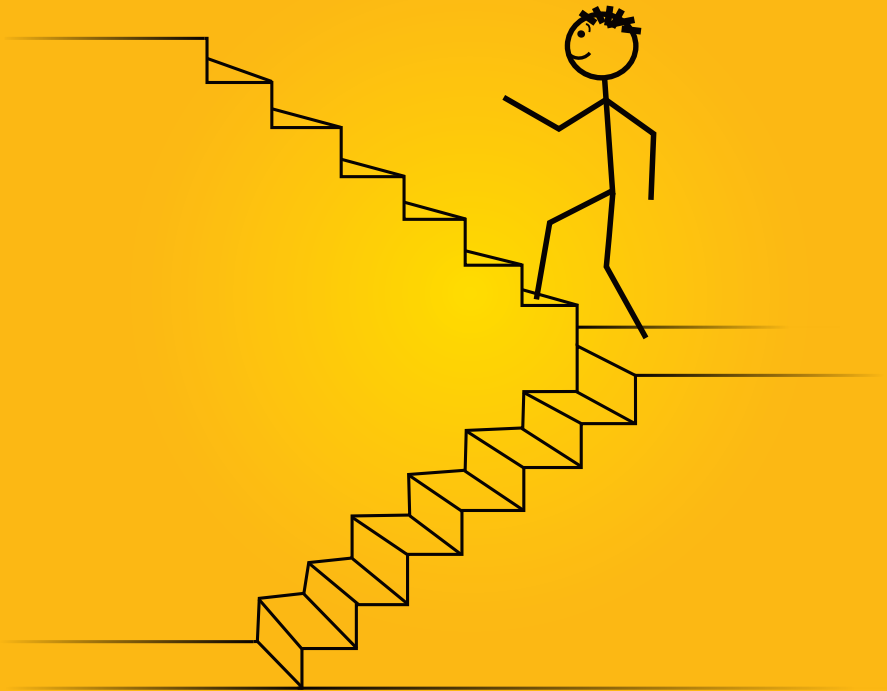


KNOWLEDGE that STICKS!

the skinny on™

SUCCESS

why not you?



BY JIM RANDEL

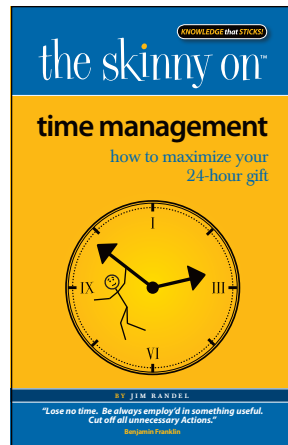
"The Skinny on Success is a funny, insightful and concise explanation as to why some people achieve their goals and others do not. I can't think of a better way to spend an hour (well, maybe one way) but as far as reading goes, this book is as good as it gets."

Jeffrey Kindler / CEO/Chairman, Pfizer

THE TOP 10 MOST IMPORTANT CHARACTERISTICS OF SUCCESSFUL PEOPLE

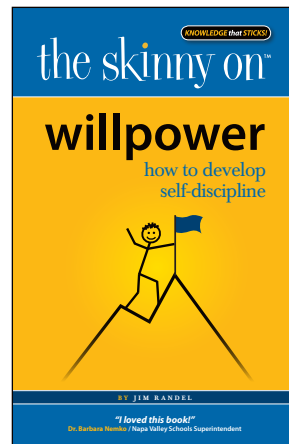
1. Success stories commonly boil down to tales of ordinary people who had the courage to take action in the pursuit of something they felt strongly about and the will to persist against all setbacks.
2. Successful people prepare for the journey from where they are to where they want to be.
3. Successful people do everything they can to maximize the probability of their success.
4. Successful people take action.
5. Successful people learn to combat the fear of failure.
6. Successful people work on their mental fortitude.
7. Successful people train themselves to see the glass half-full.
8. Successful people are very hard workers.
9. Successful people persevere.
10. Successful people believe in right and wrong.

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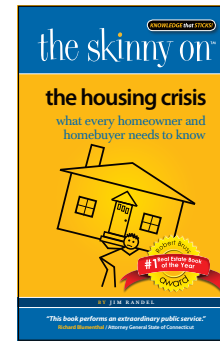
"A friend gave me this book ... perhaps because he thinks I'm time-challenged. In any event, I loved it ... substantive, fun, and funny. I give it my highest recommendation."

Steve Pagliuca, Managing Partner, The Boston Celtics



"Don't let the stick figures fool you ... Jim Randel will have you laughing and thinking at the same time. A very enjoyable read!"

Ken Blanchard, author *The One Minute Manager*®



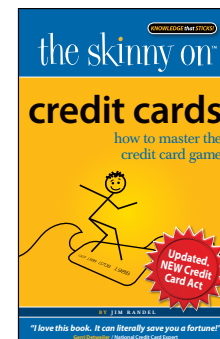
"This book performs an extraordinary public service."

Richard Blumenthal, Attorney General State of Connecticut



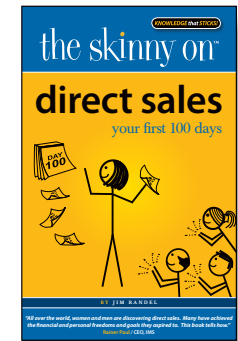
"I've tracked Jimmy's incredible run of successful real estate investments for twenty years."

Jeff Dunne, Vice Chairman, CB Richard Ellis



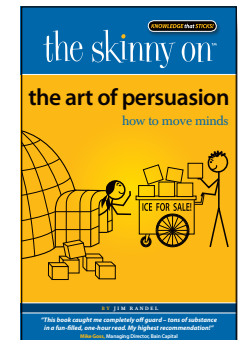
"I love this book. It can literally save you a fortune!"

Gerri Detweiler, National Credit Card Expert



"A motivational quick read and a great little primer for a more detailed consideration of the topics covered."

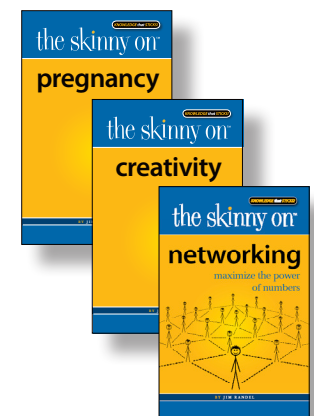
Aaron White, VP, Touchstone Crystal



"This book caught me completely off guard – tons of substance. My highest recommendation!"

Mike Goss, Managing Director, Bain Capital

COMING SOON!



The Skinny on Success

the skinny on™

success

why not you?

Jim Randel

the skinny on™

Welcome to a new series of publications entitled **The Skinny On™**, a progression of drawings, dialogue and text intended to convey information in a concise and entertaining fashion.

In our time-starved and information-overloaded culture, most of us have far too little time to read. As a result, our understanding of important subjects often tends to float on the surface – without the insights of writings from thinkers and teachers who have spent years studying these subjects.

Our series is intended to address this situation. Our team of readers and researchers has done a ton of homework preparing our books for you. We read everything we could find on the topic at hand and spoke with the experts. Then we mixed in our own experiences and distilled what we have learned into this “skinny” book for your benefit.

Our goal is to do the reading for you, identify what is important, distill the key points, and present them in a book that is both instructive and enjoyable to read.

Although minimalist in design, we do take our message very seriously. Please do not confuse format with content. The time you invest reading this book will be paid back to you many, many times over.

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FOREWORD

Webster's Dictionary defines "success" as "the attainment of wealth, favor or eminence."

Success is, of course, different for each of us but for most of us, the obtaining of money, fame or power is right up there. Our book is about these kinds of tangible success. We take no position on the importance of material versus spiritual success (or even whether they are mutually exclusive).

We believe that 99% of the world's success goes to those people who find the courage to pursue their dreams with everything they have. We do not believe that success is somehow reserved for the smartest, most talented, best-looking or even the luckiest. We believe that the likelihood of your achieving your goals and aspirations is a direct function of the heart and will you bring to the pursuit.

Our objective with this book is to help you reflect upon your potential. We are not going to patronize you with the bromide "you can be anything you want to be." The truth is that there are some limitations and factors beyond your control. Still, what every one of us can do is maximize the likelihood of our success. In other words, we can take steps to improve our chances. Throughout this book, we will be highlighting those steps we believe will increase the probability of your attaining that which you seek.

We believe that each of us has enormous upside potential. Our observation is that most people aim too low – not too high. It appears to us that far too many people underestimate their potential and the heights to which they can climb. We hope that this book will find its way into the hands of such people, and that it will inspire them to reach a bit higher.

A WORD FROM THE PUBLISHER

Some of you may ask why we are publishing a book about an important subject like success in a stick-person, story format.

Well, part of it is entertainment value. We want as many people as possible – of all ages, educations and cultures – to engage with our comments. And the truth is that today fewer and fewer people are reading 200-page, single-spaced, small-font volumes.

Another part of it is that there is so much written on the subjects of success and achievement that many people are overwhelmed. We have synthesized what is written so that in the hour or two it takes you to read this book, you will get a great sense of all that is out there.

Finally, we want to strip away all surplus which encumbers the “how to succeed” books. We have studied thousands of successful people and there is a consistent pattern:

99% of success stories are about a person who:

- 1) Identified an endeavor he or she felt strongly about,
- 2) Took action in the pursuit thereof, and
- 3) Persisted against inevitable setbacks.

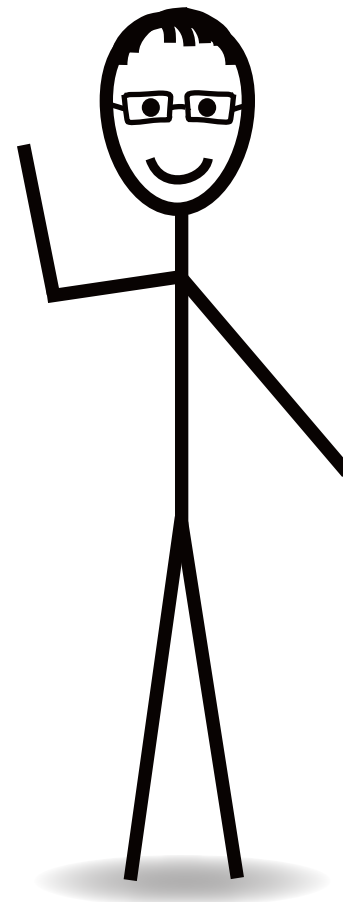
Those three steps describe the process. While the exact route is different for everyone, success almost always comes down to passion, action and persistence.

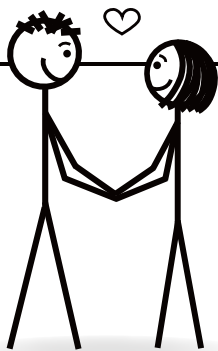
We hope that by bringing you information in an easy-to-digest presentation, we will push you to reflect on your own goals and dreams, where you are in the passage to their achievement, and finally what steps you can take to move you closer toward your aspirations.

“Know then, that the world exists for you. For you are the phenomenon perfect. What we are, that only we can see. All that Adam had, all that Caesar could, you have and can do ... build therefore your own world.”

Ralph Waldo Emerson, *Nature*

Hi, I'm Jim Randel.





Meet Billy and Beth.
They met in college. They graduated three years ago. They are seriously dating.

Billy could not find a job when he graduated so he started working for his father's accounting firm. He is studying to become a CPA. It's not what he envisioned for himself.



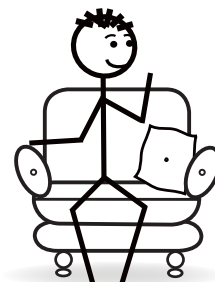
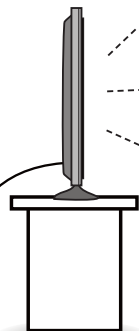
Beth has always been interested in public service. She works for a law firm as a paralegal. She would like to go into politics some day.



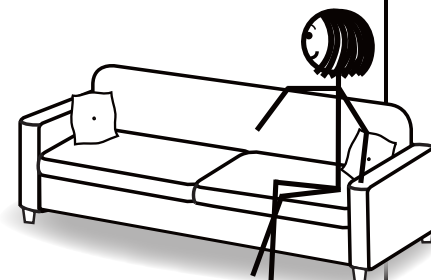
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ONE EVENING

"Beth, there is something I don't think I have ever told you."

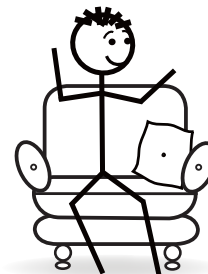
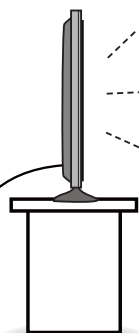


"There is?"

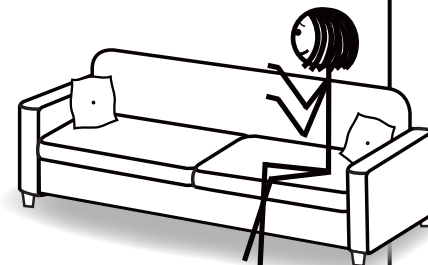


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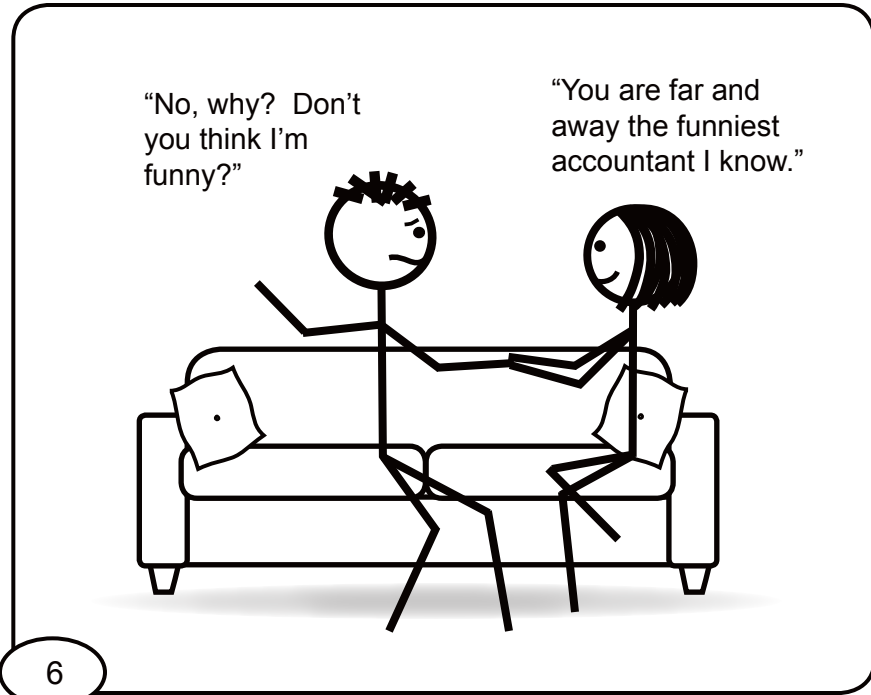
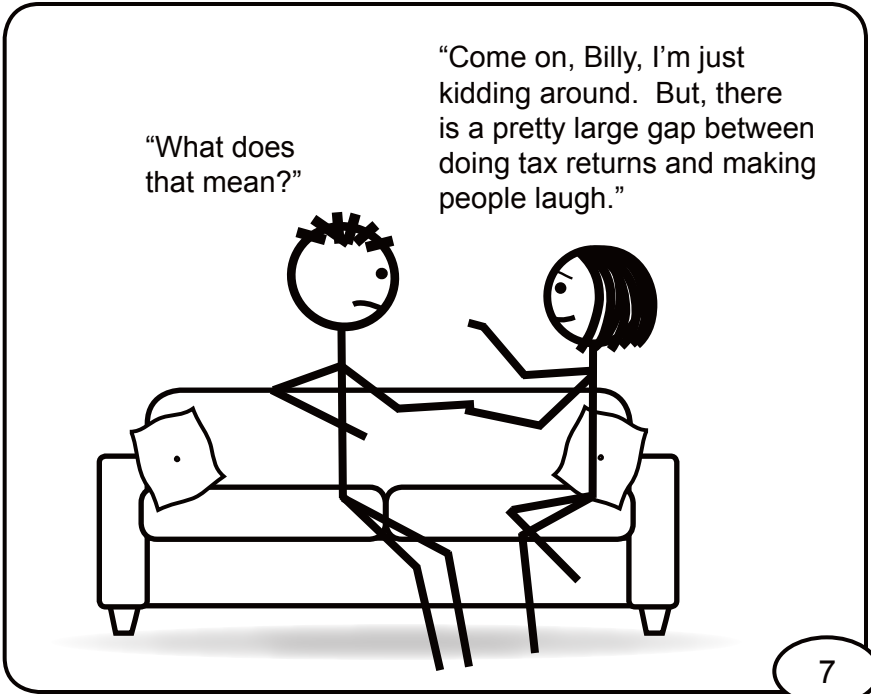
"Yes, when I was a kid I used to dream about being a comic."



"A comic?!"

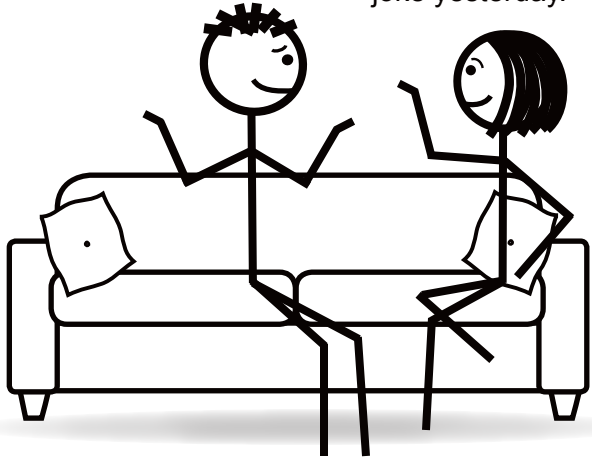


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"Yes, I am."

"Wow! ... Well I can give you your first joke. Sue told me an accountant joke yesterday."



9

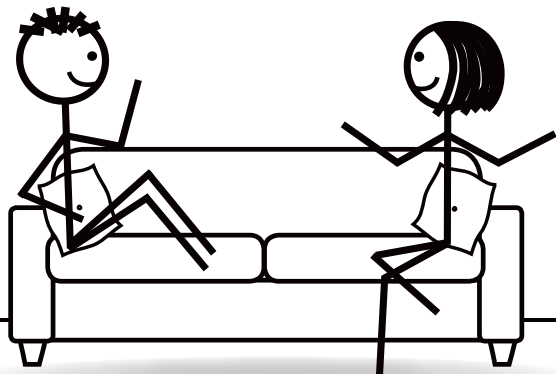


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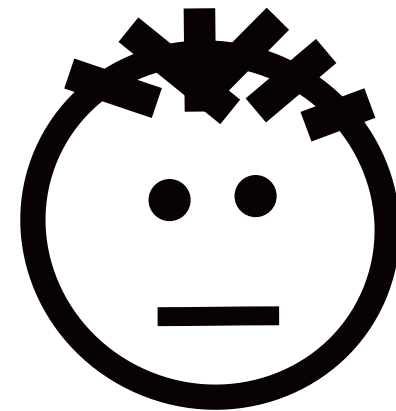
"Great ... I love laughing at myself."

"OK, well a woman goes to the doctor and he says 'I have bad news. You only have 3 months to live.' And the woman says, 'Isn't there anything I can do?' And the doctor says 'You could marry an accountant.' And the woman says 'That would help me live longer?'"

And the doctor says 'No, but the time will go by very slowly.'"



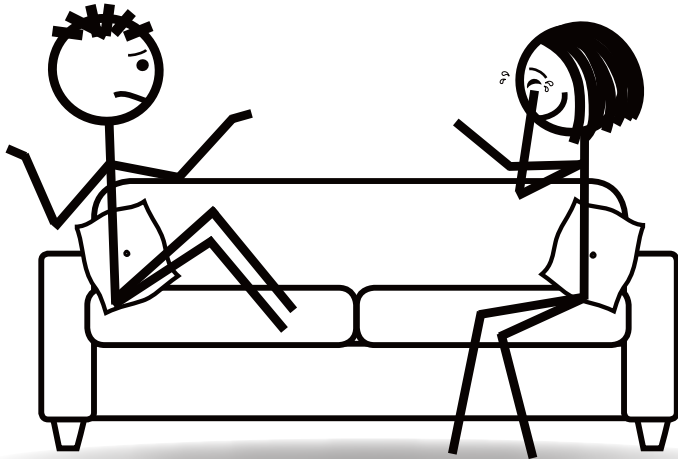
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12

"You think that's funny?"

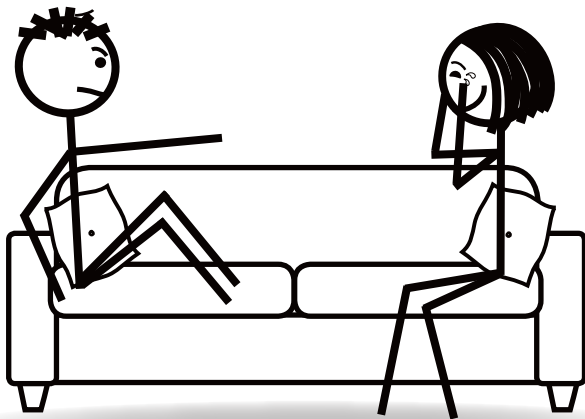
"Sorry, Billy ... it was the way Sue told it... that's what it was."



13

"Well tell Sue to keep her accountant jokes to herself."

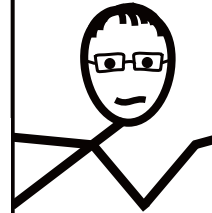
"Got it... I will definitely tell her."



14

Billy is at an important crossroads. After college he opted for the path of least resistance. He does not really want to be a CPA.

He knows that he needs to make a change.



15

Billy knows that he will never achieve the success he wants unless he finds a pursuit he feels really strongly about ... something he is passionate about.



16

Billy needs to be as precise as possible in identifying his passion ... an activity he loves doing.

You see not everyone will realize all of their dreams. But in the pursuit of something you love doing, you can't lose. You have created a lifetime of doing what makes you happy.

17

The clearer you are about what you love doing and what you want to accomplish in life the better. Clarity leads to visualization which fosters achievement.

18

Billy went to the library to find books about the identification of one's passion.

Here are three of the books he found the most helpful:

Flow: The Psychology of Optimal Experience, by Mihaly Csikszentmihalyi

Finding Your North Star: Claiming the Life You Were Meant to Live, by Martha Beck

The Element: How Finding Your Passion Changes Everything, by Ken Robinson

19

Here are Billy's "take aways" from these books:

1. Identifying your passion is in part a matter of watching for signs.

What are you doing when:

- a) you lose track of time during the day?
- b) you don't hear barking dogs or loud sirens?
- c) you feel centered ... relaxed even though engaged in a difficult challenge?
- d) you feel energized?
- e) you forget to eat?
- f) you have a sense of wellness?
- g) you can focus easily for long periods of time?

20

As Marcus Buckingham writes in his best-selling book *Now Discover Your Strengths*:

“Step back and watch yourself.”

21

“Those who pursue work for just the love of money are most likely not going to find money ... nor work they love.”

Anonymous

23

2. Finding your passion is the first step. Next is creating a living around what you love doing.

Most of us need to make money. Some of us want to make a lot of money. Meshing your passion with your need and desire for money is not always easy of course.

Often choices have to be made. If you love teaching, for example, you will probably never own a Lear Jet.

However, if you pursue what you love doing with all you've got, with every ounce of energy in your body, the money is likely to follow. Perhaps not the Lear Jet but hopefully enough to make a good living ... and then some.

22

3. Transitioning from a job or activity that is not right for you into one that is will likely mean incremental steps.

Billy can't just quit his job as he needs to support himself. Most of us are in Billy's situation.

What we can do, however, is take steps to put ourselves in an environment where people are doing what we would like to. Join associations and clubs with like-minded people. Offer to work for free in a situation where your "internship" might transition to employment. Cut back on your sleep to write that novel inside of you.

24

Not long ago, our team came across an excellent book with examples of transitions, Russell Simmons' *Do You*.

Simmons speaks to his transition from a life in the streets to millionaire entrepreneur (Def Jam Records was his first venture).

Simmons was desperate to get into music. He just did not know how. So he offered to work for free handing out flyers for a man who created events for the music world.

"I didn't view handing out flyers as a demotion. I was happy to humble myself ... I was inspired by the music and wanted to be around it any way I could."

Simmons also tells the story of Kevin Liles (today Executive VP of Warner Music). One day Liles just showed up at Def Jam and pestered his way into an unpaid intern position.

"He worked harder than anyone in the company, always had a smile on his face, and never once mentioned money. Not once."

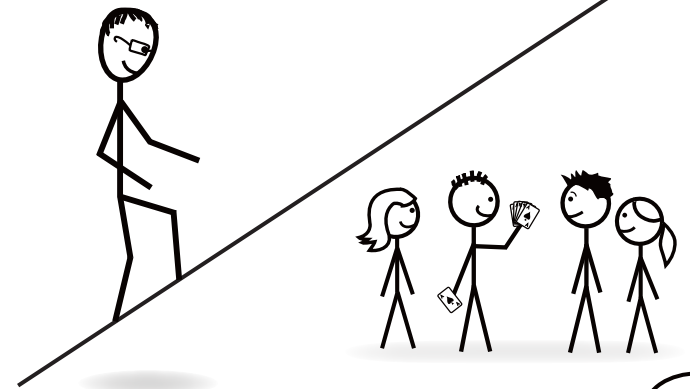
Liles made himself indispensable and his internship turned into a job. Within a few years he was the president of Def Jam.

FINDING YOUR PASSION, AND CREATING A LIVING AROUND IT, IS ONE OF LIFE'S CHALLENGES. THERE IS NO ONE WAY TO DO THAT. THE POINT IS TO KEEP TRYING.

"Your work is to discover your work, and then with all your heart, give yourself to it."

Buddha

Billy's reading caused him to reflect upon those activities he most enjoys. He recalls that as a youngster he loved performing for his friends – doing magic tricks and cracking jokes. He thinks that may be a sign as to what he should be doing as an adult.



“If Jay worked as hard at his school work as he did at trying to be funny, he would do just fine.”

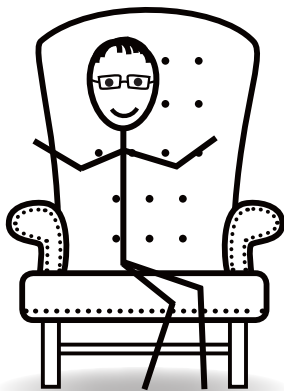
Jay Leno’s Fifth Grade Report Card

28

Some youngsters are fortunate and discover at a young age exactly what it is that they want to do with their lives. Let me give you two examples.

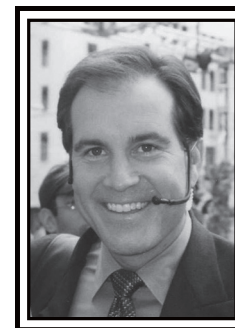
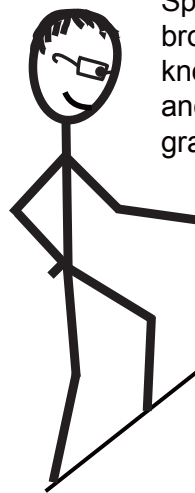
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For many of us, childhood pursuits can be a sign. By reliving those activities that brought us joy as a child, we gain insight into our passions.

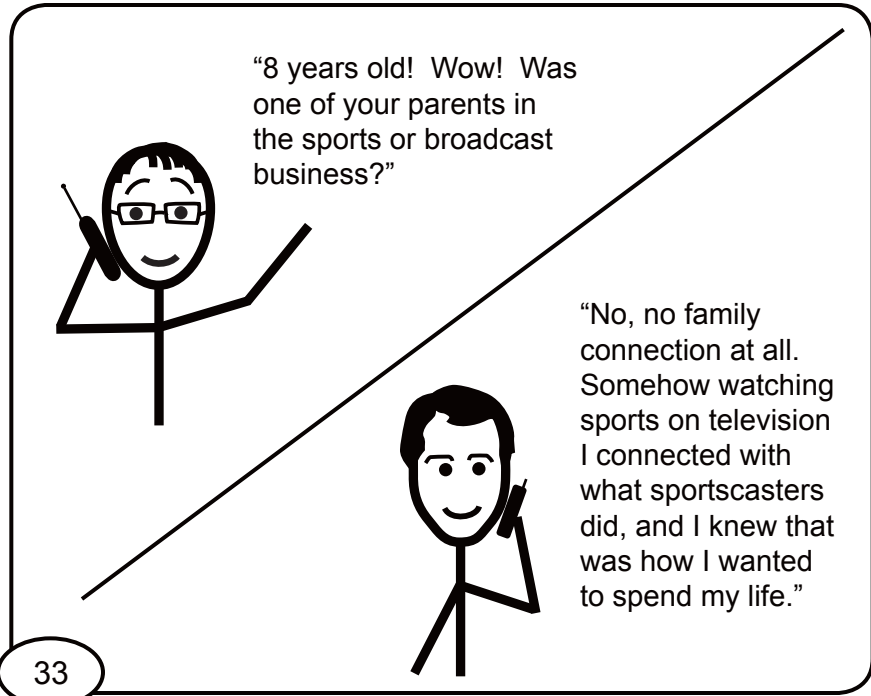
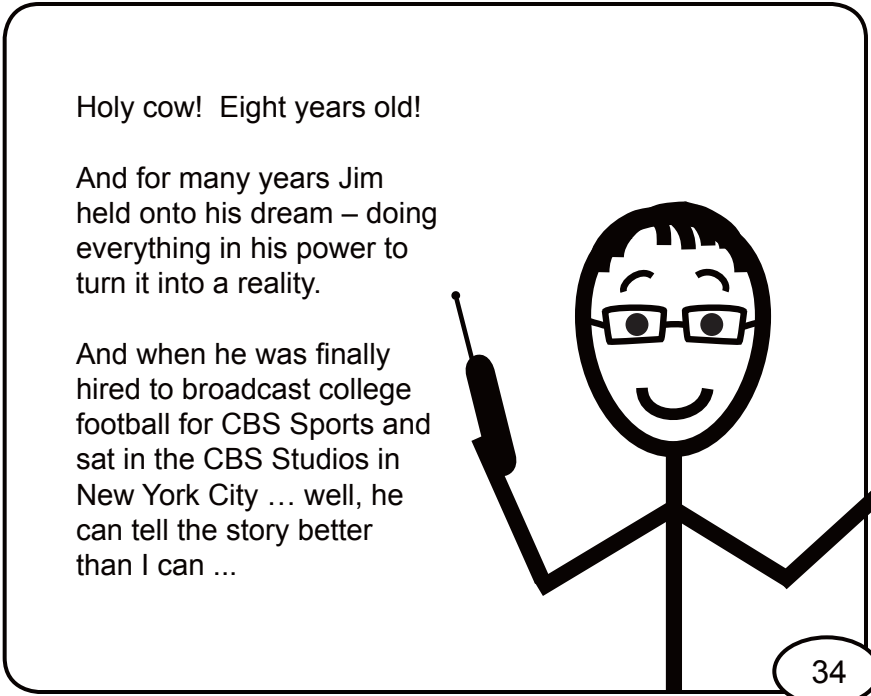
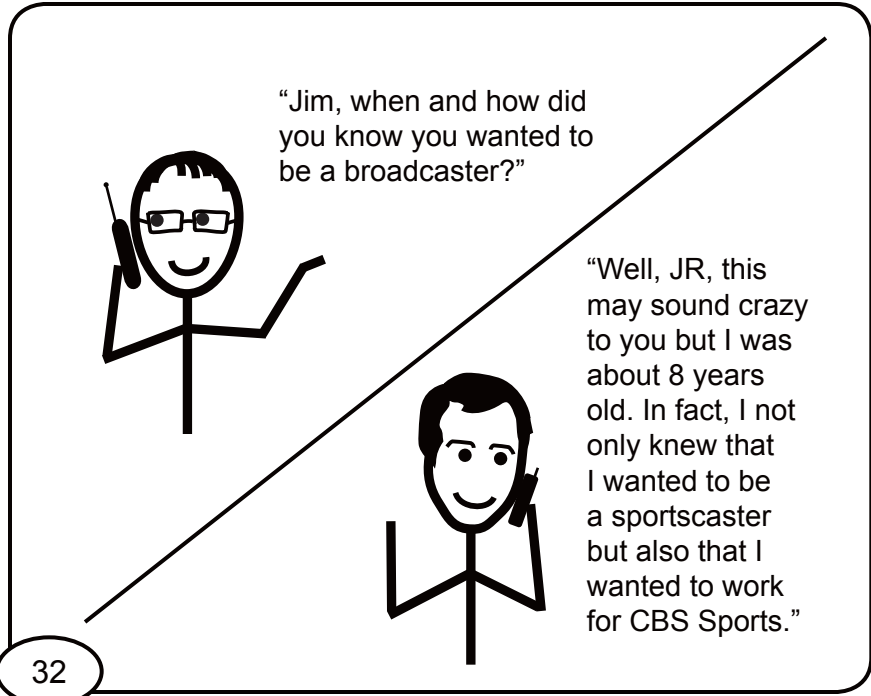


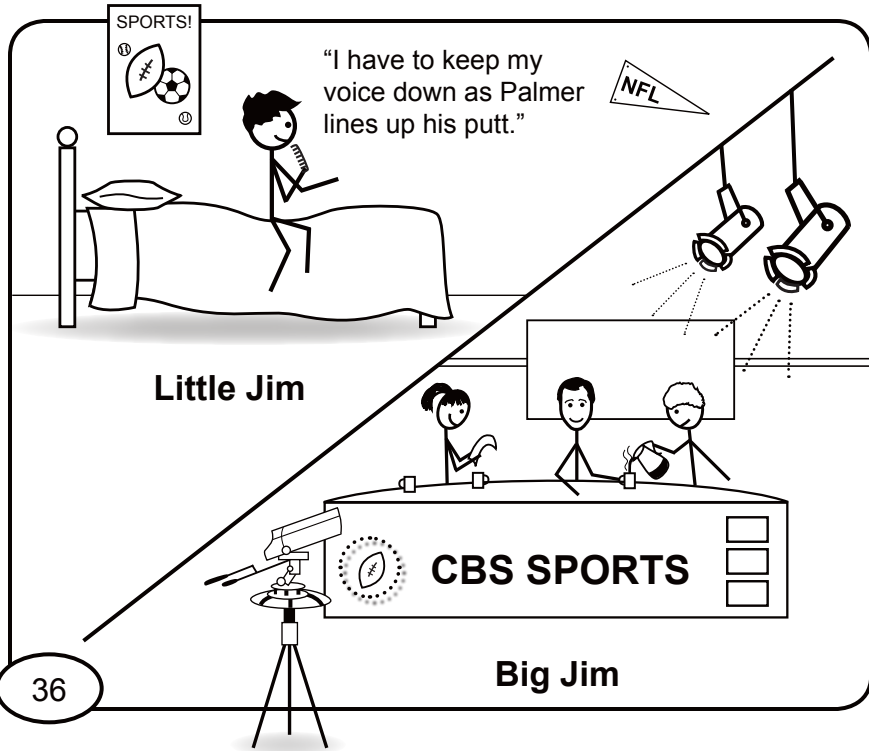
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A few months ago I was speaking with Jim Nantz, lead sportscaster for CBS Sports and an Emmy winner for broadcast excellence. I have known Jim for a long time and he is a very gracious guy.



31



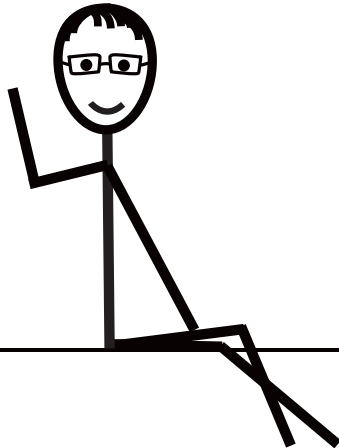


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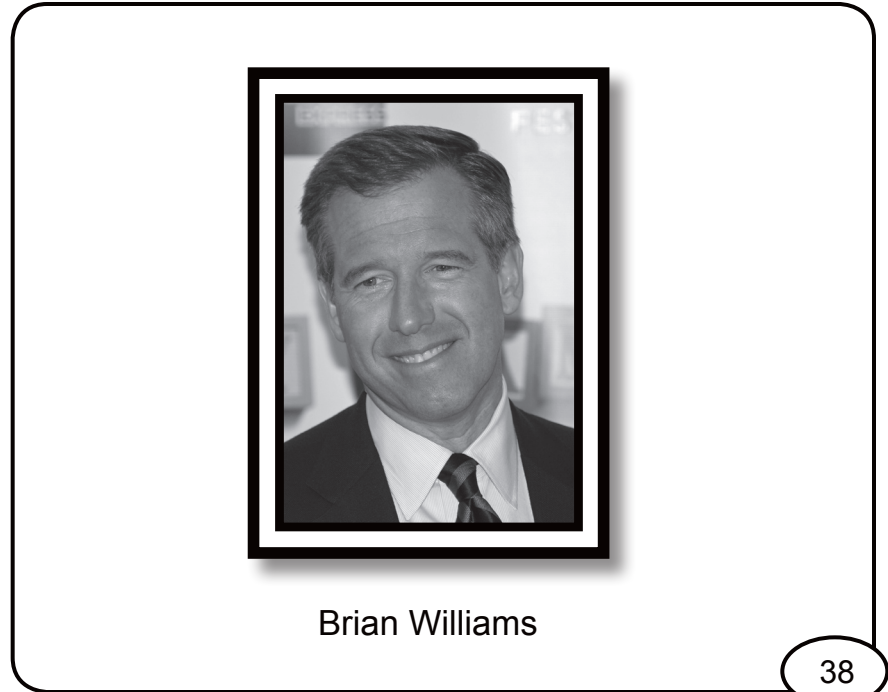
Little Jim

Big Jim

I love the story of Jim Nantz. As an 8-year old he dreamed of broadcasting for CBS Sports and he never let go of his dream. Still, I believed that his experience had to be one in a million until a few weeks later, when I interviewed Brian Williams, the anchor of NBC News.

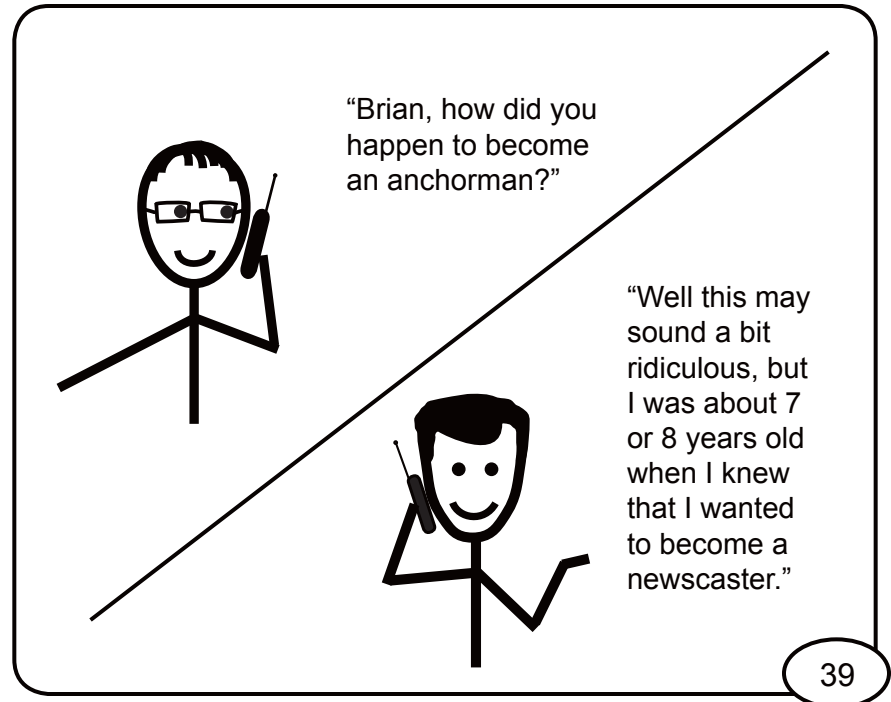


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Brian Williams

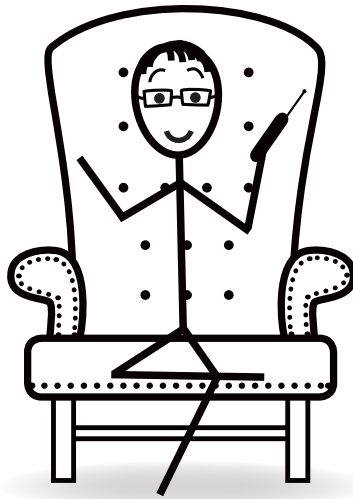
38



"Brian, how did you happen to become an anchorman?"

"Well this may sound a bit ridiculous, but I was about 7 or 8 years old when I knew that I wanted to become a newscaster."

39



HOLY MOLY!

40



"You're kidding me...
7 or 8 years old?"



"No kidding... somehow I just knew. Perhaps it was because my mother would not serve dinner until she and my father were done watching the news. As I sat there hungry, I decided what a dream job the news anchors had."

41

By the way, like Jim Nantz, Brian Williams worked very hard to achieve success ... years of hard work and even a bankruptcy when he could not make ends meet as a young broadcaster in Kansas. He finally got his break when, working at a low-level job for a TV station in Washington D.C., the station manager decided she liked him and gave him a shot on air.

Jim Nantz and Brian Williams were lucky ... and they know it. To find your mission in life at an age like 8 is extraordinary. Most of us struggle – picking up signals piece by piece over time.

A friend of mine uses a cave analogy. He says that the search for the place where your passions and aptitudes intersect is like walking through a mostly dark cave with some shafts of light. We walk toward light, but most of the shafts end in narrow cracks, and so we turn in other directions. Eventually we find a source of light that gets brighter as it leads us toward the sunshine that will finally illuminate our exact journey.

42

"You pick up the pieces of treasure and trash, pain and pleasure, passions and disappointments, and you start throwing them in your bag, your big bag of experience. You do some dumb things that don't work out at all. You stumble excitedly on little gems that you never saw coming. And you stuff them all in your bag. You pursue the things you love and believe in. You cast off images of yourself that don't fit. And suddenly you look behind you and a pattern emerges."

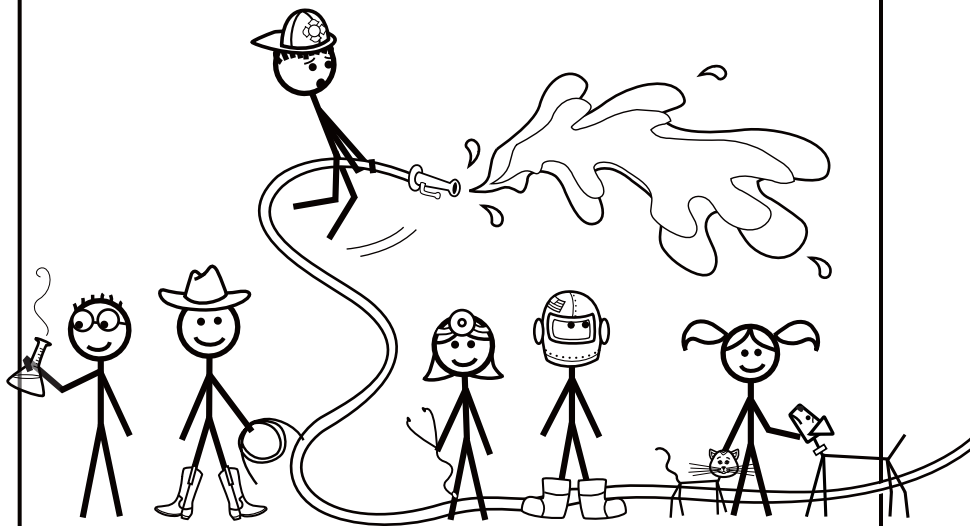
There is nothing more beautiful than finding your course as you believe you bob aimlessly in the current. Wouldn't you know that your path was there all along, waiting for you to knock ... like a photograph coming into focus."



Jodie Foster,
Commencement Speech, June, 2006

43

Young children are unvarnished by practicality. They are not worried about making money. They generally don't care what others think. They find the spot where they are happiest, and they live there in their imaginations.

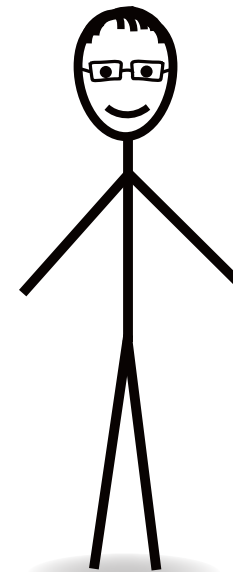


Sometimes adults deem childhood ambitions as “unrealistic.” But, like Jim Nantz and Brian Williams, those kids who stay the course can achieve great success:

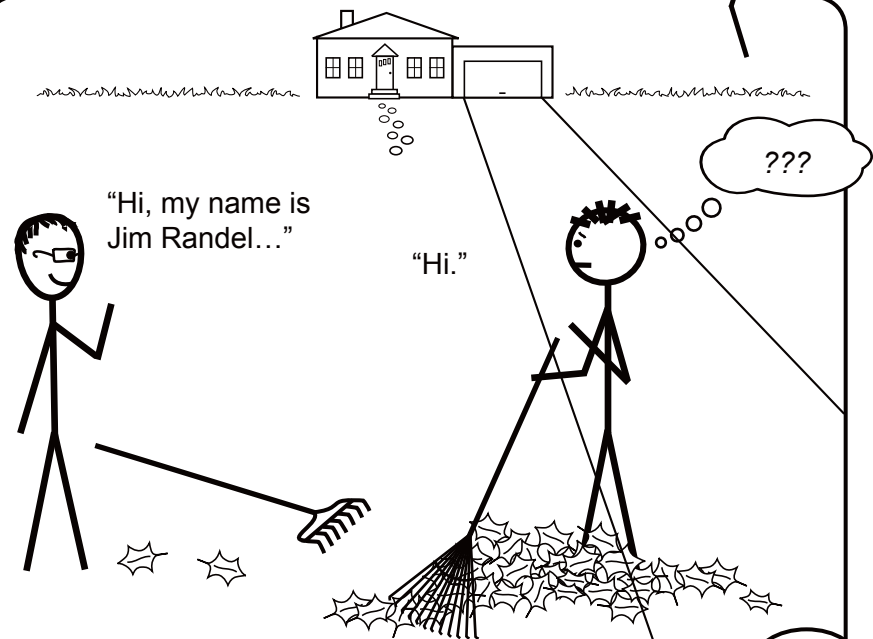
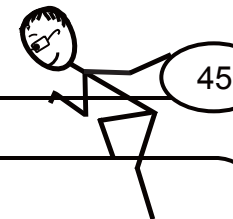
Paul McCartney – turned down for the youth choir and frowned upon for poor grades, young Paul nevertheless kept playing his music.

Matt Groenig – incurred adult disapproval for spending too much time drawing cartoons; still, young Matt kept drawing right up to the day he created *The Simpsons*.

Barbra Streisand – teenage Barbra told her mother she wanted to be an actress and singer; her mother told her to take up secretarial work instead. But young Barbra would not listen (thank goodness for all of us Barbra fans).



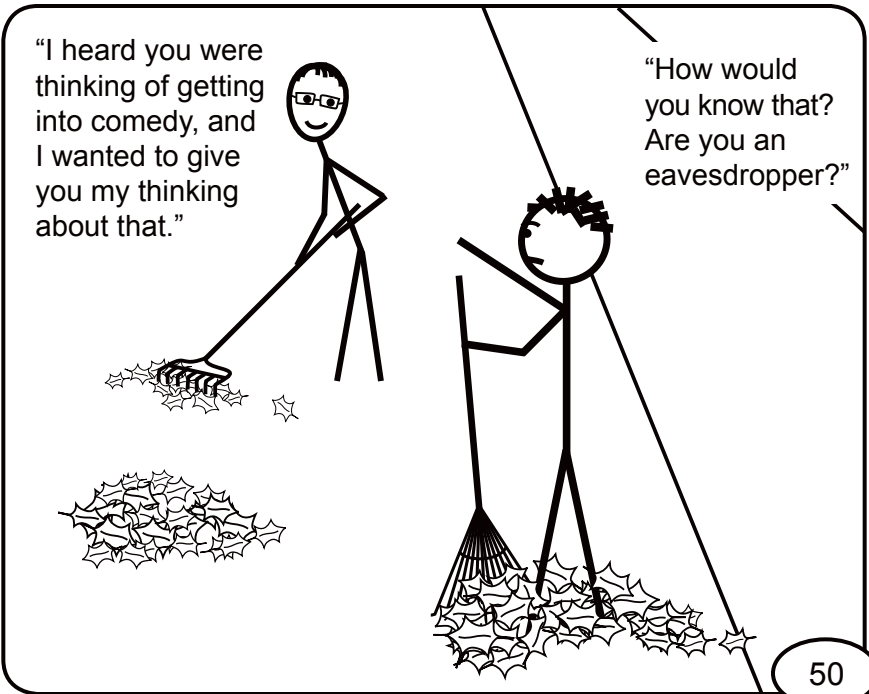
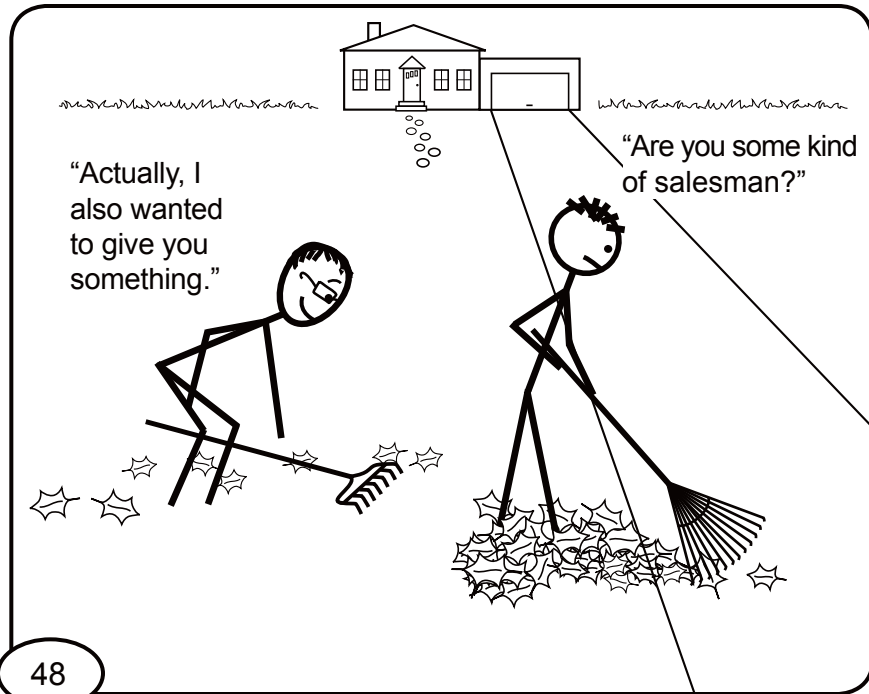
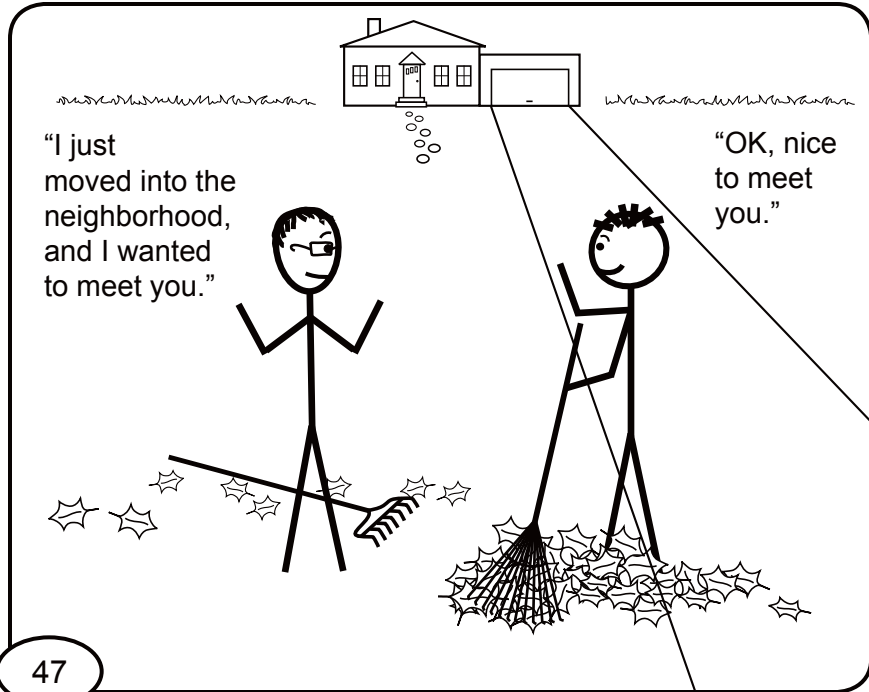
I think it's time I introduce myself to Billy.

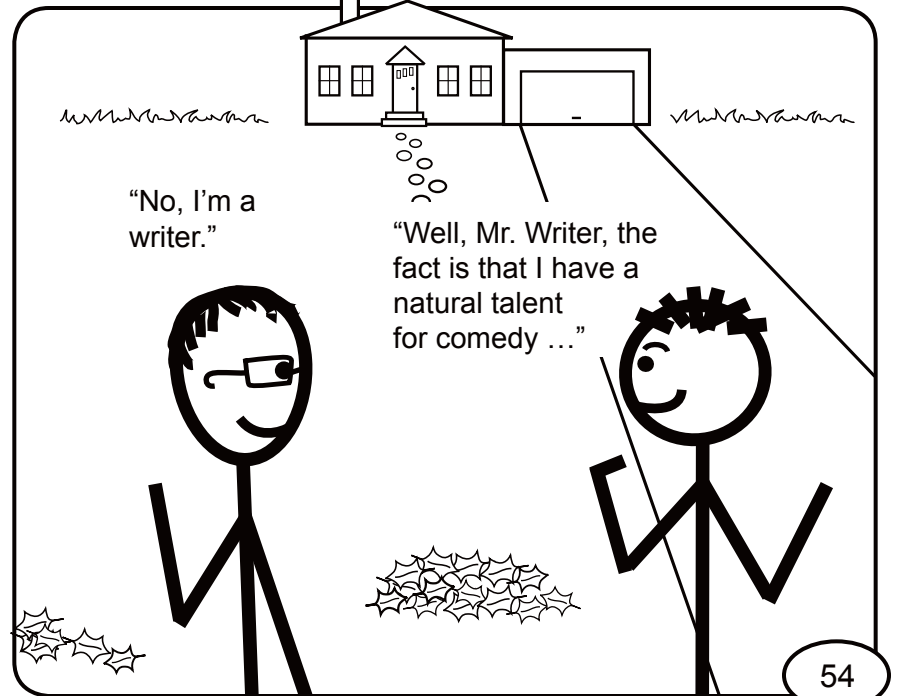
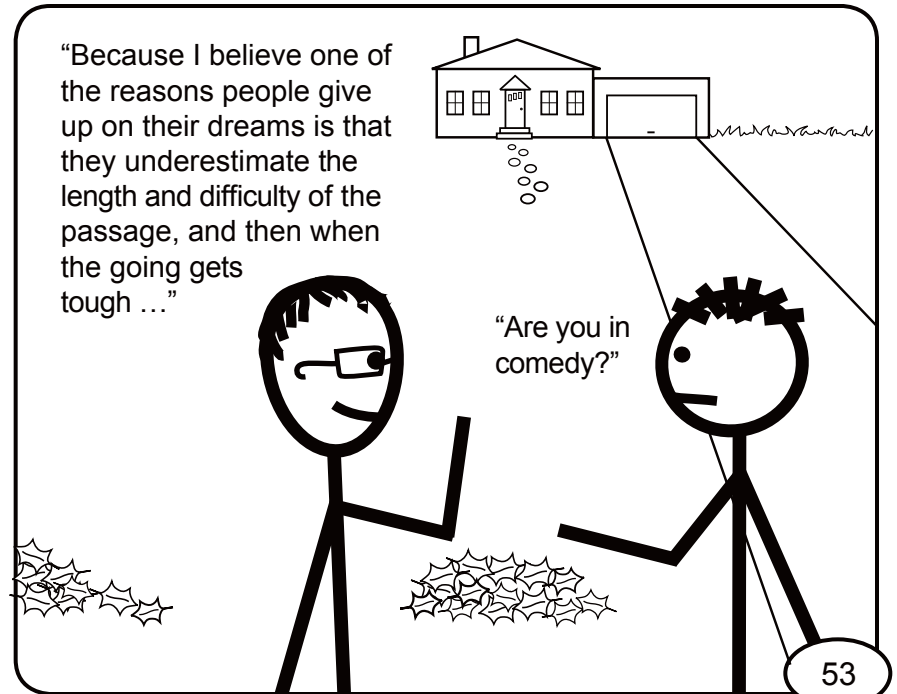
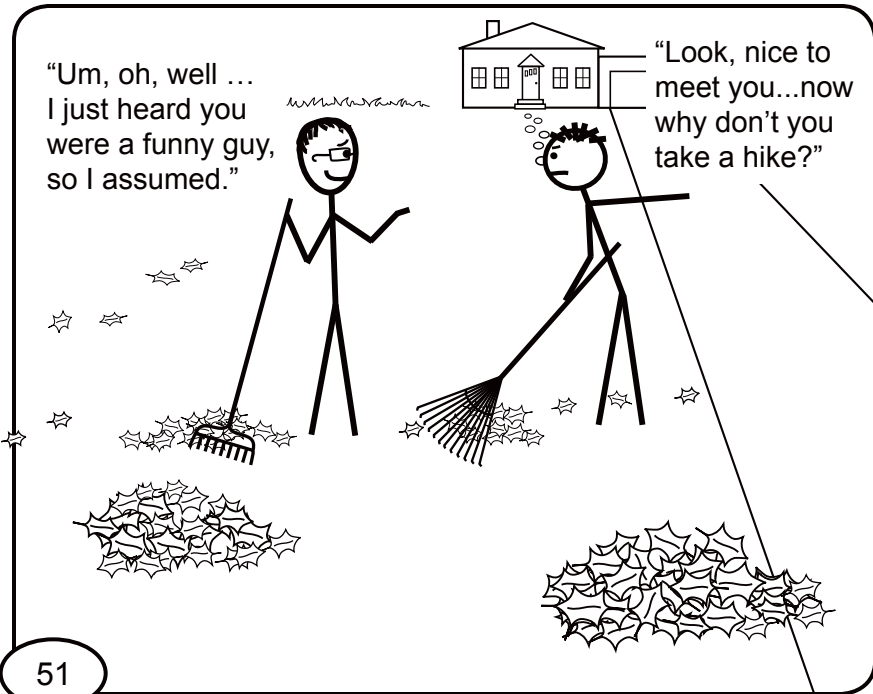


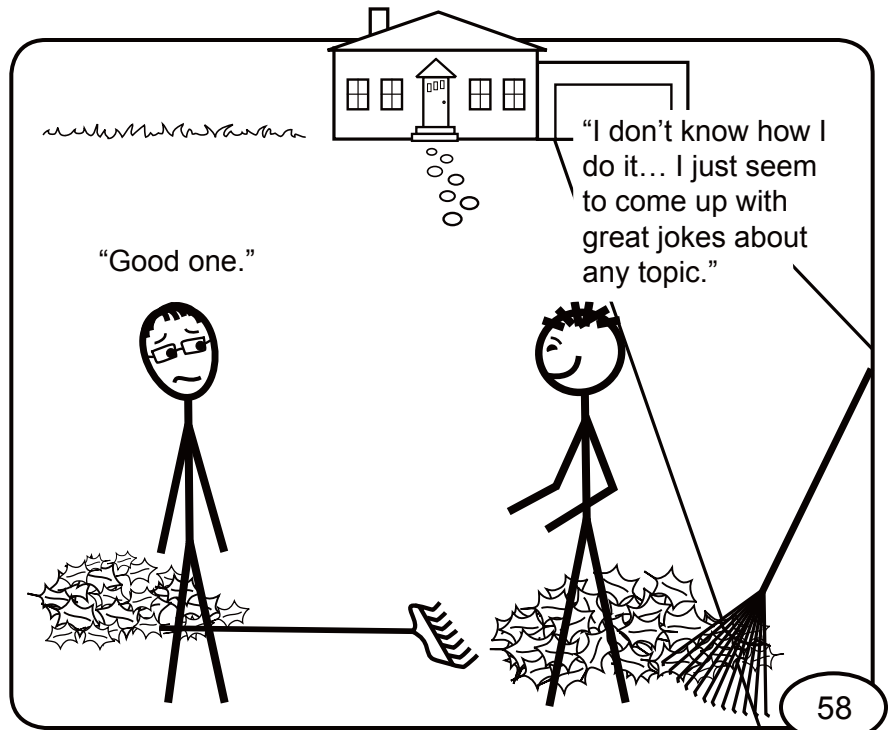
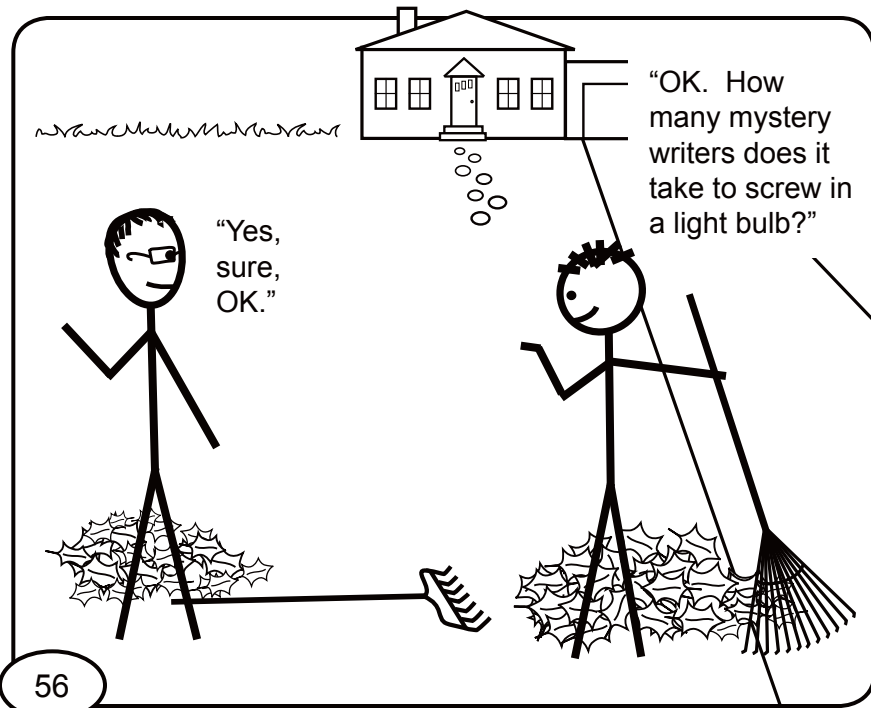
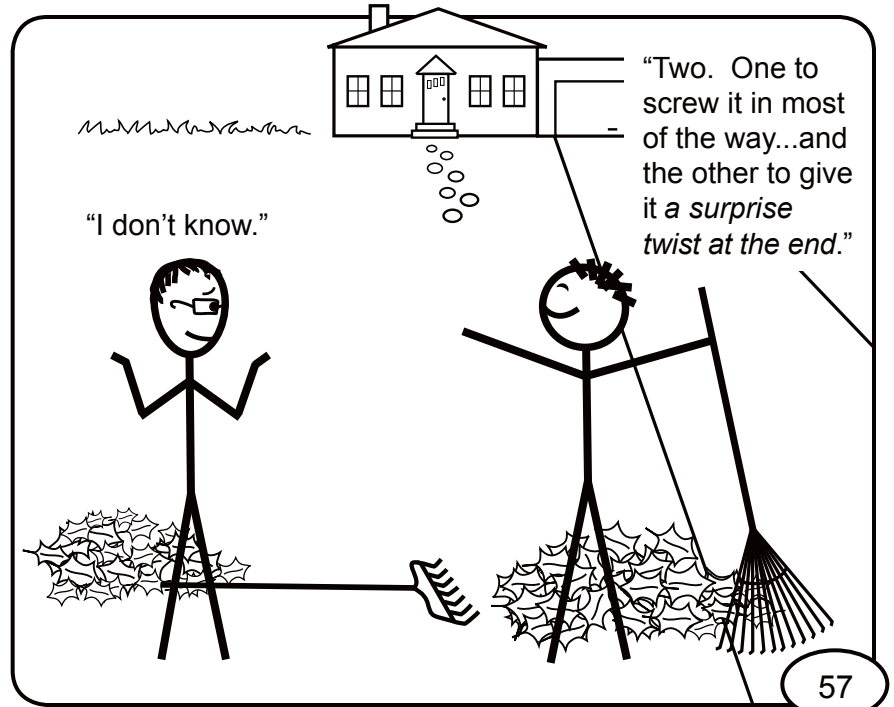
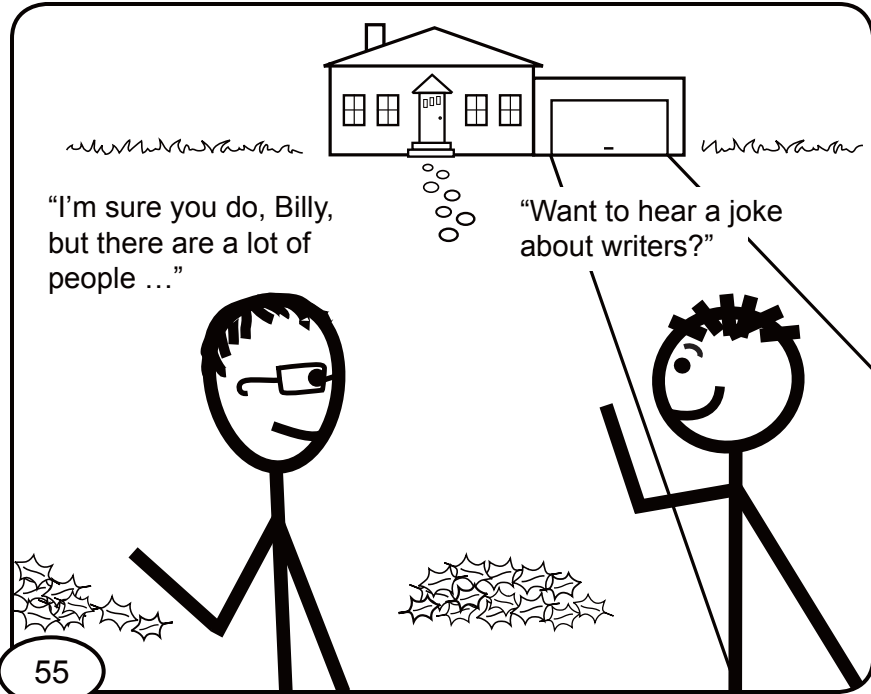
“Hi, my name is Jim Randel...”

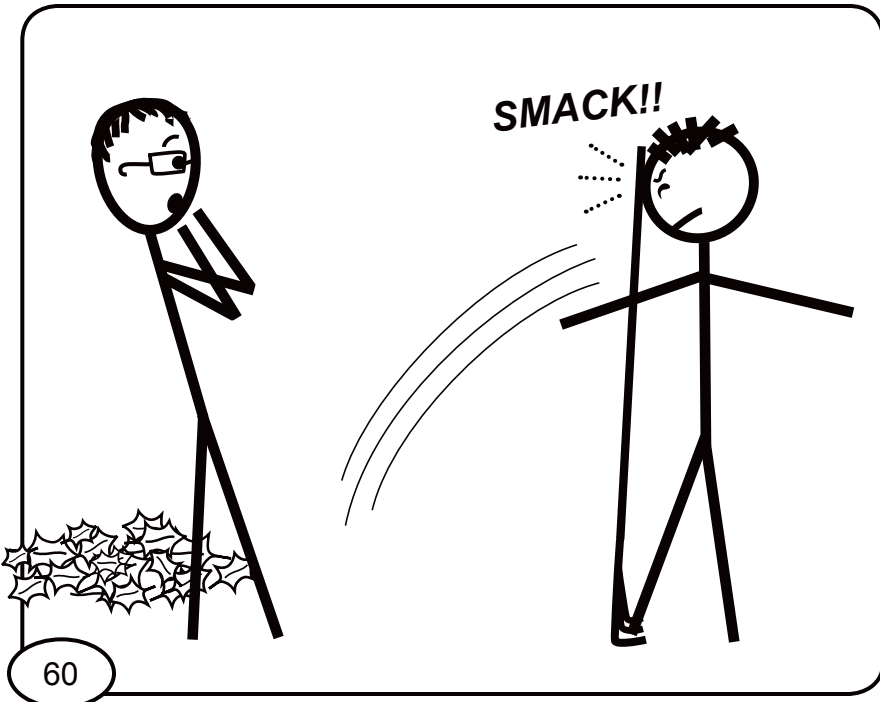
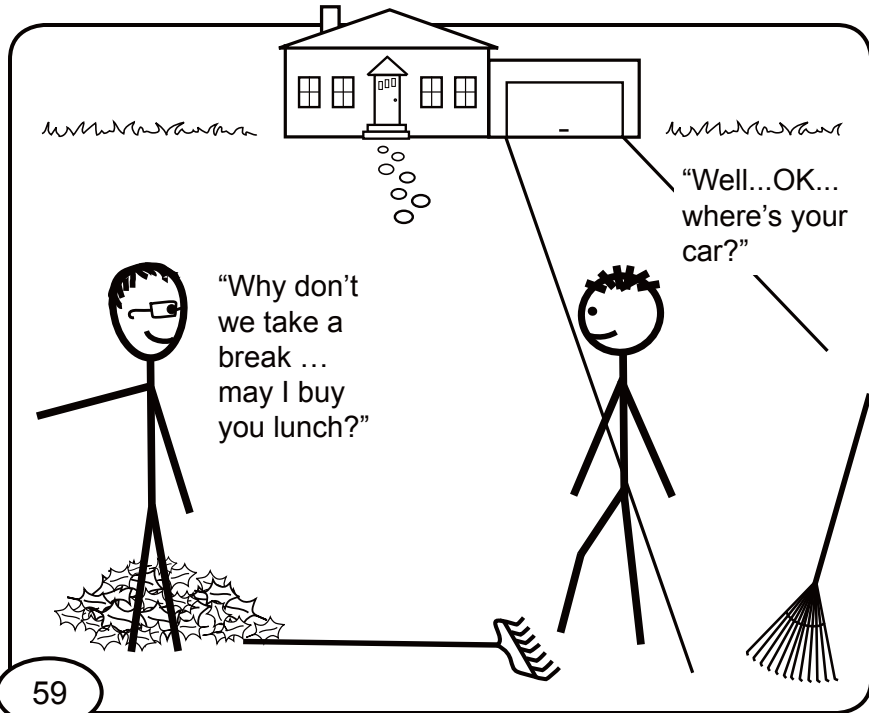
“Hi.”

???











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- build integrity



about the author: Jim Randel is an attorney and entrepreneur who has studied topics of financial literacy and personal achievement for thirty years.

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