our wants. Have you read the #1 best-selling book 'think and grow rich' by Napoleon Hill? In that book the first principle described for getting rich is to have a strong desire to become rich and wealthy. Anyone with a strong enough desire to become successful treads the path closest to the path of success.

Our desires have the power to turn the impossible into possibilities. If we have a strong enough desire for something, then instead of finding excuses as to why it can't happen, we start searching for ways to make it happen. The contrary to this rule is also true. If we start doubting our ability to accomplish something, then our ability also reduces.

Therefore, as soon as you start thinking that you can't get whatever you want in life, what do you think will be the result? Obviously, when the conviction of accomplishing big things is so low, then the probability of it would also be low!

You have to think big to be big – Claude M Bristol

Empowering Belief for Massive Action

"In life, we can get whatever we strongly desire, provided we work towards it with full faith"

98. The only way to earn money nowadays is to become corrupt or fraud

Why is it a lie?

Applicability: Yes/No

We all would have seen many instances of wherein the corrupt amassed a lot of wealth and was not punished for the deeds. On the other hand, we have seen lots of instances of good people, who never defrauded anyone but still they never made much money. Now these two types of instances should not be correlated. In the second instance, not being corrupt was not the only reason for the person to not make much money. I am sure that he wouldn't have put in the committed work which was required for him to succeed.

Corruption or defrauding people is never a sustainable way to become rich or successful. To become successful, the magic formula which has worked through ages and which will work in the times to come is Decisiveness + Discipline + Ambition = Success.

It has been believed for centuries now that money earned through unethical or illegal means never gives you fulfilment. And success without fulfilment is the ultimate failure in life.

Empowering Belief for Massive Action

"It is easier to earn money through lawful means"

99. Success happens overnight, if it has to happen, otherwise it doesn't happen for decades

Why is it a lie?

Applicability: Yes/No

Success requires you to take a series of actions to create value for your customers in your business or profession. Now if the quality of your actions is top class & the speed of your implementation is swift, then you may achieve success in a few years which other people may even take decades to achieve. This quick success is not because of your luck or destiny. It's because of the quality of decisions and actions. Some people are indecisive and hence they are unable to take quick decisions which delay the overall scheme of things.

A lot of studies suggest that it takes approx. 10,000 hours of dedicated practice to gain mastery in any field. Now it's up to you whether you complete these 10,000 hours in a few years (by putting in more hours of practice each day) or you take your own sweet time for it. People always look at the results of the successful people but they rarely look at the commitment & effort that they put into it. If you put in the effort and work hard, then you can also become an 'overnight success' for other people

Empowering Belief for Massive Action

"Quality of my actions & the execution speed determines the time required for my success"

100. Success which comes easily is not worth it

Why is it a lie?

Applicability: Yes/No

Success is not an overnight journey and it requires you to work consistently on your goals. But some people suffer in the journey towards success because of their limiting belief that success which comes easily is not worth it.

For you to succeed in anything that you do, there are 2 options; Option 1 is Hit & Trial, wherein you will figure out what works and what doesn't work for you by actually trying all the methods. Option 2 is 'learn from the experts' wherein you have a chance to save a lot of trouble of figuring out things on your own and a which may also save years of your hard work & struggle.

If given a chance, which of the above option would you choose? Majority of the people would choose Option A wherein they may waste years or even decades just trying to figure out the basics which they could have understood in a matter of days or even few hours with the help of an expert. Don't waste time & money in the name of struggle. Work smartly to select where to put in the hard work.

Empowering Belief for Massive Action

"I am always looking out for smarter ways to reach my success & money goals"

101. To become successful, I will have to be the very best in the world

Why is it a lie?

Applicability: Yes/No

The reason why so many people are not able to make progress on their goals and become successful is because they have set very high standards for themselves. They would either start off with being a millionaire or they would not start a business at all. The truth is, before you start earning millions, you have to start earning thousands, then you have to double it and keep on multiplying it manifolds. But if you have the ‘perfection syndrome’ then you won’t do something for which you will be earning a few hundred bucks or thousand bucks. Hence, you never start.

You don’t have to be the best in the world to be rich. You can start by being good in your niche in your district or city. Gradually, you can increase your reach & skills. Even if you have few satisfied customers who are giving you repeat orders and referral business, your business can start flourishing. You can show your success stories and customer testimonials to attract more customers. If you add value to enough people’s lives through your business, then you are bound to be rich

Empowering Belief for Massive Action

“To become rich, I need to start off with being good & gradually increase my skills”

Revising your top limiting beliefs (S. No. 76-101)

Compilation of the list of top limiting beliefs which have affected you the most and stopped you from achieving Success & Wealth

S. No.	Top Limiting Beliefs	Rating

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