

Think Like McGyver – Unleash your own super genius!

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By Frank F. Lunn

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Sometimes it is really difficult to find the positive side of a challenge confronting us. When dealing with adversity – a career setback, the ending of a long-time relationship or the illness of a child – it's hard to believe there is a sunny side or a silver lining to this experience. But history is full of people who found possibilities through adversity. Reflecting on their achievements can remind us to look for opportunities.

If a young Spanish soccer star had not been injured seriously in a car accident and spent months recuperating in the hospital, he likely would not have discovered his musical side. The world might have missed the beautiful voice of Julio Iglesias.

McDonalds and the "golden arches" would not exist today if Ray Kroc had succeeded in his first several ventures. Instead they ended in bankruptcy prior to his opportune meeting the McDonald brothers and purchasing a little hamburger stand to later become the world's preeminent fast food franchise.

Had Walt Disney not failed in his initial dreams to the point of bankruptcy, the magic of the Magic Kingdom and the hundreds of Disney related businesses would not exist today.

Every adversity, every failure, and every heartache, carries with it the seed of an equivalent or greater benefit."

– Napoleon Hil

It's the tough to take, but sometimes we are taught lessons that will benefit us. Allow yourself to be open to what life is teaching you and apply it later when the opportunity presents itself.

What Would MacGyver Do?

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When you are feeling powerless and circumstances are taking control of your life, it is sometimes helpful to ask yourself this question: What Would MacGyver Do?

MacGyver was a show in the 80's starring Richard Dean Anderson. Called only by his last name and placed in the most precarious and unenviable situations, MacGyver was the absolute epitome of resourcefulness. Combined with his training and knowledge, he was somehow able to convert ordinary items into extraordinary tools to get him out of any cliffhanging situation.

MacGyver would apply his magical blend of creativity and applied science and triumph as the poor man's James Bond. I don't know whether the science was always real or not, but the show taught me a mindset that has served me when ever I feel trapped and out of options.

I also apply another technique adapted from a joke with my children. It started innocently enough. When one of them would ask how I knew something, I would reply that I was not only a genius, but rather a Super Genius! When faced with problems or the need for creativity, I would use my super

genius affirmation to help me. "How hard can this be, after all I am a super genius?"

Many challenges were not insurmountable to begin with, they only needed a little creativity or fortitude and a gentle nudge from my super genius alter ego.

The joke finally caught up with me. One day my son's teacher mentioned that she and the class had been informed by my son that I was indeed a super genius.

I still privately hold on to my super genius status - it helps me get the job done. Allowing yourself to have positive and affirming outlook sometimes seems contrary to what is expected of us today. We are taught to belittle ourselves to seem normal lest we seem too full of ourselves. Modesty gets in the way and we are expected to play down our strengths and play up our weaknesses to help us fit in.

I say,

·Summon the super genius in you.

·Maintain the attitude and mindset of a creative problem solver.

·Learn to develop opportunity awareness. Think about possible benefits and opportunities hidden even in adversity or hardship.

·Learn to visualize any negative situation as an opportunity for metamorphosis like a caterpillar changing into a butterfly.

Sometimes creativity calls for looking at a combination of things that you had not thought of previously.

When you get into a pinch requiring a healthy dose of creativity, step out of yourself and your normal patterns to ask yourself, "What would MacGyver do?"

With the help of inspiration from McDonalds, Disney and MacGyver, allow yourself to find opportunity awareness even in the midst of challenges or tragedy.

This is an excerpt from Frank F. Lunn's book Stack The Logs! Building a Success Framework to Reach Your Dreams. To learn more about the STACK Strategy or to take control of your life...purchase Stack the Logs! visit www.stackthelogs.com or email tim@stackthelogs.com.

Frank F. Lunn is an expert in leadership, marketing, and small business entrepreneurship. A former military officer and Gulf War veteran, Lunn is the founder of the Kahuna Business Group, a \$20 million annual company. Lunn is the author of STACK THE LOGS!: Building a Success Framework to Reach Your Dreams, pledging to donate 10 percent of all sales to St. Jude Children's Research Hospital, where his son's life was saved.

Can You Really Become a Marketing "Genius"?

By Marty Foley

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Effective marketing is vitally important no matter what business you're in. Consider what marketing expert Jay Abraham said about a vital key to marketing success: "Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing."

In other words, learn how to test various elements of your marketing to find which of them really work – and which don't – and you can learn how to market effectively.

Notice that Jay did not say that by testing anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do – test, and adjust accordingly – the results can be the same.

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard – if not impossible – to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively

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know what the most profitable price is for your new product

or service. You don't have to guess which of your potential headlines will pull the most response.

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well-meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.



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