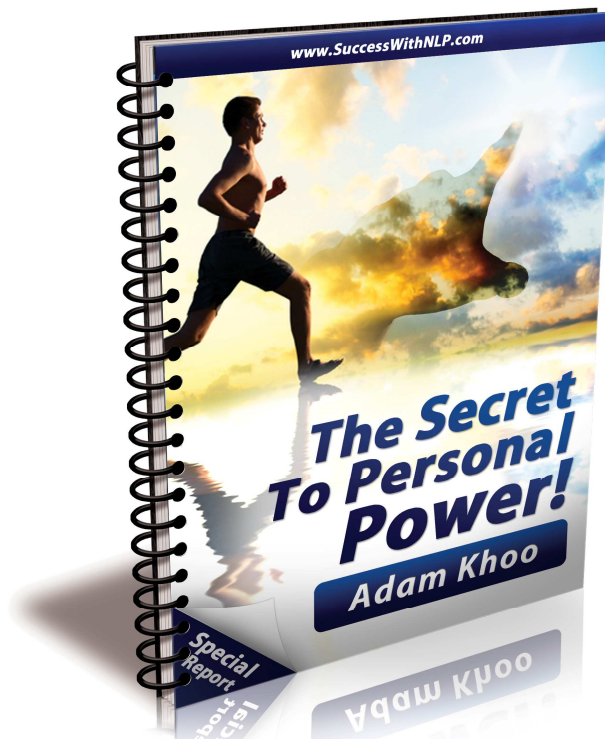


# The Secret To Personal Power!

By Adam Khoo



Discover How Your BELIEFS Hold The Key To Unleashing  
All Your Untapped Potential And Skyrocketing You  
Towards Success And Personal Achievement...



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## **About Adam Khoo**

**Adam Khoo** is an entrepreneur, a best-selling author and peak performance trainer. **A self-made millionaire by the age of 26**, he owns and runs several businesses in education, training, event management and advertising, **all with a combined annual turnover of \$30 million.**

He is the Executive Chairman and Chief Master Trainer of Adam Khoo Learning Technologies Group Pte Ltd and a director of seven other private companies. Adam is also a director of the Singapore Health Promotion Board (HPB).

**He is also the best-selling author of nine books** including *I Am Gifted, So Are You!* that was ranked MPH #1 Best-seller in 1998 and 1999. His other books include *How to Multiply Your Child's Intelligence* and *Clueless in Starting a Business*.

His book [\*\*Master Your Mind, Design Your Destiny\*\*](#) which was the **second-highest selling book in Singapore in 2004**, was on the **best-sellers' list for 36 consecutive weeks**. His more recent books *Secrets of Self-Made Millionaires* and *Secrets of Millionaire Investors* have both stayed at the **#1 spot on The Straits Times Bestsellers List for more than 52 weeks**. His most recent books include *Nurturing the Winner & Genius in Your Child*, launched in April 2008 and *Secrets of Building Multi-Million Dollar Businesses*, launched October 2008. His latest book is *Profit from the Panic* launched in January 2009.

Adam holds an honors degree in Business Administration from the National University of Singapore. As an undergraduate, he was ranked among the **top one percent of academic achievers** and became a pioneer in the Talent Development Programme, which is the university's Gifted program.

Over the last 15 years, **he has trained over 355,000 students, teachers, professionals, executives and business owners** to tap their personal power and achieve excellence in their various fields of endeavor. Some of his corporate clients include ST Engineering, Singapore Police Force, F&N Coca-Cola, Infocomm Development Authority of Singapore (IDA), Ministry of Defence, AIA, Prudential Assurance, Ernst & Young, Exxon Mobil, Unilever, Citibank, UOB, ABN AMRO, NETS, Great Eastern Life, Hewlett-Packard, Sun Microsystems, Texas Instruments, MediaCorp and many more.

His success and achievements are **regularly featured in regional media** like The Straits Times, The Business Times, The New Paper, Lianhe Wanbao, Channel NewsAsia, MediaCorp Channel U and Channel 8, MediaCorp 938LIVE (formerly NewsRadio 938), The Hindu, The Malaysian Sun and many more.

He was ranked among the **top 25 richest Singaporeans under the age of 40 by The Executive Magazine** in 2007. In 2008, Adam was conferred the NUS Business School Eminent Business Alumni Award for being **one of Singapore's most successful and prominent business leaders**.

From: Adam Khoo

**Re: The Secret To Personal Power!**

**D**ear Success Seeker,

What you want in your life will determine your strategies, your actions, and **your beliefs will also determine what you will do when you fail**. Do you trigger it as feedback or do you give up? You see, your beliefs are like the operating system of your brain.

They determine how we perceive the world and how we respond to what happens. They determine what we will or will not do or what we will or will not try.

The beliefs we have about a person determine how we interact with that person, whether we go and make friends with or avoid that person. The beliefs you have about a kind of food will determine whether you eat that food.

The beliefs you have about the economy will determine the kind of business or career you will pursue. You see, **beliefs are one of the single, most important filters that we have**, and at any given time, we have about two million bits of information hitting at us per second and it is physically impossible for us to be aware of everything that is happening around us.

So in order for our brain to cope, our mind filters all this information by deleting, distorting, and generalizing all this data into an internal representation of what is actually happening around us. **In other words, we do not perceive reality, we perceive a filtered version of reality.**

And that is why two people can watch the same movie, but come out having very different opinions and experiences of what the whole movie was all about. One person may remember all the long conversations and feel that the movie was totally boring.

The other person may focus on the dialogue and feel really moved by the interaction of the characters. See, both people filtered the same movie so differently. They deleted, distorted, generalized and created a very different internal representation for the movie like Roger Bannister did.

**Roger Bannister was a marathon runner from Oxford**, somewhere in the 1950s, I think it was in 1954. What he did was he set a goal to run a mile in less than 4 minutes. Now, bear in mind that no one in the world ever ran a mile in less than 4 minutes.

Everyone tried but failed, over and over again, until many doctors came out and said that it was physically impossible for a human being to run that fast. But, Roger Bannister decided never to believe that. **He did not want the belief to hold him back.**

So, he decided to set a target for himself. Now, the difference was besides training physically, he would mentally prepare himself. The trouble was he had no evidences; no one could ever do it before. So what did he do? He created it.

**Again, the human mind cannot tell the difference between what is real and what is clearly imagined in your mind.** So, in his mind, he saw himself running and beating the mile in less than 4 minutes. He saw himself doing it again, and again and again. He created this evidence as if it were so real, that it became real for him. Then what he did was he ran and guess what? **He did beat the mile in less than 4 minutes.**

But that is not the amazing thing. **The amazing thing was that the minute he did that, within a year, about 37 other runners broke his record.** Within something like about 3 years, about 300 runners broke his record.

So the question is this. Why was it for thousands of years, no one could run the mile in less than 4 minutes, but the minute one person does it, hundreds of people are able to do it? You see, what was holding everyone back was not their physical ability, neither was it their physical potential.

**What was holding them back were their beliefs.**

The beliefs you have are like the operating system in your brain. It determines every single thing. So choose beliefs wisely — choose beliefs that empower you, instead of beliefs that limit you.

## **Are You Lazy?**

Have you ever experienced a time when your parents believed that you were irresponsible or lazy?

**You could have done a hundred things that were responsible but they would only remember the time you were irresponsible.** “Aha! And you are doing it again!” they will say. We do the same thing with our friends, family members and our colleagues.

See, once we make up our minds that a particular person is mean, we will tend to focus only on the times our beliefs are supported and fail to notice all the times when the person acted nice. Even if we do notice it, we tend to distort it in our minds by saying, “He must be up to something by being so nice because he is a mean person.”

If you have a belief that all men are unfaithful, you will only remember and focus on all the times when you saw and heard about men being unfaithful. You know, you will tend to mentally delete all the instances when they did not support your belief. **You will also tend to distort what you see and what you hear to support your beliefs.**

For example, if your husband were to call and say, “You know, honey, I am working late.” What thoughts fire off in your mind as a woman who thinks of her husband being unfaithful?

You may start having suspicions of him fooling around since you believe that all men are unfaithful. And how would you likely react as a result? You would probably start questioning him, checking on his every move, and start getting paranoid, insecure and even upset, shouting at him when he comes back.

As a result, what would happen? The relationship will break down, causing him to do what you feared most, that is, have an affair. **I have seen so many instances where a person's belief system becomes a self-fulfilling prophecy.** So, whatever you believe in strongly enough becomes your reality. This is because you would take the action that supports whatever beliefs you have, thus encouraging the result.

## Do You See Opportunities Or Obstacles?

**You know, some people I know have a belief that there are no opportunities to make money at all.** They believe that going into business is a mistake. As a result, they focus on all the news they read in the newspapers, and all of their friends telling them about how people have lost money, gone bankrupt, failing and losing everything. This keeps confirming their beliefs and will prevent them from taking any future opportunities.

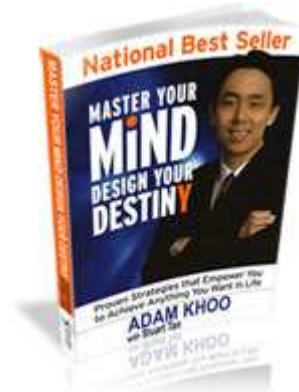
At the same time, **I also know many people who believe there are many opportunities out there** and that money is easy to make if you know how. And you know what?

They do make lots of money and they do find themselves with a lot of great opportunities. You see, even when they see problems all around them, they will distort it in their minds and turn it around to become an opportunity, for example. Back in 2003 when the SARS epidemic hit very badly, many people started to have a mindset that business would be bad and they had to struggle to survive.

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I had a friend whose pet business suffered. **But instead of believing that the epidemic was a problem, he decided to focus on how it could be an opportunity.**

He believed that he could make money in this recession. So, he quickly leveraged his strong network of suppliers and sales agents to get in on the mask and air purifying business.

And guess what? He made a fortune in that short period of time. **When you believe that there are only opportunities, everything you see around you will become an**

**opportunity.** When you believe that there are only problems and obstacles, then what you experience will be problems and obstacles.

## **Your Beliefs Create Your Reality!**

**An interesting story talks about the power of beliefs in filtering our perception.** See, the story goes like this. There was a bra company that decided to expand to new markets in order to get a head start on their competitors.

They decided to find out if there was a potential market in Papua New Guinea to sell their bras. So they sent their first business development director who went over there, having the belief that there were very few opportunities for market expansion especially in a country like that.

When he arrived in that country, he got down from the plane, went out there, met the people and looked around; his beliefs were confirmed. He quickly sent a message back to his home office telling them, "You know, women in Papua New Guinea do not wear bras, there is no market for bras. I told you guys so!"

But the company decided to get a second opinion. So they sent a very new manager they recently hired, who had very little preconceptions on what was possible. And this new guy, because he had little experience in the industry, had a positive belief that all corporations were out there and you could capitalize on them.

So when he got to Papua New Guinea, he was amazed and excited. When he got down from the plane, went out there to meet the same people, he quickly went back to his room and sent a message back to his bosses, telling them, "You know Boss, there is a fantastic opportunity I have uncovered. The women here do not wear bras and we will make a lot of money by creating a new industry. We will teach them how to wear bras and we will be the only one selling them all our bras. We will become a market leader!"

### **Important: Take Heed!**

1. Your beliefs determine the kind of actions you take.
2. The actions you take will determine how much of your potential you will tap. This will affect the results you produce.
3. And finally, the results you produce will constantly reinforce your beliefs!

For example, see, if you believe that these strategies we are sharing here right now would never work for you, and that you could never make more than \$2,000 a month, for example, what kind of actions will you go out there and take? You would probably keep taking all the same old kinds of actions. You would do what everyone else was doing.

You would not bother doing more. After all, what is the point of doing more than the bare minimum? As a result, how much of your potential will you be able to tap? Chances are not very much. **As a consequence, you will continue to produce mediocre results.** And these mediocre results will only serve to reinforce your belief that you could never do it and that these strategies do not work.

On the other hand, what would happen if you chose to believe that by applying all the strategies in this program, you could make over \$30,000 a month, for example. Now, if you truly believed that, I bet you would start taking a lot more action.

You would start calling more people, setting up more presentations, taking up more courses to improve your skills. You start following through, developing more strategies and putting in more hours. Why? Simply because you believe and are excited by the fact that you could possibly increase your income massively. **As a result of taking all these actions, you will tap a lot more of your personal potential.**

As a result, you would definitely see a significant increase in your results and income. You may not get exactly \$30,000 but you would definitely earn a lot more than what you previously did. **And the results you produce will then serve to strengthen your belief that the strategies do work and that you *can* make more money!**

So you can see that our beliefs are like the water tap to our inner potential. When we believe that something is possible, we will inevitably summon all the resources we have to support that belief. We literally open up our tap to all our creativity, energy and resources by taking loads more action.

Now, will we definitely be able to produce the exact same results we believed in? No, not all the time but **having a belief of possibility will allow us to produce results far beyond what we could ever do.**

On the other hand, once we believe that something is impossible, that it cannot be done, we are giving a command to our nervous system to shut out the possibility altogether. We do not even find a strategy, we do not even try. We shut our tap to our creativity and our energy by not even doing anything. And what I find the saddest, when training all kinds of people, especially students, is that many of them say they cannot do something before they even attempt it.

**They do not even give themselves a chance — they sell themselves short.** You know, I believe the fundamental reason I have been able to create so much more results in my life as compared to so many of my friends who are probably a lot smarter or even more hardworking than I am is because of the beliefs I grew up with.

You see, when I was young, I was exposed to many fantastic role models from whom I learnt that age was not instrumental to where I went for success. I read about Anthony Robbins, the master motivator who became a motivational trainer and multimillionaire by the age of 25.

I read about Sir Richard Branson, the boss of Virgin Atlantic and Virgin Records, who you know, started his first business when he was 15 and became a millionaire at the age of 23.



As a result of this exposure, **I grew up believing that it was possible for me to start a business, and become a best-selling author and a trainer before the age of 20 years old.** On the other hand, most of my peers were never fortunate enough to be exposed to such role models.

They had very limiting and mediocre beliefs such as: starting a business was difficult, it was risky, that you need to be at least 40 years old with loads of money and working experience to even consider starting a business. They had beliefs that only very smart and experienced people could write books.

And that you needed lots of qualifications to do it. **As a result, all these beliefs held them back from what they could truly achieve and made them the average people that they are today.**

It caused them to make average decisions that led to average results. Have you ever heard of the phrase that the rich get richer, and the poor get poorer? Well, many people think that this is obvious because when you are born rich, you have all the money to go to the best schools, start companies with the money that will allow you to continue being rich, or simply that you will just inherit the money and continue to be rich, for that matter.

Well, this is true in some cases. **The main reason why children of wealthy parents tend to continue to be wealthy is because of the beliefs that they inherit — beliefs that support wealth.** And they inherit these beliefs of wealth from their parents and relatives. They believe that it is the norm to run a company, to go to college, to make half a million a year and drive a Mercedes Benz. They know it is possible because they see the people around them doing it.

**On the other hand, many people who are born in poor families adopt beliefs of the poor.** What they see around them becomes their role models — their parents and their relatives. They see their friends, their parents earning low wages and in lower income positions, struggling to get by every single month.

So after a while, they start to believe that this is their reality. **These beliefs limit their dreams and their actions.** They do not dare to go beyond what they see around them. I remember one of my training sessions with students from a government school.

There was a student who did not set a goal to get a university degree. When I asked him, “Why don’t you want to go to college?” “Why don’t you want to get a degree?” You know what he said? He told me that nobody in his family could study and that nobody had ever made it past their ‘O’ Level exams in his family.

But there are many cases where people who were born into poor families eventually break out of the cycle of poverty and become extremely successful and wealthy. It is because along the way, they managed to meet powerful role models who gave them the beliefs of possibility that brought them out of their little world they were living in.

# The Placebo Effect...

So far, we have talked about how our beliefs affect our perceptions, our decisions and hence, our actions. **But your beliefs are so much more powerful, that they can literally affect your biochemistry.** Have you ever heard of the placebo effect?

Some doctors wanted to investigate if a patient's belief in a drug actually made a difference in whether the drug was effective in bringing about a cure. So in one experiment, they gave patients pills in which the medical contents had been replaced with sugar. In other words, the medicine had no active ingredients. It was just a sugar pill and was called a placebo.

They then told the patients that the medicine would be a powerful cure for their flu and headaches. When the patients took the medicine, to their surprise, the sugar pills brought about the same level of relief as compared to the actual drugs.

**Placebo studies showed that your beliefs can literally create the necessary chemicals in your body to bring about a cure.** In fact, a later study showed that your beliefs could even override the actual effect of chemicals already present in your body. In this second-stage experiment, what they did was, they got 100 medical students and divided them into two groups.

The first group of students was given a red pill and told that this pill would be a stimulant. But in actual fact, the red pill contained a depressant. The second group was given a blue pill and was told that it was a depressant. But in actual fact it contained a stimulant, like caffeine.

**The results were startling!** In 50% of the students who took the pills, their bodies reacted according to their beliefs about what the drugs would do. In other words, the students who took the red pill were extremely stimulated they could not sleep the whole night.

And the patients who took the blue pill were totally wiped out. They were, like, zonked out on their beds, even though it contained a stimulant. A new branch of cognitive neuropsychology called Expectancy Theory has found that every thought you have, every belief and desire can act as an agent of change in your cells, your tissues and your organs.

You know in his book, *The Psychobiology of Mind-body Healing*, Dr. Ernest Rossi reports on a groundbreaking case which showed the effects of beliefs on a drug in controlling a person's immune system. It was the case of this person called **Mr. Wright who suffered the advanced cancer of the lymph nodes called lymphosarcoma.**

He was at such an advanced state of cancer that he developed resistance to all known treatments. **Nothing could, so called, cure his cancer.** He had huge tumor masses the size of oranges in his neck, groin, chest and abdomen.

His thoracic duct was obstructed, and between one to two liters of milky fluid had to be drawn out of his chest every other day. He was taking in oxygen via a mask frequently

and he was in the terminal stage, almost ready to die. But in spite of all these, Mr. Wright had not given up hope, although all his doctors had given up hope on him.

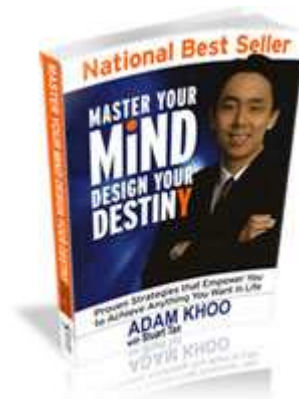
**The reason was because of a new drug that he had expected to come along and cure him.** And this drug had finally been reported to be ready for trial use. This drug was called Krebiozen.

But, initially Mr. Wright was not able to qualify for the drug trials, as patients had to have a life expectancy of at least three to six months to qualify. But Mr. Wright, at that point of time, was given only less than two weeks to live. But Mr. Wright believed so much that this drug would cure him that he kept begging his doctors for the opportunity, "Please give me the drug!" Eventually, his physician, Dr. Philip West decided to go against the rules and give him the drug. Injections were to be given three times weekly.

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Mr. Wright received his first injections on a Friday. When the doctors came back on Monday, they expected to see the patient in his bed half-dead. Instead, the doctor found him walking around the ward and chatting with everyone around him. Immediately, the doctor went to check on the other cancer patients who had been receiving the same drug treatment.

But he saw no change or little changes. In fact, some of them changed for the worse. **Strangely, only in Mr. Wright was there a brilliant improvement in his condition after the drug was given.** The doctor found out that his tumor masses had melted into half their original size in a few days.

So, because of this, the doctor continued giving him the injection, and medication. Within ten days, Mr. Wright was discharged from hospital, breathing normally and fully active. This unbelievable situation happened just at the beginning of the Krebiozen drug trials.

However, within two months, reports started coming out, saying that all the testing clinics reported no results from the drug and that **Krebiozen was probably ineffective as a drug for cancer.**

When Mr. Wright heard about these reports after he recovered, guess what happened? He lost faith. **After two months of having practically perfect health, he relapsed into**

**his original condition.** The cancer came back. He became extremely miserable. He was readmitted into hospital. His doctors wanted to further investigate if his initial cure was the result of a placebo effect or the result of Krebiozen.

**So, the doctor lied to him, and said that he had now heard there was a super-refined double-strength formula about to arrive the next day.** Immediately upon hearing the news, Mr. Wright regained his optimism and his beliefs in this cure. The next day, the doctor injected him with the new double-strength formula. But in actual fact, the doctor injected him with nothing but fresh water. **This time the cure was even more dramatic than the first.**

The tumor masses melted, the chest fluids vanished, and he recovered fully and was discharged from hospital again. He then remained symptom-free for two whole months.

And this time, the American Medical Association finally announced in the press that nationwide tests showed Krebiozen was a worthless drug in the treatment of cancer. Unfortunately, within a few days of this report, Mr. Wright, who read the report, was readmitted into hospital again. **This time, his belief and faith were totally gone. In less than two days, he succumbed to the disease and passed away.**

We know very well that the growth of some cancers can be controlled by a person's immune system. If you can improve your immune system, you can cure that cancer.

The belief in a cure can activate a person's immune system to mobilize all his blood cells with such efficiency to remove the toxic fluids and waste products that keep feeding the cancer.

Many similar cases have been reported on the area of spontaneous recovery in accidents, for example, because of a strong belief system. In 1981, insurance boss, Morris Goodman, was a victim of the crash of a plane he was piloting. His injuries were so severe and so extreme that his neck was broken in two places, his diaphragm was crushed and his nerves damaged so badly that his wife was told by the doctor that he would be paralyzed from neck down for life.

He was also told that he was not able to breathe on his own without the use of a respirator. However, Morris Goodman believed so much that whatever he set his mind to, he could achieve.

Within six months, he walked out of the hospital without any medical aid, without any mechanical aid, for that matter. His doctors were shocked, and later called him 'the miracle man'.

**And, that my friend, is the [power of your beliefs](#)!** So, let me ask you this question, if our beliefs have such a great impact on the quality of our lives and even our own physical health, then we must ask the important question, "Are the beliefs you have true? Are they true?" The answer is, "Yes! They are true, but guess what? Only to you."

This is because whatever you believe becomes your reality. **However, you must understand that beliefs are not fact. They are never always true.** They are never true for everyone else. For everything you believe, there will always be someone out there who has a completely different and opposite belief. And for them, it holds true as yours

does to you. If you believe that mathematics is tough, there is someone out there who believes it is easy. If you believe that it is easy to make a million dollars, there is someone out there who believes it is impossible to make a million dollars.

So, the question is not whether our belief is true. **The question you must ask is, “Are the beliefs I have useful in empowering me to take action?” or “Are my beliefs holding me back?”**

## **How Do We Form Our Beliefs We Have Today?**

Why do we have some empowering beliefs? And why do we have some limiting beliefs?

You see, most of our beliefs come from modeling the significant people around us, like our parents, our teachers and our friends. **We tend to take on similar beliefs of those people who are most influential in our lives.** If our parents believe that they can never be rich, you are likely to take on the same beliefs in yourself. If many of your friends believed that studying sucked and was a waste of time, you would probably have that belief as well.

**Many of our beliefs also come from our past experiences.** But the beliefs we have are nothing but generalization and misinterpretations you make about your past experiences. But after a while, we tend to forget that they are just generalizations and we begin to accept them as absolute truths.

And that is when they become unquestionable commands to our brains and begin to determine how we live our lives. While some of the beliefs actually empower us, many of them limit us at the same time. You know, for example, beliefs like “I am bad at mathematics”, “I am a slow learner”, “I am too old”, “I am too young”, “I am not a good speaker”, “I am shy”.

Well, how do we form our beliefs in the first place? **A belief always begins as an idea that someone gives us or that we give ourselves.** And as we begin to experience supporting evidences of that same idea, the idea slowly solidifies with all these new evidences and becomes a belief.

**For example, for me, for many years, I used to believe that I was lousy in mathematics.** That limiting belief prevented me from realizing my full potential initially. Like all beliefs, mine began as a simple idea when I first struggled to understand simple multiplication tables as a young kid.

You know, at the age of 5 years old, many of my friends and cousins could just rattle off the multiplication table up to 12 times table. But for some reason, I could not understand what multiply meant. And so I found it really tough to memorize the table.

What’s more, every time I got it wrong, my parents would get really disappointed and start nagging and scolding me, “Why are you so stupid?” “Why can’t you do mathematics?” “Why can’t you multiply?” As a result, I started hating mathematics and found it really painful to do it.

I even used to think, “Why could other kids multiply but I couldn’t?” **It was that day the idea that I was lousy in mathematics first began to form in my head. But at that time, it was just an idea, it was not a belief yet.**

Then, one day in class, my teacher decided to test all of us on multiplication tables. Naturally, all my friends could rattle them off pretty easily, “five times one is five, five times three is fifteen”. But when it came to my turn, I just stared. And when the teacher asked, “What is eight times three?” I looked at her and said, “Thirteen?” The whole class burst out laughing and started calling me, “Stupid! Stupid! Stupid!”

**At that point of time, I made three important decisions in my life before I sat down and started crying.** The first was that Mathematics sucked. The second decision I made was that I was really lousy at it. And the third decision I made was that I would never embarrass myself like that in class again. I would never answer any more questions that my teachers asked.

**And sure enough, I started to withdraw in all my future mathematics classes.** I started daydreaming and did not bother understanding what was going on, I talked to my friends, I doodled in class instead of listening to the mathematics lesson. I did not bother doing my homework.

As a result, I fell further and further behind the whole class. And naturally, I kept failing my monthly mathematics tests, further confirming that I was indeed lousy in mathematics. What further reinforced my belief was what my mom told me one day when I kept failing mathematics.

I went back one day and I said, “Mom, you know, I keep failing mathematics and I got forty percent this time.” And she looked at me and said, “Son, do not worry. Mom understands why.” And I asked, “Why?” And she replied, “Well, because you have got my genes. I failed mathematics every single time when I was a student as well.”

**So true enough, with all these extra evidences supporting my idea, it slowly became a strong belief.** And this belief prevented me from even trying to work out any problem given to me.

One day I began to realize that my being lousy in mathematics was a stupid belief. It was a limiting belief. It was only true to me because I believed it. You know, I actually started to go back and challenge all the supporting evidences that kept reinforcing my beliefs. **I realized that many of the evidences that support our beliefs are nothing but again, misinterpretations of past experiences.**

They were nothing but generalizations. They may not even have been true! For all you know, they could mean a million other things. Many of the supporting evidences given by other people around us may not even be credible.

You see, as I look at my lousy belief in mathematics, the fact that I could not understand the multiplication tables may not have meant that I was lousy in mathematics. It could simply have meant that it was not taught to me in a way which I understood.

The fact that I failed all my mathematics tests may not mean that I was stupid. It may simply mean that I did not bother to study, or that I used the wrong strategy, or that I did not pay attention in class.

## How To Create An Empowering Belief!

I began to realize many of my friends were good in mathematics even when their parents were uneducated. **So once I started questioning all these evidences, the limiting belief began to fall apart. I then asked the next question, "What would be a more empowering belief to have instead?"**

"What would be a powerful belief that would drive me to do my best in every single mathematics exam? I then came out with one new belief. I said, "You know what? I am a Mathematics Genius."

And I said that beliefs are never true until you believe it, right? So, just make up any belief. "I am a Mathematics Genius." And this new belief began to excite me. **The trouble was that I had no evidences, or no examples to support this new belief. So what did I do? I began to create new evidences for myself.** Then I was in secondary one, but I began to go back and start working on mathematics problems that I could handle in Primary Four.

Slowly but surely when I began to get a hang of it, I then got myself to do Primary Five mathematics problems, slowly building my foundation and my confidence in mathematics. When I started to solve problems, I began to reinforce this new belief that, "Hey! Mathematics is easy. I can do mathematics. It is fun!" Of course I was still far behind many of my friends who were already in Secondary One while I was still doing like, Primary Five work. But I was determined to catch up.

Pretty soon, after loads of extra hours of drilling during my school holidays, I was finally able to handle the problems that most of my friends were tackling in Secondary One. But what truly gave my new belief of being a Mathematics Genius super reinforcement was one experience I had when I moved to Secondary Three.

You see, at that time we were going to take a new subject, a new course that was feared by everyone. It was called Additional Mathematics or A Maths. We were all told by our seniors that it was an extremely difficult mathematics course and that many people would fail every single year.

When my friends went in on the first day of class, **they were already sabotaging their own minds by buying this idea implanted by their seniors and their teachers.**

Now, for some reason, I was the only one who decided to read up on the first chapter of this so-called super difficult subject the night before. Naturally, I did not understand everything I read. So, I began asking my seniors and I got a pretty good idea of what this chapter was all about. It was about this thing called linear functions.

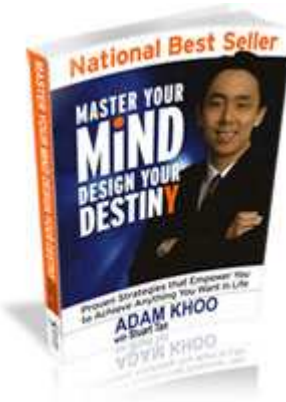
The next day as the new mathematics teacher started lecturing, the whole class got somewhat lost in the middle of the whole abstract mathematics lesson, which was understandably so.

But because I read up the night before on the same chapter, I was the only one who seemed to be able to follow the teacher. Then, after the lesson, he started asking questions. He said, "Can I have a volunteer to solve this mathematics problem on the board?" And everyone looked at each other, shaking his or her head.

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And this mathematics teacher knew from his past experiences that no one could normally solve it on the first lesson of this difficult mathematics class. As it was a brand new class and none of my friends knew about me from before, everyone looked at me.

When I raised my hand and I said, "I am going to give it a shot!" Everyone stared at me, shaking his or her head. I got up, went up to the board and wrote down all the workings to the problem. Everyone, including the teacher, was stunned. From all his past classes, no one could ever solve this abstract mathematics problem on the first day. But again, because it was a brand new class and no one knew me, **they thought I was some kind of genius!**

It felt really good when I started enjoying this new nickname people gave me. They used to call me, you know, "this guy called Mr. A Mathematics". I started making it a habit to read ahead of class because I enjoyed it. I put in extra effort in all my assignments and tests.

And pretty soon, with all that hard work and all that action, guess what happened? I topped the whole class and scored an A1 in the National GCE 'O' Level Exams in Additional Mathematics. **That one major experience further solidified my belief that mathematics was easy and that I was a mathematics genius.**

It was this belief that made me opt to major in mathematics in the junior college level. Sure enough, I scored straight As in Mathematics (Syllabus C) and Further Mathematics, the toughest mathematics course that everyone feared. Now, that is the power of a belief change.



## Now It's Your Turn To Do It!

Remember that every belief you have is a result of an idea supported by evidences you have created for yourself through past experiences.

**So, begin by analyzing each of your limiting beliefs and then challenging these so-called references that support it.** You will find eventually that these references are nothing more than generalizations and misinterpretations you have made.

So, how do you begin to do this? Begin by asking the first two questions:

- "How did I first create this belief?"
- "What makes me believe this is true?"

By asking these two questions, you begin to explore what evidences support this belief. For example, when I had this belief that I was lousy in mathematics, I asked myself, "How did I first create this belief?" and I came out with all the times when I could not multiply, when I failed my tests, and when my mom told me that I had her genes.

So, once I asked those questions, I have found these evidences. **Next, I will start challenging them by asking three questions.**

- "What else could this mean?"
- "Is there a counterexample for this evidence?"
- "How credible is the person who has given me this evidence?"

For example, when I found out that my belief was that I was lousy in mathematics, I realized it came from three evidences. The first was I did not understand multiplication tables, like I mentioned before. The second was I failed my mathematics tests and the third was when my mom told me that it was in her genes.

**Again by analyzing these evidences, I began to reframe the meaning of these experiences.** See, my inability to understand multiplication could simply mean that I was not taught in a way which I understood. It did not mean I was slow.

My failing mathematics tests could again mean that I did not listen in class and that I did not bother to study and not because I was bad in mathematics. And my mom was certainly not a credible source to confirm I was poor in mathematics because if she was, she would have been a teacher!

I then went on to find many more counterexamples of friends whose parents were not necessarily good at studying, but they themselves were good at studying. You know, I had a friend whose parents dropped out of school, but he ended up a President Scholar.

So I said this, "It cannot be the genes." I found counterexamples. In your case, for example, if you believe that you are too young to start a business, could you find counterexamples? Could you find someone who was your age or younger who had started a business?

If you believe you are too young to write a book, could you find someone who has done it at your age? I am sure you can. **You can always find a counterexample.** At the same time, you may believe that you are too old. You are fifty-five years old, for instance. You could never start a business. It is too late for you.

Could you find a counterexample? Of course you can! **Colonel Sanders started KFC at the age of sixty-five years old, do you know?** If you believe you are too old because someone told you that you are too old, is that person a credible source?

Why would you want to believe that person? You know, if one of your friends started a business and failed and you thought it was because he was too young, could there be another reason? It may not have been the fact that he was young.

The reason could be that he did not prepare enough, or he did not model successful businesses well enough and that is why he failed. You see, you begin reframing all these evidences until you begin to change the meaning they have for you. **The minute you do that, the old belief that you had begins to fall apart and does not hold water anymore.**

Great! **Once you have shaken the foundations of the limiting belief, replace it with a new belief.** Ask yourself, "What would be useful in empowering me to take action instead?" You know, for example, if your old belief was, "I am too old to start a business."

Your new belief could be, "Age is no barrier." Or your new belief could be, "Age is wisdom" or "Age is power". However, if you believe you are too young to start a business, your new belief could be these, "Youth is power in starting businesses" or "Youth means sharpness", "Youth means energy", "Youth means better business", right?

**So, once you create that new belief, you must create new evidence or evidences to support this new belief.** Once you have created a new belief, find evidences all around you which could support this new belief. Example, if you want now to believe that you can start a business at the age of sixty-five, find things around you that support that belief.

If you want to believe that mathematics is easy, find all the evidence around you that shows you that mathematics is easy. If you want to believe that you can, for example, recover from cancer and be well, find all the people around you or read all the books that support your belief. It will totally support this new belief.

**And if the worst thing happens, where you cannot find any evidence at all, what do you do?** The answer is this: Make it up! That is right. Remember the mind cannot tell the difference between what is real and what is clearly imagined. You can actually literally create evidences in your mind by imagining them happening!

**You have learnt that beliefs are so powerful** that they determine the actions you take, the amount of personal potential you will tap, and the results you will produce, which further reinforce those beliefs. You have also seen how beliefs affect your biochemistry and determine your reality. It is therefore important to examine your beliefs closely and replace any limiting belief that you may have accumulated from past experiences with an empowering one.

Last but not least, find or make up evidences to support this new belief and **you are well on your way to unleashing all your untapped potential and achieving personal power and success!**

All the best,

*Adam Khoo*

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# From underachiever to millionaire

Entrepreneur Adam Khoo talks about his life, success, money and retirement

BY JEEVA ANILAKPALAR

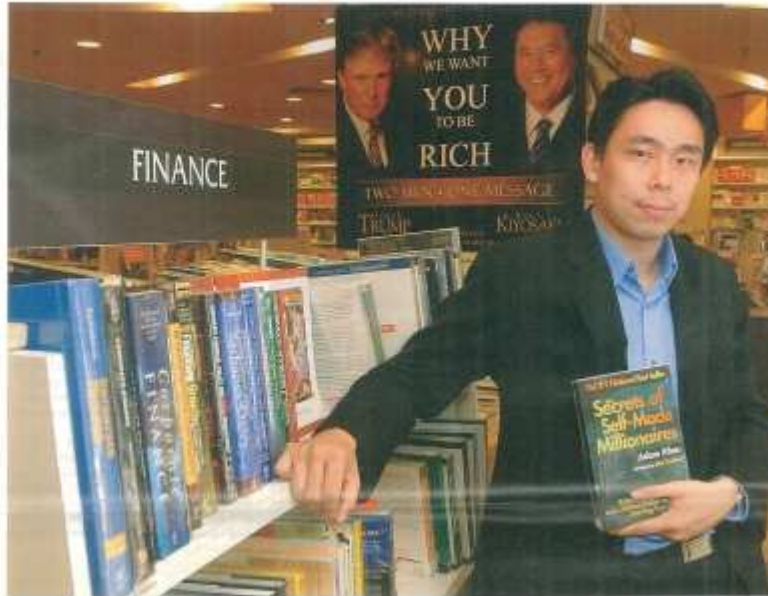
If there is money, then perhaps getting an early head start is Adam Khoo's key to success. At the age of 13, motivational writer and entrepreneur Khoo, one of Singapore's youngest self-made millionaires, was devouring books by Donald Trump and Warren Buffett.

He then went on to run businesses while still in secondary school. At 17, he became a freelance motivational writer. By 26, he had made his first million from his event management business, fees from teaching schoolchildren how to be motivated learners, and stock-market investments.

"When I was younger, I was extremely unmotivated and did very badly in my primary years," says Khoo. He was rejected from all six secondary schools that he applied to, he adds. "I didn't like reading and I would only read comics. My mum, who was a writer, used to persuade me to read but I just wasn't interested."

The turning point in his life came after he attended a motivational camp that exposed him to the concept of Neuro-Linguistic Programming (NLP), a set of models and principles exploring how mind, language patterns and the organisation of human perception interact to create subjective reality and human behaviour. "I learnt that people who do well do so not because they are smart, but because they just have better strategies for achieving their goals," he says.

After reading more about NLP from Anthony Robbins' books, Khoo set two goals — to become a top student in secondary school and to enter the National University of Singapore.



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