

# *The* **BEST IDEAS WE EVER HEARD**

*More Than 20 Great Ideas That Will  
Change Your Life in a Heartbeat!*



JAMES SKINNER  
ROICE KRUEGER  
MARK VICTOR HANSEN

# **The Best Ideas We Ever Heard**

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Life in a Heartbeat!**

James Skinner, Roice Krueger, and Mark Victor Hansen

**“The Best Ideas We Ever Heard” is just that—the  
most powerful life-changing ideas in the history of  
humankind.**

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**Share this book with everyone you know—These  
are ideas that will absolutely change their lives!**

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## The Best Ideas We Ever Heard

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**NOTE:** Ideas That Can Change Your Life™ is a collaboration of three of the world's most amazing authors, speakers, and thinkers. The first person "I" may refer to any of the authors.

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## The Best Ideas We Ever Heard

### The Best of the Best

We are going to share with you the best ideas we ever heard.

Each of these ideas alone could be the subject of a whole book.

These ideas will make you more effective healthier, they will make you wealthier, they will make you more effective in business, and give you better relationships with other people.

These are not ideas that *can* change your life; they are ideas that absolutely *will* change your life.

Most of these ideas have been around for a very long time. We are not necessarily going to quote the original sources of the ideas, but where we first heard them instead.

### 1. Do Unto Others as You Would Have Them Do Unto You

*We first heard it from Jesus.*

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How do you like to be treated and how do you like to treat other people?

I have a hanging on my office wall at home a copy of “The Golden Rule” by Norman Rockwell. This marvelous picture shows people of all, ethnicities, and walks of life. Everyone in the picture is someone that Norman actually knew. There is one image in particular in that picture that I love the most. It is Rockwell’s wife, who died in childbirth, holding her baby gently in her arms. When you see it, you remember that.

Do unto others as you would have others do unto you. This is the universal rule of human relations.

Think about the power of it. This one statement basically encompasses the entire field of morality.

**The Golden Rule encompasses the entire field of morality!**

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If you dwell on and contemplate this one single rule, you will immediately understand the moral code of every country, every religion, every society.

If you live by the rule, it will bring you gold. It will also bring you peace, happiness, love, and prosperity.

The Golden Rule is a rule of the heart; it is a rule of the spirit.

## 2. Environment is But Your Looking Glass

*We first heard it from James Allen.*

Everything around us is a reflection of us, a reflection of who we are.

When you look in a mirror, if you don't like what you see, the mirror is not the problem.

**If you don't like what you see in the mirror, the mirror is not the problem!**

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By the same token, if you look into your environment and you do not like what you see in your environment, the environment is not the problem.

When I was a little kid, we didn't like what we saw at the movies we would take popcorn boxes and throw them at the screen.

But that is not how you change movies.

You have to go inside the projection booth and change the film.

If you change yourself, you automatically change your environment.

The classic book *As a Man Thinketh*, by James Allen, discusses this in beautiful depth. If you haven't read it yet, you should.

### 3. You Have the Power to Choose

*We first heard it from Stephen R. Covey.*

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You ALWAYS have a choice.

Years ago, I was a missionary in Hong Kong during the Cultural Revolution. I saw people on the streets running around with little red books. I was very curious. The books were all in Chinese and back then I couldn't read Chinese, so the contents remained a mystery to me. Then one day, I finally found a copy in English. I very excitedly opened the book and the phrase that first caught my eye read, "The ultimate power comes out of the end of a rifle."

Now, I have thought about that a lot.

If I hold a gun on you, do I have power over you?

I suppose in some measure I do.

But do you still have a choice?

You ALWAYS have a choice.



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Sometimes you may not want to make the choice. You would rather have other people make the choice for you, and blame them for making the wrong one.

But ultimately the choice is always yours.

Stephen Covey is a wonderful man. He explains this concept through the idea of **stimulus**, which is what happens to us, and **response**, which is what we do about it.

Stephen says that in the space between the stimulus and our response, we have the power to choose.

**In the space between stimulus and response, we have the power to choose!**

One time, Stephen and I were attending an international conference together. At the lunch break, we found ourselves on opposite sides of the table where the buffet had been prepared, proceeding through the line at about the same pace. We arrived at the end of the table, where they had all of desserts laid out. There were

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many delicious looking items, none of which your doctor would be likely to recommend to you as part of a healthy diet. I looked up at Stephen and asked, “Hey Stephen, is there any space between dessert and response?” He looked up at me and with a mischievous grin on his face replied, “None!”

Of course, this is his idea of a gigantic joke—because we always have the power to choose.

### 4. Emotion Comes From Motion

*We first heard it from Tony Robbins.*

The way that we use our body creates the emotions that we feel. If we stand tall, with our chest up, we feel confident.

**How we use our body creates the emotions that we feel!**

If we drop our shoulders, drop our head, tip it a little over to the side and breathe shallow we can feel down and depressed.

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Whenever we want to change our emotion, the place to start is with how we use our physical body. If we want to change how we feel, we have to change our physiology, our biochemistry, our movement, or our posture.

If you want to try a simple exercise, slouch your shoulders, drop your head down, and say, “I’m happy”. How does it feel?

Now stand up, raise your hands up as high as you can in the air and say the same thing. You can even hear the change in your vocal intonation.

Tony calls this a **change of state**, a change of dominion.

The dominion in your state goes back to what Covey says about choice, because you have a choice of what state you are going to be in, how you are going to feel in any moment.

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So, to change your emotion, change your motion.

Remember, you control it. You have the control over how you move your body. As a result, you have control over how you feel!

### 5. Wealth Comes From the Creation of Value

*We first heard it from John Locke, the great 18<sup>th</sup> century economist.*

Wealth comes from the creation of value.

If you want to be wealthy, you must create more value for yourself, for the marketplace, for your family, for your community, for society, and for the future.

Jim Rohn says it well: “Work harder on yourself than you do your job.” What he means is, when you are really working on yourself on a full-time basis, you are making yourself a human treasure. You turn yourself into a person capable of creating value!

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The game of wealth is never a zero-sum game. Wealth is never created through the usurpation of something that belongs to somebody else. Wealth always comes from a creative act that we engage in ourselves.

### **Wealth is not a zero sum game!**

Wealth comes from the creation of value.

When you wake up in the morning, simply ask yourself, “How am I going to create value today?”

It is a simple thought. It is as simple as eating or breathing.

“How can I create wealth, greater wealth?”

We can literally be creating value all the time.

In the truest sense, you cannot give anything away; it will always come back to you.

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So as you add value to the lives of other people, you add value to your own life as well—in a word, you make yourself wealthy.

### **6. The Meaning of Communication is the Response that is Elicited**

*We first heard it from Richard Bandler, the co-creator of neurolinguistic programming.*

Communication is not about our words, it is about how the other person reacts to our words.

The biggest challenge with communication lies in our belief that language is standardized. There are a finite number of “official” languages, such as English, Japanese, Chinese, Italian, Spanish, Korean, or French. But this is really a gross misunderstanding.

Actually, there are an infinite number of languages—a James language a Mark language, a Roice language. We each have our own language and our own way of interpreting things.

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If I want to know what I have actually said, I have to look at the response that I am getting from you!

The key to becoming a master of communication is to learn to change your communication again and again and again until you get the response that you are looking for.

**To master communication, you must change your approach until you get the response that you desire!**

Let me share with you a graphic example of the power of this concept in action.

Richard Bandler and John Grinder were giving a seminar on hypnosis. One of the participants in the class put up his hand and said, “There is no way that you will be able to hypnotize me.”

Richard Bandler replied, “Okay”. He walked over to his table, pulled out a piece of paper and a pen, and he scribbled something on it. He then walked down to

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where the gentlemen was seated and said, “As you listen to the sound of my voice, you will find that you are hypnotized and unable to stand up.”

So, what do you think the individual did? He stood up.

Richard proceeded to pull the folded piece of paper out of his pocket. On it were these words: “You are now standing.”

It is always possible to elicit the response that we want. But it sometimes requires a little creativity.

### 7. You Don't Have Time Not to Exercise

*We've first heard it from every successful person that we know.*

In our time management workshops and seminars, we hear people time and again tell us they don't have time to exercise.

The reality is, you don't have time not to exercise!



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### **You don't have time not to exercise!**

If you are a really busy person, you do not have time to be in the hospital. You don't have time to be performing at less than your peak.

On New Years Eve I went to a party with all Billionaires and it was astounding to me that everybody was in great shape.

I thought, "Wait a second, these guys are Billionaires. They have lots of problems, serious issues to deal with, and yet they all take time to exercise!"

You create the results you get in your life by the energy and focus you give. No energy, no results. It is as simple as that.

If you don't have the energy, you will never get the result. If you don't do the exercise, you will never get the energy!

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### 8. Time is Measured by Events

*We first heard it from Hyrum Smith.*

Einstein said that time is relative, both physically and psychologically.

Think about the first time you kissed somebody of the opposite sex in a romantic manner. How long did it take?

The significance does not come from how long it took. It comes from the event! It is about the emotion, not the time.

Stop planning your *time*.

This will be a life transforming thought if you stop planning your *time* and start planning your *events*.

For example, we recently spent a week in the Maldives.

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This event was immaculately planned, so that we could create the maximum productivity and enjoyment—all while creating life-long memories.

We went diving with the giant mantas, we played tennis, we had dinners on the beach with the General Manager and the Head Chef of the resort. We wrote books together, brainstormed the future of our business, and worked on the design of our website. We had our Mastermind Group with us for support. We built relationships and memories.

It was not about living a schedule, it was about living a life!

**It's not about living a schedule, it's about living  
your life!**

We don't say, "Today we must get up at 6:30 and for the next five minutes we are going to be doing "\_\_\_\_" and then for ten minutes we will be doing "\_\_\_\_". We plan an immaculate event for ourselves.

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You want to plan immaculate events for your customers; you want to plan outrageous events for you and your family. You want to plan magnificent wonderful events for your vacations, and your celebrations.

Those events will be the things that create your lives.

### 9. Unexpected Gifts at Unexpected Times in Unexpected Ways to Unexpecting People

*We first heard it from James, who developed it based on a number of similar ideas.*

This is a flavor of an idea that has been around for a long time.

Many times when we think about gift giving, we think about giving gifts to those that are close to us. We usually think in terms of birthdays or other special occasions, and most of the gifts that we give are expected.

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The greatest joys in gift giving, however, come when we make the effort to give the unexpected—when we give an unexpected gift, at an unexpected time, and in an unexpected way. If you give it to an unexpecting person, then your joy will be magnified and multiplied.

You can do this in many ways.

What is important is the element of “**un-  
expectation**” and “**planning**.”

Let me give you a little story. There was a Christmas coming up and I wanted to give my wife a wonderful gift, and I thought, “I’m going to watch her and see what she really likes. I am going to give her what she likes.”

I watched her very carefully for several months. I noticed a pattern in her life; it was very interesting to me. Every time she wanted to give attention and appreciation to someone, she would find a beautiful card she would sign something very nice in it and give it

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to people. I hadn't really noticed this before. I knew that she did it, but she did it all the time.

I started thinking that the gift she likes to give all the time might be the one she likes to receive.

For Christmas I wanted to find the most gorgeous card that I could. As I traveled I would make an effort to drop by various shops and stores that sold greeting cards.

One I was looking at some Christmas cards, when the woman in the shop came over to me and said, "Can I help you find a card?" I said, "Yes, I need to find a card for my wife." She said, "Ah, you are just like the rest of those men." I said, "What do you mean?" She said, "Well, the men whip in here and they wrestle with the cards for two or three minutes and they find a card and they are out of here. Now a woman, coming here to buy for her husband will come in here and spend 20-30 minutes and read almost every single card in the shop and then will select the one that is just right. Then she will leave."

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I thought “Hmmm.” Every shop that I went to thereafter I would look at my watch and make a conscious effort to look at cards for 20-30 minutes. It drove me nuts, because my tendency is to try to be efficient.

I looked and looked and finally one day I found it. This card said it all. I was so proud of myself because I had invested hours to make this gift special.

Now it was December 23<sup>rd</sup> and I was driving home in the early afternoon. I had taken off from work early so I could go be home and get ready for Christmas.

As I was driving home, I drove past the bank and realized all I have purchased for my wife was this one card. I immediately stopped the car, went into the bank, and asked them to give me several new hundred dollar bills. (I won't tell you how much because some of you will think I was cheap and some of you will think I was extravagant.) I quickly put them in the card, sealed the

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envelope, and said to myself, “Ahh, that feels so much better!”

I took the card home and placed it on the tree.

One of my children came in and said, “Oh, dad I see you are giving mom a Christmas card. I bet you put money in it too, didn’t you?”

But I said, “Oh no, it’s something different. You’ll see.”

To me it was different, and I wanted it to be different. All the kids were curious about this, and they are all watching.

Our tradition on Christmas is to open the gifts in the morning. The youngest child in our family always gets to pick the present for another person to open because we want the youngest child to learn to be patient and watch others.



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Our youngest child at the time went over and grabbed this card off the tree and gives it to my wife.

She opened up the card, took out the money, and simply set it aside. She didn't even count it! She read the card and she cried.

Inside I was screaming, "YES! I DID IT!"

Then I thought, "What about the money?"

I sat and I watched her, she never once counted the money, not once.

When she got ready to leave the room she just scooped it up, put it back in the card and put it in the envelope.

I'm left sitting there thinking "What? DUH! You big dummy, you could have saved all of that money!"

## 10. Only Sleep and Eat Enough to Recover Your Energy

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*We first heard it from Jim Rohn.*

There are two different polarities on sleep.

Albert Einstein slept twelve hours a day. Some people need that much rest. He used his mind so he needed his sleep.

My teacher, Bucky Fuller, slept two hours a night. Bucky kept cutting down his sleep a minute a night until he got to two hours and he had full energy.

I used to drive him home at two o'clock in the morning and he would say, "Mark, be back here at four o'clock to pick me up." I was 21 and he was 71, which at the time I thought was old age. At first I thought, "He will never be ready. This is a joke." Two hours later I came and picked him up. He was spick and span, showered and ready to move it out. I thought "WOW!"

You need to sleep, but not over sleep; eat but not overeat.

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The secret is to sleep and eat only as much as  
you need to recover your energy!

Sleep, but don't oversleep.

Eat, but don't overeat.

You need to refuel yourself at an optimal level.

A great leader once said, "I have scarcely in my life seen a hundred people that are ill from not having sufficient food. But from having too much food, I have seen a hundred thousand."

### 11. Life is the Process of Creating Great Memories

*We first heard it from Eric Krueger.*

One day Eric and I were driving down the road through the beautiful mountains of Colorado. He looked over at me and said, "Do you know what life is?" I thought, "Well of course I know what life is!" Then he summed it up in one phrase, "*Life is the process of making great memories.*"

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That stuck in my mind for years. Since then, I have often pondered, “What memories am I creating for my life? What memories am I building for my family? What memories will my customers and clients have of their interactions with our company? What are the memories?”

**What are the memories you are creating for yourself, your family, your customers, your life?**

Erie LIVES that phrase. He is constantly building great memories. He takes his family places, he does great and interesting things, and he challenges himself. It does not matter how busy he is, or how financially challenged, he takes the risk and finds a way to make it happen

Life is found in creating those great, wonderful memories.

The great memories you build will be partly the result of what you do, but they will be even more a result of how you do it.

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Most people get up, they go to work in the morning, and they come home in the evening. Some people go to work, come home in the evening and have made a great memory along the way. It is all in how you do it.

We teach seminars. You can show up for a seminar and teach it in a completely unmemorable way or you can be outrageous, over the top, having fun and creating fabulous memories for ourselves, our staff, and our participants.

Start asking yourself, “How can I do this—whatever it is: work at the office, your next family trip, washing the dishes—in such a way that I will never forget it and neither will anybody else?”

Most people have birthday parties, how many of your parties can you remember?

You might want to do it in a way that will turn it into a memory.

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We did a *Chicken Soup for the Grieving Soul* and we interviewed all the authorities on death and dying. We spoke with people like Damien Brinkley, who had been hit by lightning three times and survived. All of them said, “When the game is over you revisit your life, and you do this on two levels: first, your own memories -- and second, seeing the feelings you engendered in the people around you.”

That is a level of understanding I had never had before.

In the end, it’s all about the memories!

### **12. You Build a Career by What You Get; You Build a Life by What You Give**

*We first heard it from Winston Churchill.*

You build a career by what you get. You build a life by what you give. Winston Churchill gave England back its dignity and freedom. It made him immortal.

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Ask yourself this question: “How much can I give during one human lifetime?”

### **How much can you give in one lifetime?**

Ultimately your life will be made of your legacy and your legacy will only be made by what you gave.

It is not what you accumulate; it is how much of that accumulation you give away that makes the difference.

What will you do for other people?

What is the gift that you came here to give?

How can you give it bigger, faster, better, to more people?

Your giving will make your living.

## **13. We Must Become the Change that We Seek in the World**

*This first heard it from Mahatma Gandhi.*

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In the year I was born, 1948, Mahatma Gandhi—the great soul—turned India from a British colony into a democracy—the world’s largest.

Most people, as they grow up, have a tendency feel victimized by events. It is so easy to become overwhelmed by the problems and challenges that our societies face. We feel these problems were created by others and there is nothing we can do, because it is not our role, nobody has appointed us the job, and we lack the necessary authority to do anything about it.

At some point, however, we have to become adults. We have to start taking responsibility and realize that we are the creators of the society in which we live.

Nobody is ever going to appoint us to solve the problems, we must appoint ourselves.

**We must appoint ourselves!**



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Al Gore appointed himself as a spokesperson for global warming and raised the conscious awareness of the world!

Martin Luther King appointing himself as a spokesman for racial equality—changing hearts and laws.

JFK appointing himself spokesperson for the cause of “landing a man on the moon and returning him safely to the earth.”

Mother Theresa appointed herself to help the poor and the un-loved—giving them dignity and reminding all humanity of the sacred holiness that resides in every living soul.

We must put ourselves in their position, take responsibility, and become the change that we seek in the world.

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When you are gone, the whole world can say, we live in a better place that person was willing to step up and take responsibility.

### 14. The Power of Positive Language

*We first heard it from Koichi Tobei (the Aikido Master) and his teacher, Nakamura Tenpu (the great philosopher and Yogi).*

We create in our world primarily through language.

Positive language has the power to create and negative language has the power to destroy.

In working with CEO's, I have often shared this concept with them.

I find that they all understand it immediately in the negative. If I ask, "Would it be possible for you in one week's time, using nothing but negative speech to completely destroy your company and your organization?" Everybody knows that it is true. In a matter of a week you could completely ruin your organization.

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Would it be possible for you in the matter of a few minutes or a few days or a few weeks at most to completely destroy your family using nothing but negative words? Could you select words that would tear your family apart?

Everybody knows that it is true in the negative.

We would like to invite you to realize that it is also true in the positive.

You can completely rejuvenate your relationships, your company, even your world through nothing but the power of positive speech.

In fact history is a record of people's reactions to the language of leaders!

There is a simple exercise you can do right now to demonstrate the power of positive language:

Extend your arm out in front of you.

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Have a partner place one hand on top of your bicep and the other one under your outstretched hand.

Test to see how much strength is required for your partner to bend your arm while you resist.

Now, extend your arm again. This time in a forceful voice say, “NO!”

See how easy it is to bend the arm.

Next, extend your arm again, only this time say, “YES!”

See how difficult it is to bend the arm!

It is as simple as that.

The nature of your language actually changes the physiological strength available to you. Saying “YES” or saying “NO” can instantly change your strength by at least four times!

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**The language of “YES” is four times as strong  
as the language of “NO!”**

You need to become extremely careful at identifying any negative patterns of speech that you have. Even if the cultural norm or usual pattern of speech in your language is to use negative phrases, you need to find a way to express everything in the positive.

If somebody asks you how you are you don't say, “Ok”. You say, “I'm terrific, how are you?” It is amazing the response you get. It will change your physiological strength, your health, and your ability to produce results in every area of your life.

### **15. Collect Assets, Not Liabilities.**

*We first heard it from Robert Kiyosaki.*

I like the thought of collecting assets not liabilities. Assets create income. Assets are something that is usable in servicing others. Liabilities are alligators—they consume your cash flow and decrease the amount of cash you have available for your use.

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You have to look at your life and think what are the alligators that you need to get rid of and how can you create more assets for your financial ascent.

Most people, when they are taught this principle, immediately focus on the asset side. I would like to invite you to take a little different approach and start taking inventory of your liabilities. Find out where your cash is disappearing and change that first.

### **Get rid of your alligators first!**

I've used that idea myself to dramatically alter my finances.

When I looked at which of my businesses brought me cash and which were alligators that consumed cash with no significant return, I noticed something very interesting.

Over the years, I had filed a large number of patent applications, and maintaining them was costing me an

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extremely large amount of money. They were not producing any income for me and I had five other opportunities where I could put that money for an immediate massive return.

I called up my attorneys and told them to take no more action on any of these claims. It immediately shut that alligator down.

I took that money and redirected it into another business that has made me huge amounts of money, allowing me to the lifestyle I enjoy today.

If you have alligators that are eating you, take an extreme inventory and ask yourself, if it is something you really want to sustain.

“Is this really going to pay the dividend that I want over time?”

See if there is a better place for you to put the money to work that will give you positive cash flow right now.

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Drain the swamp, get rid of the alligator, and accumulate quality assets that produce consistent, reliable cash flow.

### 16. Live Within Your Means and Invest the Difference

*We first heard it from George S. Clason, author of “The Richest Man in Babylon,” an essential book for everybody.*

Most people live within their means and *spend* the difference. The simple change of spend to invest will change your life forever!

Most people, when they get out of school, go out and get a job.

This job gives them a certain level of income, whatever that may be, and they say, “I finally have a job and have income! I am finally on track and I get to live at a certain level. I have a picture of how I want my life to be.”



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The problem arises because the picture they have in their head does not reflect their current income stream.

They create a lifestyle based on the picture instead of a lifestyle based on the paycheck.

This gap between income and expenses results in the accumulation of debt. Before you know it, they have credit cards and are paying 18 percent to 26 percent interest on all their purchases. They get deeper and deeper into the hole. They work and they work and they work to try and make up the difference.

Then they finally get promoted and become a manager with a new level of income.

This ought to help get them out of the hole, but they now have a new picture in their head of what a “manager’s” lifestyle should be! That picture is, once again, higher than their actual paycheck, and the gap just grows wider and wider.

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This is why we find that literally hundreds of thousands of people all over the world end up in personal bankruptcy.

They don't learn that if you really want to have a great self-image, the way to do it is to build a lifestyle that is *less* than your income!

**Self-esteem comes from living within your income!**

You may have a picture of your life in your head, because that is where you are heading, but you create your current lifestyle at a level that is below your current income.

Use all of the difference to invest and to save and you will have this great self-image because you have no debt. You will have all of that money accumulating month after month after month. You know that you can take care of yourself and your family no matter what happens!

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Save \$1 a day over a lifetime, and it becomes \$25,000 without interest. If you have just 10% interest on \$1 saved everyday, in one human lifetime of 66 years, it becomes \$2,750,000!

Everyone should be a millionaire at a dollar a day. Save it and invest it wisely.

Now if you invest it really wisely—in the “*One Minute Millionaire*” we teach 20 ways to get 20% on your money—at 20% interest it means \$1 per for 66 years becomes \$1 Billion!

It is not hard to get vastly rich, but most people simply don’t study enough to do it.

Most of us give our money to the bank, which gives you one, two or three percent interest.

You give your money to the bank and they lend it out for 20% on a Visa credit card. The guys at the bank are going, “Hahaha! These stupid people. They give us their money for between one and three percent, and we

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turn around and lend it right back to them on their credit cards and charge them 20% for it!”

There are only two types of people in the world: those who receive interest and those who pay interest. Decide right now which you want to be.

**There are only two types of people in the world: receivers of interest and payers of interest. Decide now which you will be!**

In my early days working in sales management, I hired a woman who came to sell for our organization while her husband was still going to school.

One day she sat down with me and she said her husband would be graduating from school soon and had a job all lined up. She asked me, “What we really want most is a house. Which mortgage company would you recommend that we use?”

I looked at her and said, “Do you really want to have a mortgage and be burdened by that for 15 to 30

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years? What if you had enough money that you could purchase your home outright? It might take you an additional 2 to 5 years to do it, but would you be willing to wait?”

She said, “I’m all ears, just tell me how.”

I asked her, “You have been living comfortably on your current income. Is that true?”

She said, “Well it’s a little tight since we’ve got the baby coming, but we’ve been doing okay.”

I then inquired, “Would it be possible for you to continue to live on your income as you live today?”

She said, “Yes, we could do that.”

I said, “Then it is very simple. All you have to do is save 100% of his income (90% after you tithe).”

She just looked at me dumbfounded.

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Why is this a novel concept?

She called me up four years later and said, “We just bought the house for cash.”

Live within your means and invest the difference!

### 17. Put the Big Rocks in First

*We first heard it from Roger Merrill.*

This is a time management concept; it is simple and straightforward.

Suppose that you have a jar in front of you. The jar represents your schedule.

Now you are confronted by all of your life tasks that you want to get done.

You start throwing them in the jar. All the little life tasks are small tiny rocks and you start putting them into the jar. Every so often you have a big life task, which is a big rock, and you try to put it in the jar as well.

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You push that big rock down, and you twist it and try to squeeze it into the jar. It just won't fit because you don't have the time and the jar is full of small meaningless tasks and distractions.

You need to change the order in which you do it.

Put the big rocks in the jar first and then, if there is room, throw the trivial tasks in around them.

You do the big things first.

**The order is what is important. Schedule the big important things first. Never succumb to the temptation to do the small thing first!**

Stephen Covey says, "The only way you can say 'No' to the unimportant is if you have a burning 'Yes.'"

When you have a blank schedule in front of you, take the big things and schedule them first before you let anything else get into your calendar.

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It is that simple.

### 18. Combine Your Food Well

*We first heard it from Herbert Shelton and Harvey Diamond.*

The idea of proper food combining is actually very simple. I am going to consolidate the basic principles into just a few lines so you can easily understand and apply them.

Different foods are digested in different ways.

Fruit does not digest in the stomach. It is immediately passed into the digestive tract and it is absorbed through the intestinal walls so you get instant nutrition.

Vegetables are broken down in the stomach.

Starchy foods, such as grains, cereals, and potatoes, are digested in the stomach through digestive juices that are **alkaline** in nature.



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Proteins are digested in the stomach through juices that are **acidic** in nature.

So what do you do?

Until noon, eat nothing but fruit.

Lunch and dinner meal should consist of substantial servings of vegetables served with *one* other thing. The one other thing could be grains, cereals, bread, rice, or pasta. It could also be a protein, such as fish.

**Fruit in the morning! After that vegetables plus one other thing!**

By doing this, you will ensure that all of your food digests easily without conflicting digestive juices coming into play that will neutralize each other and cause your body to use up excess energy in the digestive process.

It is a very powerful way to lose weight and have a higher energy lifestyle.

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### 9. If You Want to Run Fast, You First Have to Learn to Run Slow

*We first heard it from Stu Mittlemen.*

Stu does thousand mile runs. When he starts moving—well the first I saw it I was astounded. It looks like he is in slow motion.

But what really happens is, first you train the body to run slowly. This trains the body to burn fat.

There are three sources of energy that the human body can use: fatty acids, glucose, and creatine phosphate. Now creatine phosphate can only sustain energy for something like nine seconds. If you can make it for ten seconds you can become an Olympic sprinter. Since that isn't all that relevant for most of us, we are going to concentrate on sugar and fat.

Sugar (glucose) is a limited resource in the body. If you burn sugar, your blood sugar crashes and you feel tired.

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Fat (fatty acids) is an unlimited resource in the body because even if you starve to death there will still be several kilograms of fat left in the body.

Everybody knows that if you lose a little bit of fat over here it is okay because you have more fat over there. If you burn that, then there is more somewhere else.

You need to train your body to burn fat. As you run slow you are training your body to burn fat. What happens over time is the speed you can go and still be burning fat increases, and you are now able to run fast and sustain that effort for long distances.

The greatest marathon runners in the world have a very interesting physiological characteristic. They can run at a speed as fast as your fastest sprint while burning virtually no sugar.

There are two gentlemen from Kenya that win nearly all the marathons worldwide. Some marathons

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invited them to not come and participate anymore because it was getting boring knowing the winner in advance.

At my first full marathon in Honolulu, Hawaii, when I arrived at the seven-kilometer point, I passed them. They were coming back! They had three and half or four kilometers to go and I was at seven.

They came up the backside of Diamond Head like a pair of gazelles. They look like gazelles, running at an amazing speed, burning fat, and laughing and talking to each other.

The key is to always be burning fat.

Exercise that is burning fat is called aerobic. This means with oxygen. Anaerobic exercise is without oxygen. If you are out of breath, immediately know that you are burning sugar. You need to learn to run slowly.

Two years ago, I was with Stu in Oiso, Japan. I had flown him over to coach me, along with a number of

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the people I work with. We went out on the golf course and ran together. I asked him, “Stu, is there anything in my form to correct?” He answered, “Your form is perfect.” I was thinking, “I don’t want to hear that. I have flown the master thousands of miles to get some corrections, and he is telling me there is nothing to fix.”

So I replied, “Stu, you are the master. There has to be something.”

He thought for a minute and asked, “In your weekly training schedule, on an effort scale of one to ten, how much time are you spending at level three?”

Level ten is as fast as you can go and zero is if you are a couch potato.

I said, “I don’t spend any time at level three.” He said, “Why don’t you just try to add 20-30 minutes a week at level three.”

I said, “You are the master; I will do it!”

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I had no idea why.

I started exercising at level three on a consistent basis, three months later that one distinction had taken 45 minutes off my full marathon finishing time. The speed that I could go and still burn fat dramatically changed. I went into the marathon at 85% of my maximum heart rate and I sustained that level of exercise for four hours. I was not shifting into sugar burning; I was a pure butter burner.

**A moderate level of exercise will increase your fat burning capacity allowing you to sustain effort for longer periods of time without fatigue!**

This will pay dividends in your regular life that are hard to believe. If you burn fat in your normal daily routine instead of sugar, you will be able to sustain your level of effort for hours on end with no fatigue whatsoever!

That is the distinction; if you want to learn to run fast you have to learn to run slow.

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### 20. Set Your Posteriorities

*We first heard it from Peter Drucker.*

The idea is that anybody can figure out what they should do. The challenge is to figure out what you should not do.

In order to create space for the “do’s,” you have to take space from the “do-not’s.”

**Time for the do’s can only come from the do not’s!**

Peter Drucker was the world greatest management theorist. He performed extensive time management studies on the world’s leading CEOs. When he got to the end of his studies he declared, “Any CEO that says they spend more than 50% of their time doing important tasks is either a liar or has never done a time study!”

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A full 50% of the things they are now doing they need to be no to. They need to work on their posteriorities and not their priorities!

### 21. Get Your Task List Down to Two or Three Important Things

*We first heard it from Tom Peters.*

Tom Peters says, “Any one can create a task list with 100 things to do. The real trick is to get it down to one or two things that really matter”

To do that you need to really understand what is really important in your life.

One of things I do with executives I coach is ask to see their to-do list. They usually bring it out very proudly show me this long list of all the things they have to do. They seem to think that being busy makes them important.

The smart ones have a short list.



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### **The smart executives have a short to-do list!**

One time I was interviewing an executive and we were going over his to-do list.

He had many, many, many things on his list.

I said to him, “If you focus on doing all those things today, how well are you going to do each task?” He looked up and replied that he wouldn’t do them very well.

Anybody could figure that out.

“If you were to focus on just two or three, how well could you do them?”

“I could do it with excellence!”

You need to narrow down your list to the truly important and do them with excellence!

## **22. The First One**

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*We first heard it from Mother Theresa.*

Some of you may not know that Mother Theresa was fifty-seven years young when she was walking down the street of Calcutta and she saw an untouchable. They have a whole cast system and the bottom is an untouchable. Nobody would come out to help this person with leprosy. Like a little forklift she picked up this guy and took him to the hospital.

She said she could see Christ in his eyes. She started the *Sisters of Charity*, which she started with one person and one idea.

She was asked, “How much have you got to start the Sisters of Charity?” She said, “Three cents.” She was told, “You can’t start a charity with just three cents.” She replied, “With three cents and God, I can do anything”

**One person with three cents and God can do  
anything!**

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She once said, “If I hadn’t had picked up the first one in Calcutta, I wouldn’t have picked up 50,000.”

In her acceptance speech for the Nobel Prize she used the word one 36 times.

It is as simple as that.

You start with the first one.

Your project may look overwhelming. It may look as if there is far too much to ever get it all done.

Whatever it is, you start with the first one.

### 23. Have a Major Definite Purpose

*We first heard it from Napoleon Hill.*

If you have been reading our books, you will have heard this idea over and over in many different forms and with many different expressions. It is a theme that runs through our lives and our work. It is the idea that takes you to million—to billions. Having a major definite

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purpose will take you to happiness, take you to peace, and take you to satisfaction with your family.

The power to create in your mind is a very compelling power.

You must have a major definite purpose for your life. This purpose will set out the work you have to do, the contribution you have to make, the achievements that you aim for.

Whatever it is, it must resonate inside you and give you passion.

Your purpose should be something that makes you want to get up in the morning—not to just be, but to LIVE.

Having a major definite purpose, mission, or big hairy audacious goal creates the power of focus, like a laser that concentrates the light of the sun into an area the size of a pinhead.

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In martial arts you can take little old grandmothers and teach them the power of focus. If you can get them to focus what little strength they have to a single point, then they can put their hand through a board like a hot samurai sword going through a block of butter.

### **Power comes from focus!**

Napoleon Hill is laying on his deathbed and a journalist says to him, “If you had to take all your principles 13 in think and grow rich, the philosophy and principles of personal achievement and success and 22 immutable laws of success and get them down to two, which two would you say they are, Dr. Hill?” and Dr. Hill replied, “One is definite major purpose, number two is a Mastermind team that thinks alike and wants to go out and accomplish it with their whole soul.”

I asked Stephen Covey the same question. “Stephen, which would you way is the most important habit of all the 7 Habits?”

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He said, “It’s Habit 2 by far.” Habit 2 is building your own personal mission statement.

I said, “Why didn’t you make it number one then?”

“That is a very good question,” he replied. “One is the power to be able to choose your purpose. That is why I put it first, but I could have easily put two as one and one as two.”

Stephen calls it “Begin with the End in Mind,” which is the same thing.

You know where you are going. It creates the focus and directs every other action that you take.

### **24. When Going Through a Major Change, Communication Must Drastically Increase**

*We first heard it from Roice Krueger.*

I have gone through mergers, acquisitions, major organizational shake-ups and changes. I have watched

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organization in change, families going through divorce, every form of organizational turmoil imaginable

What I normally see people doing is almost opposite of the principle we want to teach here.

They pull into their shells and fail to communicate, because during change people are worried about their own personal survival.

That even includes the top executives or parents or whomever is responsible for the change in the first place.

They close down communications, and cut themselves off from other people. They fear the dialog that communication may bring. They hoard information and keep it to themselves.

If you want bring an organization through any major change effectively, if you want do it faster and with less, pain, stress, and disruption, you must dramatically increase the communications.

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### **Increased communications decreases stress!**

You must let each individual know what is going on. You must care for that individual and hear their concerns. You must dramatically increase the volume and quality of your communication.

You want to think in terms of over communicating.

Communicate lots of information. Give more information than you feel is necessary. Make sure that the whole team is hearing from on a regular basis. If you have been thinking monthly, think weekly. If you have been thinking weekly, think daily. If you have been thinking daily, think about morning, noon, and night.

At the end of the day, what you might call “over communication,” probably is still under communication.

You need a communications team and a Czar Of Communications. Establish a team that can help you disseminate the information faster and further.



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The same is true of turmoil and trouble in your personal life.

For example, if you are ever short of money or are having trouble paying back a bank loan, mortgage, or a credit card debt, it is better to communicate your situation early and often. Get your creditors involved in working it out with you. Say, “What would you like me to do?” Virtually every financial institution has the tools, systems, and instruments to help you handle this if you communicate to them early on.

In the movie *The Godfather*, Don Corleone said, “Tell me when it is a snowball, not when it is an avalanche.”

### **25. When Performance is Measured, Performance Improves**

*We first heard it from Thomas Monson.*

This is a very powerful little concept. You can go to your workplace and use it in your life today.

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Measure, measure, measure!

Say for example, you want to lose some weight.

There is a simple, easy way of doing it.

Get a chart and down at the bottom write your current weight. Go up to the top and write what your target weight is. Each day as you step on the scale, write it on the chart. Your performance will improve and you will lose weight.

It is interesting that this simple process of keeping a chart will begin to move you in the direction you want to go.

You can do it with your employees as well. People want to know whether they are winning or losing.

Our minds play games with us and sometimes when we are losing, we think we are winning or when we are winning, we think we are losing.

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A chart will reflect back to you what the current reality really is.

**When you see reality, you can improve reality!**

If you give people the opportunity to chart their own course, you will see improvement.

One of the great technologies developed in the quality movement, which was most effectively applied in many of the Japanese factories, was a concept called **visual management**.

Visual management means any outsider should be able to walk into your workplace, look around, and immediately know the current state of your performance.

There should be visual references on your walls that show over time what is happening to your defect rate, what is happening to your sales, what is happening to the number of units that you are shipping.

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I can walk into the office of the seminar company that does my education business in Japan, and within 30 seconds I immediately know exactly what is going on.

There is a separate white board on the wall for every single seminar scheduled for the coming year. It shows how many of the regular seats have sold, how many of the executive seats have sold, and how many of the platinum seats are sold.

It tells me what the sales goal is, and where we are relative to our goal.

I can walk into the president's office and say, "We need to work on that March event; here are three ideas that you might want to implement to help make that happen."

Things like that will improve your performance.

## 26. The Size of Your Thinking Determines the Size of Your Results

*We heard it first from Mark Victor Hansen.*

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There is no more life in an ant than in an elephant.

If you say I am going to earn \$30,000, your subconscious goes “beep, beep, beep” and you get thirty. If you say \$50,000 then you get fifty. It is no harder to make \$100,000 a year than \$1 million, once you expand your thinking.

**It is no harder to do big than to do small!**

We have given all of you permission to write down.  
“I am so happy I am on schedule to earn a million.”  
You can do it this fiscal year or your calendar year.  
Calendar year ends on December 31<sup>st</sup> and fiscal year will be a year from now.

You choose; but write it down.

Expand your thinking, and new opportunities will come.

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For example, James said we would write 101 books in 100 days. We went to the Maldives and when we came back, we had written 43 books. About this time his hyperventilation calmed down a little. We went to Singapore and spent five days together writing 47 more. We finished the 101<sup>st</sup> book on the 97<sup>th</sup> day!

We are the first people on earth to have written a 101 books in a 100 days. I think that it is a great, great story.

The same thing applies to teams. The size of your team's thinking determines the size of your team's results.

These are the best ideas we ever heard. We hope they impact you as much as they have impacted us!

With best wishes,

James Skinner, Roice Krueger, Mark Victor Hansen

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