

**HOW I ACHIEVED WELL OVER A  
MILLION DOLLARS OF INCOME,  
ENJOY 15 WEEKS OF HOLIDAYS A  
YEAR AND FEEL FULFILLED EACH DAY!**



**Strategies for  
Extra-Ordinary Business & Sales  
Results With Wellness Advantages  
from Paul Rodden Co-author In  
The DNA Of Success Stories**

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## INTRODUCTION

Peter uses the principles and strategies from the 525600 program to continually and totally transform his business and life.



**'In over 30 years of business I've never felt so focused. I am now creating significantly better and better results each year and I am healthier, wealthier and happier in doing so.'**

Peter Prvulj Financial Planner and Owner Of  
Prospa Financial Pty Ltd

The banks and dealer groups had exposed Peter, in his 20 plus years, to their conventional approaches about being more successful. However, there was something missing for Peter. Peter is highly driven and lives and breathes the value of integrity. So hard work and delivering a quality service were not working for Peter. Not working in the sense of delivering results that he would cherish. Results that would make him considerably wealthier. Results that would be genuinely fun and fulfilling to achieve. All done in a manner that helps him to melt away stress and enjoy a healthier state of mind.

## BACKGROUND

It was mid morning and I'd been asked to speak to the top performers from Professional Investment Services, a network used by Financial Planners. David Spiteri and I had met a few times. David's role was to help Financial Planners to become better and more successful. He believed the message I had given to him needed to be heard by those who he was serving.

I spoke for around 60 minutes. It was on the most important information in the world, about success and fulfilment. My services were engaged by 25% of those present. This charts the progress of Peter Prvulj and how he has repeatedly out-performed his best ever results in business. He now rarely worries about things. He now takes 15 weeks of holiday a year and earns well over a million a year. His personal productivity has increased by over 50%. (He was externally productive when we first met.) Now he feels much more relaxed. His health and vitality are wonderful and he enjoys work more now than at any other time in his 25 years as a financial planner. His attitude has become first class. However, it was not always this way. How did Peter move from wanting to sell his clients to enjoying more success in less time with little or no stress? (If you're wondering what happened to the remainder of the 25%, they too have recorded similar outcomes, reaching milestones that they'd only ever dreamed about previously.)

When you have an agreeable and enjoyable methodology that is proven to produce better and better results, reduces stress and allows you to feel healthier, you will consistently outperform your personal best ever results.

Below are appraisals of the strategic consultations that demonstrate how Peter embraced the 525600 program to create the business that he desired and to become more relaxed and more successful in less time.

As a result of our relationship, Peter now describes himself as being:

- ↔ Calmer
- ↔ Wealthier
- ↔ Healthier
- ↔ Happier
- ↔ More productive in less time

↳ Someone who has created the business and lifestyle that he truly desired

**Here is a methodology that works every time. It will show you how to be remarkably successful in business as well as being totally fulfilled in doing so.**

Just before I show you the methodology, people always ask me why is the program called 525600? Well, 525600 is the number of minutes in a year. These minutes are either being used to design life on your terms or you default to using these minutes to deal with whatever turns up. The difference between the two is like night and day. Designing your life means you can improve what you have and when it is something your truly desire, you become more and more fulfilled each day as you make progress.

## STEP 1. DIAGNOSTIC QUESTIONNAIRES

Peter completed an online Diagnostic Questionnaire that is designed to identify any major strengths as well any major gaps in performance and thinking. It just makes sense to find out how people see their world. It includes but is not limited to:

- ↪ What is your no. 1 burning business desire that you would love to achieve
- ↪ What you do well
- ↪ What big problem would you love to solve
- ↪ How you think
- ↪ How you look for opportunities
- ↪ What actions you take
- ↪ What actions you don't take
- ↪ How you invest your time
- ↪ What you need to stop doing
- ↪ What you need to start doing
- ↪ How effective you are
- ↪ Where your focus is
- ↪ If you worry
- ↪ If you self-edit and doubt yourself
- ↪ If you are self-critical
- ↪ How you continually improve your attitude
- ↪ How you set yourself up to gain better and more fulfilling results

Peter's answers to these questions were priceless as they helped us to:

- ↪ Save time as we could focus on what needed to be improved
- ↪ Become aware of any habits or ideas that were not helping him perform at the top end of his capability
- ↪ Immediately ascertain where new growth and opportunities could be found
- ↪ Clearly identify where his focus and time needs to be applied for maximum results
- ↪ Use his strengths to excel
- ↪ Address pressing issues and concerns
- ↪ Set up his business life on his terms
- ↪ Help him see what limiting beliefs he had
- ↪ Identify if Peter truly had a burning no. 1 business desire

## HERE WAS THAT THE DIAGNOSTIC QUESTIONNAIRE REVEALED:

Peter was letting the outside world control his results. He was also letting his past performance limit his true capabilities and results. When we absorb and believe our previous results and extrapolate these forward, there is no room in our mind to create what we truly desire. The first step was to switch Peter's thinking onto what he truly desired. So we immediately defined his no. 1 burning business desire.

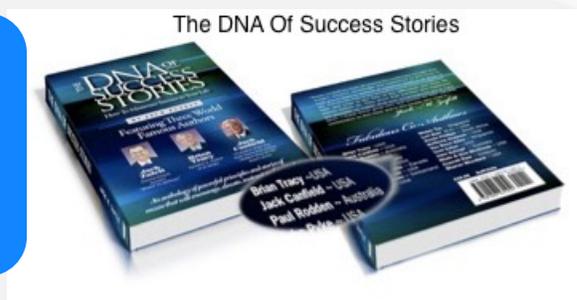
Personal Desire is the most natural and powerful growth hormone on the planet. Nothing comes close to leveraging people's capabilities as an emotionally compelling, personal, and well-defined outcome.



My attitude is wonderful, before it was questionable. I was thinking of selling my clients and leaving the profession. Now I keep a positive attitude for much longer and I know how to get it back when I need it the most. This is because I know what my no. 1 burning business desire is and I now know how to achieve it.

## CONSULTATION: – AWAKEN YOUR AMBITIONS WITHIN

The following methodology is outlined in Chapter 15 of *The DNA Of Success Stories* of which Paul is a co-author.



### BEING AT YOUR BEST

You and I and indeed everybody can be a person who is enthused, energized, focused, alert, full of life and you can find solutions to problems and obstacles. You can feel unstoppable and completely resourceful. You can have an attitude that assists you in creating the results that you aspire to.

However, very few people move into this state of mind and even fewer know how to make it a totally natural way to think. When you are calm, purposeful, certain, and full of expectation that you will achieve the results that matter to you, in a fulfilling way, the world is going to see you at your brilliant best.

### INVINCIBLE FLOW

When you reach this level of 'desire to aspire' and are committed to doing whatever it takes to realize your aspiration, I call this resolve: **The Invincible Flow**. Invincible means to be incapable of being defeated as a result of great strength or skill. Flow means to move or be moved freely from one place to another in a steady unbroken stream. Your Invincible Flow is your undying commitment to move from where you are now to where you truly want to be. It is your innate ability to look for solutions to your problems and to overcome whatever difficulty/problem? /issue that is put in front of you.

By accessing your Invincible Flow, you will achieve amazing results. The Invincible Flow is available to everyone regardless of his or her income or education. It is the driving force that will carry you beyond any of doubts or fears. This is what all people, even with seemingly disadvantaged backgrounds, and against all odds, have harnessed to become the role models for those seeking achievement.

The switch to feeling unstoppable and reaching this level of 'desire to aspire' is what I call, **A Prime Aspiration**. These are true and clearly defined heartfelt desires.

Peter needed to define his no. 1 desire in business, his Prime Aspiration, to bring out the best in him. To feel that he was making a difference, not only to himself, but to others also. When you define your Prime Aspiration, your focus changes. There are two types of people in business: those who can see opportunities and those who can't. A Prime Aspiration reveals these opportunities to you.

The first thing we did was to identify Peter's no. 1 business desire - his Prime Aspiration. Here is how you can do it to!

## WHAT ARE YOUR BUSINESS PRIME ASPIRATIONS?

1. The first thing to be done is to make a list of all the things that you would LOVE to be, do, have or give in your Business. Leave the score boxes for the moment. In my present business role I definitely would love to....just write in your answers by each bullet point.

Score

•

•

•

•

•

•

•

•

**(Feel free to add more)**

1. Peter emptied his head of ideas
2. It's imperative you have a scale to evaluate your answers. The more emotionally compelling to you, the more commitment you have to achieve your outcome.

- Using the scale below, each answer was scored in the box on the right hand side of the page, each out of 100. 1 is low, 100 is the highest, the most emotionally compelling.

### The Prime Aspiration Scale

1-20 Of little or no interest

20-40 I can achieve it, but don't really want it

40-60 Someday/Maybe

60-80 It would be great to have or be, but I am not going to do what it takes

80-99 Really willing to give it a go, could fall off if things get really tough

100 I am connected at the deepest level, I have complete clarity and certainty - I am now ready to take massive sustainable action to achieve my Prime Aspiration

- After encouraging Peter to define something that would be so wonderful that he would be so proud of achieving, we defined his Prime Aspiration. It was to generate an income of \$1 million dollars.

I needed to make certain that this truly was his no. 1 business desire, so I asked a few more questions.

- Out of all your answers, is this what you truly desire in business?
- Is there anything else that you would love to achieve more than this in business?
- Are you absolutely at 100 on the Prime Aspiration Scale?
- Is this totally compelling?
- Do you believe that it is possible for you to achieve it?

It is so wonderful to see people's faces light up when they know that they are at 100 on the Prime Aspiration Scale. You can see and hear that they are totally engaged and own this outcome. The Invincible Flow was present and alive for all to see.

## CONSCIOUSLY CHOOSING YOUR FOCUS

When you have tapped into the Invincible Flow, this does not exclude you from having to deal with outside influences and circumstances. So a great way to keep your high level of resolve fresh before you is to have a Prime Aspiration Script. In Peter's case his script had a target date to achieve his Prime Aspiration. It had the services that he would provide in return for the money he desired. It brought to mind a clear image of how achieving his Prime Aspiration would be for Peter and how he would feel having achieved it. After a short period of time, this became Peter's habitual way to think. He had the design and was impressing it into his mind.

## THE MOST DIFFICULT DISCIPLINE IN THE WORLD

You see, our faith and beliefs will be challenged en route to our new success. When this happens we need a certain way to get 'Back on the horse,' in a way that is agreeable to us. So a Prime Aspiration plays its part in this. By reading our script, day and night, in an emotionally charged way, our resolve becomes stronger. We need to cement our Prime Aspiration into our minds so it becomes a habitual way to think. It is where our destination is and how we will feel on arrival. This is the most difficult thing that you'll be asked to do: Keeping your thoughts aligned to achieving your Prime Aspiration with the belief that you will achieve it no matter what circumstance are presented to you.

You must know how your mind works in order to gain better and better results. When you know how it works, your levels of fulfillment go off the scale and you feel wonderful while achieving.

## CONSULTATION: — EMINENCE GRISE — THE POWER BEHIND THE THRONE

Too many people live intellectually and subconsciously as opposed to consciously creating the results that they can undoubtedly achieve. The conscious mind has the power to initiate emotionally compelling ideas that we would love to make part of our reality. This is Peter's Prime Aspiration. The subconscious mind is the servant of the conscious mind. It follows your instruction implicitly. Your thoughts are your commands that the subconscious feeds from. The subconscious mind is where your paradigm lives and our habits are formed by our paradigm. A paradigm is how you see the world. It is your truth about the world, however; seldom is it the truth.

In order to set ourselves up to achieve our Prime Aspirations, we must influence our subconscious mind. We need to influence it so that our paradigm, the way we see the world, and our behaviours, are aligned to our desires.

### HOW TO INFLUENCE YOUR SUBCONSCIOUS MIND

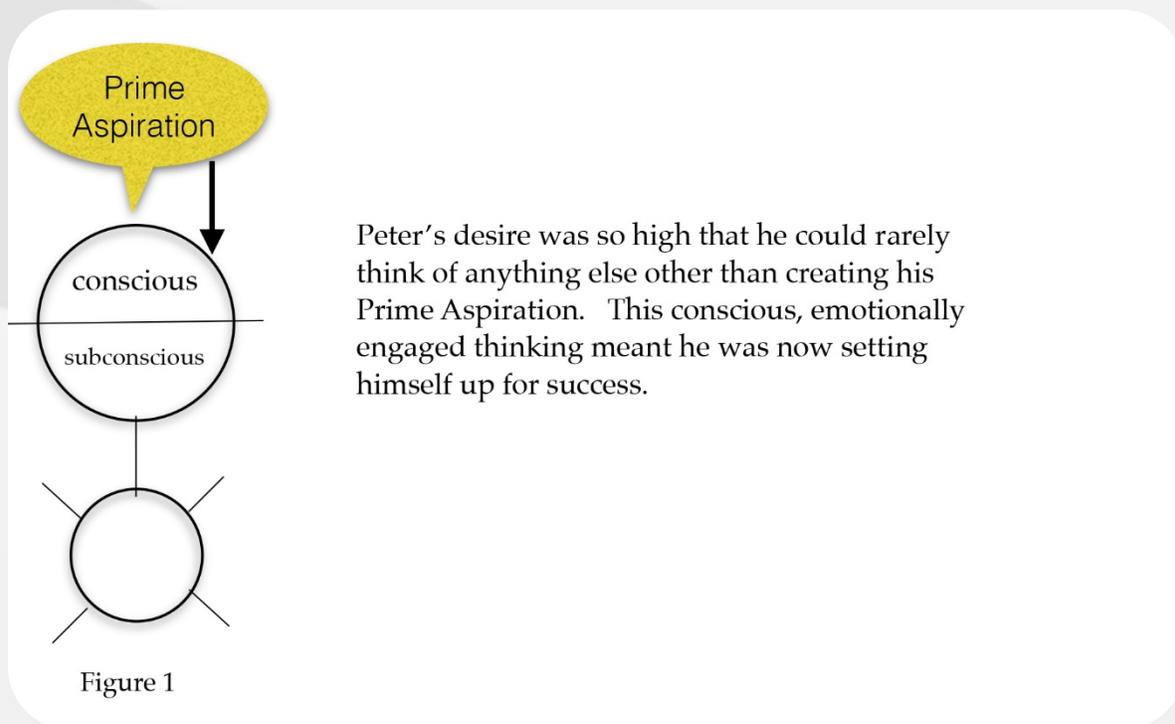
Remember the subconscious mind is the servant of the conscious mind. It therefore stands to reason that what we think influences the subconscious mind. However, the impression is best when our thinking is charged with emotion. Using our willpower to hold the thoughts and feelings of how we will feel having achieved our Prime Aspiration, we let our imagination build up and mould in our mind, how we want to design our future. The key here is to feel in perfect harmony with your Prime Aspiration. You want an awesome relationship with it. You create one by being in a state of complete gratitude. How grateful would you be having achieved it? Right now feel the gratitude as if you have already achieved your Prime Aspiration. This agreeable way creates a faith that you will get what you desire. After all, any thought that we can originate and believe is possible, we can achieve. It now becomes your purpose to make this your reality. This emotionally compelling relationship that you have created with your Prime Aspiration is impressed into the subconscious mind immediately. You've just taken the first step towards achieving something very special in your business life. You've started to mould your paradigm to change your thoughts, feelings and actions (your attitude).

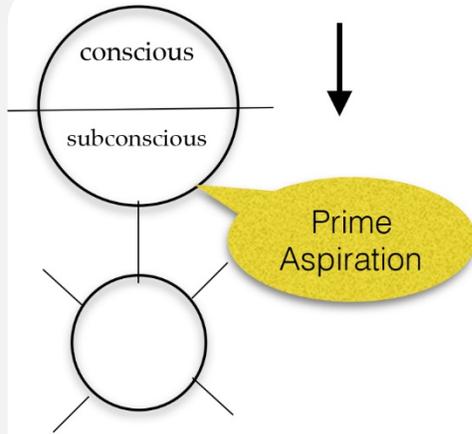
The more you are able to hold the image and thoughts of your Prime Aspiration in your conscious mind, the quicker the subconscious mind will make this way of thinking a habit for you. When you think this way, opportunities will start to jump right out before you that will help you progress towards your Prime Aspiration. Everything suddenly seems to assist your progress.



Losing a client is not a worry - in fact I've discontinued my relationship with some of my top clients that were a drain to my emotions and my time.

This is what happened for Peter. See figures 1 and 2.





By creating a wonderful relationship with this Prime Aspiration, Peter was able to impress these emotions into his subconscious mind. When this happens, new habits, new thinking, creativity and new actions have a fertile place to grow.

Figure 2

## CONSULTATION: — YOUR MOST POWERFUL SELF-IMAGE POSSIBLE

You can never consistently outperform how you see yourself, your self-image. It is so important that you see yourself in possession of your Prime Aspiration and how you feel having achieved it. In our time together, Peter became aware of how his thoughts were either supporting or sabotaging him. This awareness helps us to pay attention to what we are thinking. If we are having thoughts that are self-critical, this will not help our cause; our cause is to realize our Prime Aspiration. To speed things up we can replace these thoughts. By impressing our subconscious mind with our conscious thoughts of being the person in possession of our Prime Aspiration, we achieve this. A great way to do this is seeing yourself providing the service that you intend for your clients and leaving them in a better place than before your communication or meeting. See them and you both advancing because of your relationship. Do this, of course, in a deep and profound state of gratitude.

Once you consciously change your thinking in line with your Prime Aspiration, you reduce the Yo-Yo effect. The Yo-Yo effect is really allowing self-critical thoughts to impress upon your subconscious mind and moulding an image that is contrary to the one that you desire. When we reduce the amount of time we are self-critical and replace it with the person who is the achiever, we shorten the time span it takes to achieve our Prime Aspiration. See figure 3. Let the red horizontal line represent your self-image. The black line is an indicator of when we are creating a positive self-image and a negative one. When it is above the red line it is positive. We see ourselves as the person with our Prime Aspiration. When we move our self-image above the red line more often, we create better results in less time. Peter, by being aware of his thoughts and how they create our self-image, was able to change any negative thoughts when he caught them being critical. This awareness makes you feel so much better too and keeps you on target.

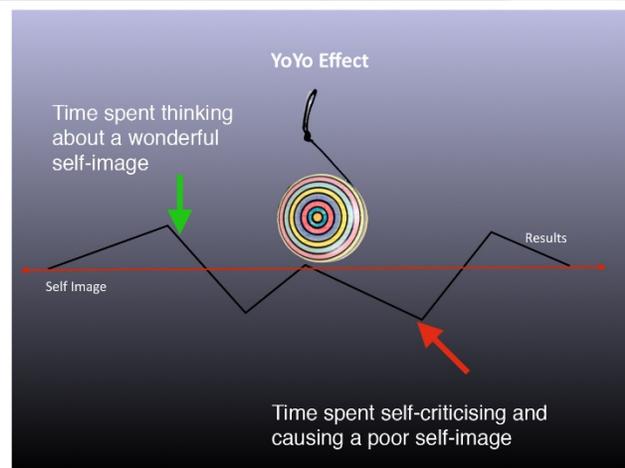
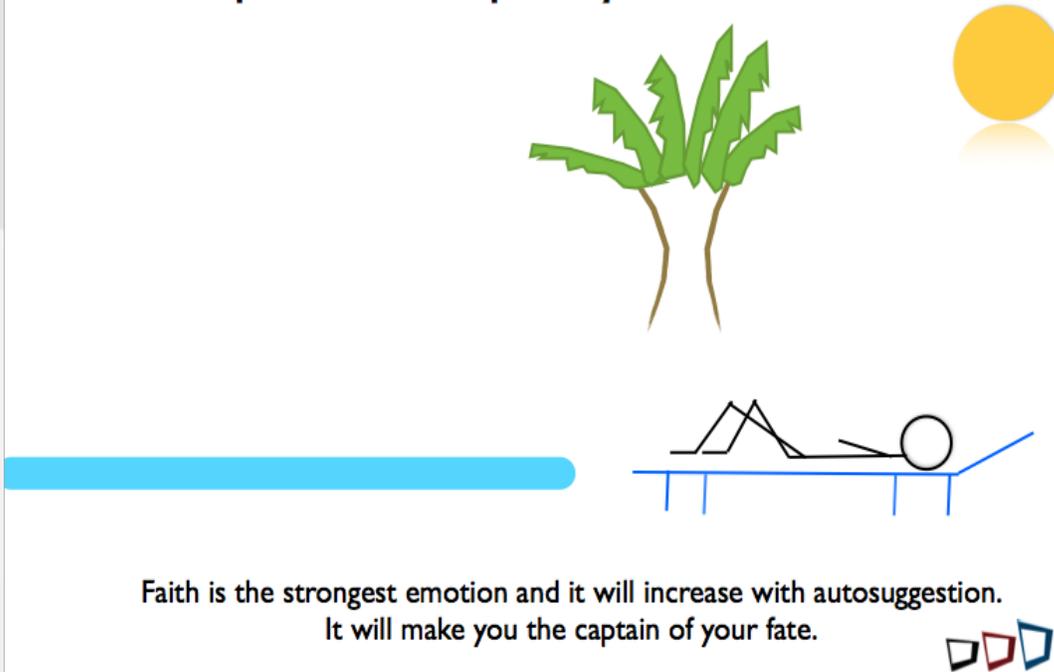


Figure 3 from 525600 Program

## CONSULTATION: – VISUALIZATION – YOUR GREATEST EVER SCREEN PERFORMANCE – A DAY AND NIGHT AT THE OSCARS

In this meeting our time was spent forming the exact image of how Peter would know he had achieved this Prime Aspiration. It represents him being on holiday and in a state of total relaxation. The frequency of seeing yourself having achieved your Prime Aspiration cannot be stressed enough here. I encouraged Peter to think frequently and often of having achieved his Prime Aspiration, especially in his leisure time. Why not? After all you're creating the future that you truly desire, so you might as well enjoy the present.

### Gaining More & More From Your Prime Aspiration Script In Just 5 Minutes



Peter being grateful for achieving his Prime Aspiration.

## CONSULTATION: – YOUR GPS TO SUCCESS

At this meeting it soon became obvious that some days were easier than others to keep on track. This will be the case as new skills take a bit of time to sink in. In order to have a reset button, I encouraged Peter to use the 4 principles. These principles can be used by you alone, and you can use them when interacting with others too. The 4 principles that help you reset and keep on track are:

1. Clear Goal
2. Others Focused
3. Gratitude
4. Unwavering Faith

This is how to use each one in turn.

### CLEAR GOAL

Decide in advance what you are going to work on and the outcome you desire. Every action can be made strong and efficient by holding the picture of your Prime Aspiration while doing the activity or action and putting the whole power of your faith and purpose into it.

### WITH OTHERS:

I always ask my clients what they want to get out of our time together. This way I don't waste my time or theirs on content that is not relevant to them. I can also tailor the concepts, strategies and ideas so they are a match for what they need at this time. Ask lots of questions to make sure you and they are precise in what they want, however; be careful not to interrogate. Your aim is to communicate and to help them. When you help others to achieve what they desire, you advance yourself too.

### OTHERS FOCUSED

Be totally focused on helping your clients or customers to achieve what they want. Create the mindset of leaving people in a better place than before you interacted with them. Leave them with the impression of 'increase.' This means that they know by associating with you they'll advance their business and life too.

## GRATITUDE

Peter was finding it difficult to be grateful when things seemed to be going wrong. I told Peter of a 3 step approach that Dr. Michael Bernard Beckwith uses and it works a like a charm.

When anything happens in life, there's a 3-step approach to handling it:

1. It is what it is; accept it. It will either control you or you will control it.
2. Harvest the good; there's good in everything.
3. Forgive all the rest.

At times things aren't going to go your way, however; be grateful that they have not as you now get to improve and make sure you are ready for your Prime Aspiration. Gratitude allows you to instantly change the way you feel about anything.

I also reminded Peter that he could always change the way he felt about things. Right now, you can feel the joy of having already achieved your Prime Aspiration. Imagine the gratitude you will have by having achieved your Prime Aspiration. Take those feelings and feel them now. This really helped him to see opportunities that he would have previously missed. An example being when he lost his no. 1 referral partner through an acquisition. He became so grateful that he had a model that he had built to take in other prospects. He had the approach, the results, the relationship, the clients and proven strategies to help others excel too. Within 2 months he had more referrals rolling in than any other time in his 25 years in business.

## UNWAVERING FAITH

You believe that any thoughts you keep in your mind that you get emotionally involved in, will manifest in your life. This faith was being cultivated in Peter's mind. He started to realize that the sooner he accepted his Prime Aspiration to be fait accompli, the more progress he made towards it. (Fait accompli is an accomplished, irreversible fact.) The more he accepted that he would achieve his Prime Aspiration, the more calm and joyous he became too.

## CONSULTATION: — THE POWER OF DISCIPLINE HABITS AND EFFECTIVE ACTION



### WHAT IS DISCIPLINE?

Sometimes we just need to be reminded that we are responsible for our results. When you give yourself a command and follow through - you trust yourself more, you like yourself more and you achieve more. What we persist in doing becomes easier, not because the task has become easier, but because our ability to do things more effectively has become greater. In this meeting the emphasis was on looking at what had improved and how Peter knew he was making effective progress. He told me he felt better and was less concerned with negatives and more focussed on having a better attitude. This is discipline at work. He was forming the habit of making himself much more effective.

He had total faith he would achieve this Prime Aspiration. The upsurge in business was agreeing with his new found faith.

## CONSULTATION: - PERSONAL EFFECTIVENESS

Productivity is unexpectedly powerful: In most areas of life, the most you can hope to improve things is maybe 10% or 20%, but productivity is one of those incredibly rare areas in life where you can multiply by... not 10% or 20%, but rather by 100% or 200%... or even 1,000%.

The methodology below has helped me to become over 3 times more effective in the time I spend working. It has helped my clients to become much more productive as well as being healthier, happier and wealthier too. This is what I shared with Peter.

### DOUBLING YOUR PRODUCTIVITY IN HALF THE TIME

A really big mistake you can be prone to suffering is not scheduling time to work on your 'Big payoff' activities. Warren Buffet's no. 1 strategy for investing money is opportunity/cost. He asks, is there a better place to invest his money? Same thing for your productivity – when you are choosing, you shouldn't just be thinking about the results of the activity; you should be thinking about the results you would get from the highest value activity.

It takes 30 days to establish a new habit. So for the next 30 days I would encourage you to plan your activities as below. By the end of 30 days, you'll be looking back on some terrific progress, you will have also established a new habit that you no longer need your willpower for. It becomes automatic. The difference in your results will be like night and day.

### HERE'S WHY!

Research by the National Academy Of Science studied by psychologists at the University Of Columbia suggests, we have a finite amount of willpower each day. It shows that as the day progresses our willpower declines. So unless we schedule the most important and biggest payoff activities first thing, the chances of these being completed in our working day diminishes as our willpower gets used on "other" less productive stuff.

## A GREAT WAY TO START YOUR DAY PRODUCTIVELY

1. Before you stop work for the day, take out your diary and plan two 60 minute blocks of time in the following day. These are for you to work on your 'High payoff' activities.
2. Schedule them preferably first thing and preferably together. However, this is not always possible. Think what is best for you on each day.
3. Make sure you protect this time from interruptions.\* Interruptions set you back about 25 minutes each time. 3 interruptions in an hour equal little or no progress at all!
4. Set a timer for 55 minutes and really give it your all. You'll be amazed how quickly the time goes and also just how much important work you do in this time.
5. You now take a 5-minute break. Maybe eat a healthy snack, drink some water, etc.
6. You now reset the clock and do the next 55 minutes.
7. Re-charge and renew your energy and focus. For the next 30 minutes just do something that is not work related. It is really important to renew your energy and focus. Eat healthy, walk, etc.

## BUILD IN SOME SAFETY TIME SO YOU DON'T GET INTERRUPTED OR SWITCH ACTIVITIES!

8. Schedule a time during the day where you can deal with, "Have you got a minute," situations, emails and telephone calls. Anything that is likely to stop your attention being aimed at your high payoff activities.
9. Protect your time and use this time to deal with such issues. Top achievers use their time on what's important to them. They are also smart enough to plan when to deal with, "Have you got a minute situations".

**NB:** Do all that you can in a perfect manner every day, but do it without haste, worry, or fear. Go as quickly as you can but never hurry. Do not rush each activity - Hurry is mental worry and you don't want this.

When the information above is related to your Prime Aspiration, your thinking, actions, and communications become highly strategic.

\*Research conducted by Basex, a technology research firm, found that an employee may only be able to focus on a task for 11 minutes before being interrupted and then may not be able to get back to it for at least another 25 minutes.

Peter is a highly task orientated person. If he says he'll do something, then you know that it will be completed. What really materialized from this consultation was Peter recognizing that his high pay-off activities were not being given the attention that they deserved. It was this one insight, looking and scheduling his highest pay-off activities, that brought him in 6 short weeks one new referral partner with huge potential and having his existing ones refer 3/4 times more people than they had done previously.

I've more that doubled my productivity. I've obtained and developed new and valuable Joint Ventures. I even lost one of these through an acquisition and it has not stopped my growth. In fact, I'm now growing more quickly and enjoyably than ever before.

Peter Prvulj

## INTERVAL ALIGNMENT



Regular monthly meetings help to re-focus my value to clients, partners, prospects and of course my staff.

Peter and I now meet once a month, as every stage you move through in business brings with it experience. As we finish one area of development, another one starts. However – this is what happens! Our old habits and systems will not always be suitable for our new stage of growth. Inevitably, working harder and trying to do things faster does not yield the results that you truly deserve. Sometimes it can be as simple as applying what you already know. However, fast moving days can fill your mind with 'stuff' that will never bring out the results that you desire. Interval Alignment puts your thinking in alignment with your Prime Aspiration.

During Our Internal Alignment meetings we:

- ↪ Review how to optimize your performance
- ↪ Take the time out to really review your actions
- ↪ Fully evaluate your strategies
- ↪ Take the time out to update your systems as the demands of your roles change
- ↪ Take the time to develop true self-confidence
- ↪ Review new objectives and projects that have not been fully integrated into your current way of working
- ↪ Examine the decisions you have made in recent weeks to enhance your future decisions

In a nutshell our Interval Alignment meetings are a comprehensive review of your:

- ↪ Self
- ↪ Strategies
- ↪ Systems
- ↪ Aspirations
- ↪ Attitude
- ↪ Thinking
- ↪ Personal Effectiveness

Peter finds this invaluable because he has created a natural 'Time out', so that he can prepare for anything forthcoming that may include but is not limited to:

- ↪ Events
- ↪ Opportunities
- ↪ Projects
- ↪ Presentations
- ↪ Meetings
- ↪ Appraisal
- ↪ Salary Reviews
- ↪ Day To Day Work



I'm healthier, wealthier and happier and I worry less than I have ever done previously in my life. I really love my work now too.

To learn more about how you can produce better and better results in a totally fulfilling way just click here

OR

E: [paul@pra100.com](mailto:paul@pra100.com)

\*Disclaimer: When reading the case studies, please bear in mind that there is no guarantee that you will achieve the same. Every client has learned to work effectively on how to change their thinking in situations and circumstances that had previously impacted upon their performance. These clients worked exceptionally hard and remained focused. There are no such thing as typical results for my clients. The higher your personal desire, integrated with your awareness to see positive conditions as a result of your actions, and by taking time to work on high pay-off activities , means the more likely you are to succeed.