

SAMUEL LEACH

THE
FORMULA
FOR
SUCCESS

HOW TO WIN AT LIFE USING YOUR OWN
PERSONAL ALGORITHM

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Introduction

Life is a puzzle that the greatest minds on earth have been debating, theorising, and seeking to answer for many thousands of years. From microbes to constellations, the philosophical to the spiritual, and more recently the mysteries of quantum theory and the multiverse, the key to understanding life lies in learning to recognize and work within its patterns and rules. And it is only when you understand the mechanics of any system (including life), that you can begin to truly prosper within its boundaries.

For me, unlocking the prosperity of life is a personal quest that concludes with me being the best that I can be every single day that I draw breath. This book is about the patterns that I've discovered by studying the lives of incredible people, aligning them with my own experiences, and applying those rules to everything that I do. More importantly, it is about how you (whoever you are) can learn to do the same. I dare you to read on and I'll prove it to you.

But if you think that this is just a get-rich-quick scheme, or what I'll be talking to you about will be easy – go and find another book. Because for this to work in your life, for the algorithm to lead you to a life full of wealth and prosperity, you will need to be prepared to get uncomfortable. Massively and seat-squirmingly uncomfortable.

The algorithm of prosperity contained in this book is a series of rules and attitudes which, when uploaded to an open mind, can create as much success as that mind can imagine. If I can do it, starting from a one-bedroom flat which I shared with my Dad and my older brother, so can you. It would be easy to assume that my story revolves around gambling on the stock exchange and getting lucky, or that I started out with my family's financial backing. But you would be wrong on both counts. It involves risk-taking but, as you will discover, there is a gulf between gambling and taking risks; and between getting lucky and the sure-fire algorithm of prosperity,

My success has been built entirely upon attitude and application – trading was merely the road I found myself on. I honestly believe that I would have found the same level of success on any path I had chosen to walk down because I desired it more than anyone else who I encountered. It might have been working on an oil rig, tenpin bowling, being an Xbox champion, boxing, or long-distance swimming. Whatever

it was, I believe I would have mastered it. And as for my parents' backing – I had that 100%, but not from their bank accounts; their backing came in the shape of imparting belief and giving me their unconditional love.

Trading has, of course, played a massive part in my life and I will touch on some aspects of it (as a commercial opportunity and as a life skill) as we proceed through the book.

'The most dangerous risk of all is the risk of spending your life not doing what you want on the bet that you can buy yourself the freedom to do it later.'

Alan Watts

What is an algorithm?

Algorithms are the invisible mechanics behind everything you see around you. They are the intricacies of the miracle that turns a seed into a tree, the rules that blend single notes into beautiful harmonics, and the way Google decides what to put at the top of the list when you are searching, researching, buying, or browsing ...

In its simplest form, an algorithm is a mathematical equation which translates input data into a result. Algorithms are both naturally occurring (in that they describe observable behaviours), and intelligently

designed (where they can be used to predict outcomes and calculate probabilities). Pretty much everything that you do or connect with each day is based on some sort of algorithm. Let me show you what I mean.

The alarm that woke you up this morning went off because you programmed some pre determined numbers into an electronic device which counts seconds, minutes, and hours. The breakfast that you ate was based on data that you had previously gathered (derived from preferred taste or nutritional values) and the subsequent calculations and decisions you made as a result of that data. The route you took to school or work was not a random journey – it was chosen because you applied an algorithm of convenience, cost, speed, and direction to establish the most appropriate method to get you to where you needed to be. You can apply this thinking to the clothes you are wearing right now, the time of day that you feel most alive, the things you watch on YouTube, the people you spend most of your time with, and the amount of money that sits in your bank account. Whether you are aware of it or not, algorithms control everything that you do. And knowing that simple fact should give you a sense of great power – because it means that different data will generate a different result, and therefore you can change your life.

Even the things that you are currently trying to think of to prove me wrong are algorithms – including

all of the random behaviours and circumstances that are outside yours or anybody else's control. You were born into an algorithm based on the genes and circumstances of your parents, the country and location you grew up in, the school you went to, and the tastes that you developed as a child. All these things – in essence, the cultures that surround each one of us – contain the algorithms which shape our lives; or, in other words the algorithms of life and prosperity.

And, if you still doubt that you are subject to unseen rules that you follow without even thinking, try these tests:

- **Input:** Reach out your hand to someone when you first meet them. **Outcome:** they will reach back and shake your hand.
- **Input:** The next time two or three things go wrong in a row, say to someone, 'it never rains but it ...' and stop. **Outcome:** see if they say 'pours' (and probably follow that up with 'tell me about it').
- **Input:** Walk into an lift and face the rear wall. **Outcome:** notice the strange looks – because convention (the algorithm) says that you must face the door in an lift.
- **Input:** When an unfortunate incident is being discussed, make a point of stating that you are sure it

would never happen to you. **Outcome:** then watch as within a few moments someone will be looking for a piece of wood to touch and verbalise.

- **Input:** Sit in a different way to everyone else during a meeting (i.e. folded arms, leaning forward or crossing one leg). **Outcome:** notice how, one by one, people around the room will start to imitate your posture.
- **Input:** Close your eyes and do not, whatever you do, think about bananas. **Outcome:** I know what you are thinking!

We are influenced by algorithms and unseen rules all day long. Hopefully, throughout this book, you will start to see how you can change your life by learning and manipulating the rules of the world that surrounds you.

Why do algorithms matter?

If you imagine that everything in life is subject to a set of rules (as described above), and the outcome of that thing is determined by the data which is entered into that set of rules, then it should be possible to predict anything and everything. Now, even all the combined computing power in the world would not be enough to calculate every single potential deciding factor in every situation, but in theory it should be possible.

You are probably thinking now how it might be possible to predict the lottery numbers, the football results each week, or maybe even the rises and falls of the stock exchange. Well, with enough data and a strong enough understanding of the algorithms of probability, research, and proven mathematics, the last of those three (at least) is a genuine opportunity. In my business, as a trader on the stock market and foreign currency exchanges, I apply algorithms to try to predict outcomes. It is not a perfect science, because there are too many variables and rarely enough proven data, but it is reliable enough to build a multi millionaire lifestyle. I don't say that to show off, but because it is both true and eminently possible for anyone.

More importantly than the financial wealth that understanding the mechanics and rules of trading can deliver, however, is the fact that understanding algorithms can be applied to bring prosperity to every area of your life. In the same way that your food choices, travel plans, and entertainment preferences are determined by rules and data that you control, so is everything else. If you apply yourself to understanding these algorithms and you proactively seek to input better data and make smarter decisions, you can have more control over your mindset, your will power, your health, your happiness, and your ability to determine your future prosperity.

In this book, I am going to take you through various times in my own life that I have encountered difficulties and opportunities, and how working out the algorithm helped me succeed. I cannot guarantee that your algorithms will be the same, although I suspect many will be similar, but I hope to show you that there is always a way out and always a way to get up. I will also show you several proven algorithms for creating a more prosperous and wealthy lifestyle. I will share some of the secrets behind my trading success and the approach to life that has brought me to where I am today.

I am not offering an easy-life pill or a get-rich-quick scheme (as I don't believe those things exist) so, if you are looking for something like that, I suggest you stop reading now. I have discovered, studied, and written hundreds of algorithms for all sorts of scenarios, and if there is one thing that is common to every successful algorithm it is the application of effort. Being successful in life is always subject to how much you want it and how hard you are prepared to work for it, but I can promise you one thing – the rewards always far outweigh the effort if you have worked out the correct algorithm.

Algorithms matter because, once you understand that they are rules and you can control them, you can start to control what happens in your life. You can start to activate and cultivate the algorithm of prosperity that

will take you to the places that you want to be and help you live the life you want to live.

How to get the most from this book

In this book I will be sharing my experiences: from my childhood and schooldays to finding my way in the trading world and challenging myself to become the best version of me. I know that I'm young (in the eyes of some readers) and still have a lot to learn about life (and I certainly don't want to patronise anybody), but I am also aware that very few people have achieved what I have while still in their 20s. I don't mean to boast; I just want to get your attention in the hope that you take hold of what I have learned so far. And I know that it works because I have seen it change the lives of thousands of people (of all ages) all over the world. Within the pages of this book you will get to meet some of them and hear how the algorithm of life has helped them.

So, even if you don't identify with my story, maybe you will see yourself in some of the people who have become my friends, students, and colleagues along the way. And maybe, just maybe, their stories will change yours.

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'Fear and greed are the two main reasons that people fail as traders.'