
Mentored by a Millionaire

Master Strategies of Super Achievers

STEVEN K. SCOTT



John Wiley & Sons, Inc.

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Dedication

To My Mentors:

In Life

My incredibly wise and loving wife, Shannon Smiley Scott.

My angelic mother, Minnie Joy Scott, and my courageous father, Gordon Scott.

Jim Shaughnessy, Dr. Gary Smalley, Pastor Jim Borrer, and Herb and Helen Selby.

In Business

My mentor who changed everything, Bob Marsh.

To Those I Love Mentoring Most:

My wonderful children: Hallie Rose, Sean Kelly, Ryan, Devin, Zach, Mark, and Carol, and my sweet granddaughter, Madeline.

My readers and listeners who come with hope and trust and leave with knowledge and skills.

PREFACE

Would You Rather Be Taught by a Teacher, or Mentored by a Millionaire?

The Strategies, Skills, and Techniques You Are About to Learn Have Empowered the World's Most Successful People to Achieve Their Impossible Dreams. As you use these strategies, skills, and techniques, you will begin to move toward a level of success greater than you have ever experienced. This will be true in any endeavor to which they are applied: your job, your career, even your marriage. Unfortunately these strategies, skills, and techniques are not taught in high school, college, or graduate school. You will not experience their power by simply reading self-help books or attending motivational seminars. They are known only to an elite few and are learned and mastered only through the mentoring process.

While a good teacher or motivator may increase your level of success by 25, 50, or even 100 percent, a good mentor can increase your level of success by 1,000, 5,000, or 10,000 percent! For example, my business mentor increased my personal income by more than 56,000 percent. My relationships mentor aided me in the critical skills I needed to win back the heart and hand of my ex-wife and build the happiest and most fulfilling relationship either of us has ever experienced.

How many self-help books have you read? How many motivational speakers have you heard? After reading a good self-help book or hearing a great motivational speaker, chances are you felt like a new person. But how long did the

feeling last? Within a few weeks you were right back into the same old feelings you had experienced before. The changes you expected never materialized. You felt frustrated and perhaps even like a failure. Even though you may have blamed yourself for failing, it probably wasn't your fault. Many motivational speakers make a living speaking or writing, but have not achieved extraordinary success in starting, building, or managing a business. They often play the role of cheerleaders and can truly psych you up for a week or two. These talented and inspiring speakers and writers may have given you wonderful principles, exciting concepts, entertaining stories, and brilliant strategies. They may have truly inspired you to desire more success at work and at home. But, when they failed to equip you with the specific techniques and skills needed to apply their strategies to your daily endeavors, failure was unavoidable. You had no more chance of achieving extraordinary success than a soldier who is given a battle plan by a general, but sent into the battlefield without a weapon or any combat skills. So don't blame yourself for not achieving extraordinary success after attending a motivational seminar or reading a self-help book. Simply stated, you were not adequately trained and equipped.

Cheerleaders may supply a burst of emotional enthusiasm, but they don't throw the pass, score the touchdown, or win the game. Military generals plan great strategies, but they don't shoot the rifles, drive the tanks, or fly the planes. To win a game, a battle, or a war, you need more than cheerleaders and strategists. You need men and women who are (1) effectively trained and (2) adequately equipped to accomplish their objectives.

Four Reasons Why This Book Is Going to Make a Phenomenal Difference in Your Professional and Personal Life

- 1. You'll learn the 15 master strategies of the world's most successful people.** These strategies have catapulted hundreds of ordinary people to unimaginable heights of success and wealth. They are not taught in colleges or business schools, but were discovered through personal experience or learned from mentors.
- 2. You'll learn and master specific techniques to instantly apply each strategy to your daily life at work and at home.** These techniques are simple and easily learned, and yet incredibly effective, resulting in the mastery of lifetime skills.
- 3. In 15 one-on-one mentoring sessions, you'll be led step by step through each technique and strategy with interactive exercises that enable you to begin using each technique literally overnight.**
- 4. You're not being lectured by an educator or a motivational speaker. You're being mentored** by a man who lost 9 jobs in six years, yet became a multimillionaire on job number 10 because he too was mentored by a millionaire. Starting more than a dozen companies from scratch, my partners and I generated over \$2 billion in sales, creating over \$200 million in personal income.

How Do I Know These Techniques Will Work for You?

As you'll learn in Session 1, during my first six years after college I was a hopeless and habitual failure. Then, as I began to use these strategies and techniques that I learned from my mentors, they empowered me to achieve levels of success I had never dreamed possible. As I became acquainted with others who had achieved phenomenal levels of success, I discovered they too had used these same techniques. As I read the biographies of many of the world's most successful people, I realized that they had also used these same strategies and techniques. To my amazement, none of these life-changing dream-achieving skills are taught in high school, college, or graduate school. Every superachiever I have met or read about either learned these skills from a mentor or discovered them through personal experience.

As my success grew, I began meeting people who had wonderful dreams but had never succeeded in achieving those dreams no matter how hard they tried. As I helped these people to apply the 15 master strategies, they began to see their dreams come true, literally within weeks. In a number of cases, their incomes grew as well, rising from thousands of dollars per year to millions. To show how universally powerful these strategies and techniques are, I'll share a few examples.

An Assistant Minister in Waco, Texas

Gary Smalley had a dream of writing a book to teach couples how to have a better marriage. For 10 years he prayed for the chance to see this dream fulfilled. Gary and I got together in 1978 and created a strategy to fulfill this simple dream. Gary has since written 15 consecutive best-sellers, helping millions of couples to achieve happier relationships. His organization, Today's Family, has also

impacted millions of marriages. His videotapes alone have sold over 6 million copies, making them the best-selling self-help tapes in history.

A Professor at Arizona State University

Professor Claude Olney created a seminar to help his struggling students at Arizona State University raise their grade point averages. He dreamed of offering a set of cassette tapes to college students at other universities. We created a plan that resulted in the creation of audio- and videotaped seminars for grade school, high school, and college students. The result was the best-selling educational tape series in history. These tapes changed the lives of millions of students and made the professor a multimillionaire within one year.

A Makeup Artist in Los Angeles

Victoria Jackson was a talented but struggling makeup artist in Los Angeles. She had created a cream makeup base that was unique, and she had tried to market it for eight years with little success. Although she had hundreds of jars of product in her garage, she had all but given up. Using the strategies from this book, we created a plan that resulted in the development of an entire makeup line with over 160 products. Within five years, Victoria Jackson Cosmetics had realized sales of over \$300 million, and Victoria had become a multimillionaire.

Two Fitness Equipment Inventors in San Diego

Tom Campanero and Larry Westfall had created a wonderful but very big and heavy piece of fitness equipment. For nearly 20 years they demonstrated their machine at hundreds of conventions. Unfortunately, their sales reached only 5,000 units per year. In 1996 we created a plan using the strategies and techniques in which you are going to be mentored. Today, seven years later, the redesigned Total Gym has sold over 2.5 million units, generating nearly \$1 billion in sales. In addition to becoming the single most popular piece of home fitness equipment in history, the Total Gym is currently used by over 7,000 athletic and sports medicine facilities to rehabilitate and train over 7 million people per year.

So Will These Strategies and Techniques Really Work for You?

The people in these examples were no different than you and me. They were ordinary people who had tried hard to succeed for years. And yet they had only achieved moderate success at best. You see, even though they had truly tried their hardest, they had not yet discovered the keys that could open the doors between them and extraordinary success. Once they were equipped with those simple keys, the doors were easily opened. These are the same keys that will be placed in your hands during our 15 mentoring sessions.

Now if you still don't believe that these strategies and techniques can make that big a difference in your life, maybe you'll believe what a few well-known Americans have written about these strategies and their awesome power to effect change in anyone's life.

"Steve Scott's uncanny insights and strategies are so specific and easily applied, I believe they can empower any reader, whether a college student, small business owner or the CEO of a Fortune 500 company to achieve levels of success they haven't yet dreamed of."

Donald Trump

"Steve Scott not only proves you can achieve your 'impossible dreams,' he takes you by the hand and gives you the knowledge, the steps, the confidence and the power to achieve every one!"

Chuck Norris

"Steve Scott gives us the specific strategies and techniques that we need to learn and use to achieve our most valued dreams. He not only shows us how to make our most impossible dreams possible, he shows us how to make them probable!"

Christie Brinkley

"He gives you a clear and concise roadmap to achieving more success than you would ever think possible. If you follow it, you're sure to get there."

Dick Clark

"If you follow his steps, you're sure to achieve your impossible dreams."

Joe Montana

So will these strategies work for you? Absolutely! All you need to do is learn them and then diligently apply them to your daily life. A house key left on your car seat won't open the door to your home as long as it remains on the seat. And yet, when picked up and placed into the door's lock and turned, it will easily open the door every time. The same is true here. Read about these keys and leave them on the pages of this book, and they will do nothing for you. Lift

them off the pages and use them, and they'll open doors that you have never even dared to approach, much less attempted to open.

As you begin each of the 15 mentoring sessions, realize that these are not simply chapters in a book. There is no deadline to complete a session or finish this book. This book is not about me; it's about you. At the end of each session there is a section entitled "Actions for Traction," in which you'll find a set of interactive exercises that will enable you to apply and master the strategies and techniques you learned in that session. Complete each session and set of exercises in your own time. As you do, you will immediately see changes begin to take place. Your level of creativity and productivity will skyrocket. Your relationships at work, as well as at home, will begin to improve, gradually at first and then very dynamically. Your enthusiasm, passion, and fulfillment will reach levels that you only thought were possible for other people.

Because it's important that you only seek out mentors who are truly qualified in the area in which you are being mentored, this is the only section in this book that is about me, while the 15 mentoring sessions are all about you. So let's begin!

INTRODUCTION

From Habitual Failure to MultiMillionaire—All It Took Was a Mentor. Now It's Your Turn!



Getting to Know Your Mentor and Your High-Powered Vehicle for Extraordinary Success Have you ever wondered why only a few people achieve their dreams and why most people don't? I went to high school with Steven Spielberg. We sat next to each other at nearly every football game—he was in the band and I was in the color guard. He played a great clarinet and at the time I thought that he would end up becoming a studio musician. However, he dreamed of becoming a film director. He had been making amateur movies since the sixth grade, and movie making was his true passion. Unfortunately, he was not a good student and his applications to the UCLA and USC film schools were rejected. In high school he had been a C-minus student (in a good semester) while I had been a B-plus student. I completed college on an academic scholarship, and he dropped out of college. And yet, by the time we had both been out of high school for 10 years, he had directed more than a dozen television shows and two feature films including the number one box-office hit of the decade. I, on the other hand, had flunked out of eight jobs and was earning less than half of the income of the average wage earner in America.

So why was Steven achieving most of his dreams while I was failing to achieve most of mine? The answer was simple: He was doing the things that those elite few who achieve their impossible dreams do, while I was doing the things that the vast majority of adults do who don't achieve their dreams. Interestingly, those things that were driving Steven's success are not taught in high school, college, or graduate school, while I was doing all of the things we are taught to do in high school and college. Now if that doesn't pique your curiosity, maybe this will. *As soon as I began doing the same things that Steven had been doing, I too began achieving my impossible dreams.* My first eight jobs had lasted an average of eight months each and my annual salary had only reached \$13,000 per year. I began using these strategies on my ninth job and doubled that company's sales from \$30 million to \$60 million within three months. Within a year I had found a mentor and formed a new company with him, and my income skyrocketed from \$13,000 to \$150,000. This job has now lasted over 26 years and has generated a personal income of over \$200 million for my partners and me.

When Steven Spielberg and I ran into each other 20 years after we had graduated from high school, we discovered that we had done the exact same things, only in two different fields. He had applied these strategies to making films and I had applied them to marketing products. But Steven and I aren't the only ones who have used these strategies to achieve our most desired dreams. As I began to study the biographies of many of the world's most successful men and women, I discovered that they too had used these exact same strategies to achieve their extraordinary dreams. From Washington and Jefferson to Edison and Ford; from Helen Keller to Oprah Winfrey; from

John D. Rockefeller to Bill Gates—it didn't matter how destitute their beginnings, or in which century they lived. Even their educational attainments seemed quite irrelevant. It didn't even matter to what kind of dreams they applied these strategies—whether creating a nation, building a new company, or merely breaking through to a better way of life. They simply applied these strategies to their pursuit of their most cherished dreams, transforming those dreams into reality.

The First Law of Extraordinary Success

People who achieve ordinary outcomes do so by using conventional approaches and methods taught in schools and used by the masses. People who achieve extraordinary to near impossible outcomes do so by using a different set of master strategies that are universally and consistently used by superachievers and are virtually unknown to the masses.

The Second Law of Extraordinary Success

Superachievers learn these master strategies from mentors (the fast way), or through the agonizing process of trial and error (the slow way).

Four Types of People—Which Type Are You?

When it comes to levels of achievement, I've observed that there are four types of people: drifters, pursuers, achievers, and superachievers.

Drifters are those who move through life like a raft on a river, going with the flow wherever it takes them. They only exert as much effort and creativity as is necessary to stay afloat, no more and no less. This is the bottom level of

achievers, which I believe represents about 50 percent of the adult population.

Pursuers are those who want to set their own course and pursue dreams, and though they achieve some of their dreams, they fail to achieve most. They lack the knowledge, resources, effective strategies, and critical skills necessary to achieve significant or extraordinary outcomes. I believe that this next level of achievers represents about 25 percent of the adult population.

Achievers are those who also set their own course and power their way to various destinations regardless of the flow of the river. They set significant goals in either their personal or professional lives and consistently achieve those goals. However, they rarely achieve extraordinary outcomes because their strategies are based on conventional wisdom and they rarely perform outside the box. They do not utilize the strategies, skills, and techniques that are critical for achieving extraordinary outcomes, or *superachieving*. This is the third level of achieving and represents the top 24.99 percent of the adult population. (If you are counting, this level brings the total of all three levels to 99.99 percent.)

Superachievers are those who get out of the river altogether. They use a set of strategies and skills that empower them to pursue and achieve extraordinary outcomes and impossible dreams consistently in their professional or personal lifestyle. Rather than being limited by the river, they know no limits. They consistently and habitually achieve extraordinary outcomes in any area to which they apply their master strategies for superachieving. Because they have learned the skills and techniques that are necessary to implement these strategies, doing so ultimately becomes second nature to them. The good news is that all of these master strategies, skills, and techniques are learnable. This level represents the top one-tenth of one

percent of the adult population. Moving from the level of a drifter, pursuer, or achiever to the level of a superachiever is as easy as learning these strategies and skills and beginning to utilize them on a daily basis in every important area of your life. I know, because the first six years of my postcollege life were spent drifting, and in a single year I moved to the level of a superachiever.

Side-by-Side Comparison

Drifters	Pursuers	Achievers	Superachievers
Go with the flow.	Pursue but rarely achieve preset goals.	Achieve significant outcomes, but rarely extraordinary ones.	Consistently achieve extraordinary outcomes by using master strategies for superachievement.

Comparison Charts

In each mentoring session I am going to give you side-by-side comparison charts such as the one above, where I graphically compare the differences between the strategies and actions of drifters, pursuers, achievers, and superachievers. You will likely see where you currently fall in any given comparison, and then you'll see what you need to do to move from where you are into the superachiever strategies, skills, attitudes, or behavior. Remember, the only difference between my first 10 years after high school and Steven Spielberg's first 10 years was the fact that I did what the masses did and he did what the superachievers did. As soon as I began doing what superachievers do, I too began to experience the kind of extraordinary outcomes that were a daily occurrence in Steven's life.

You've Just Been Given a Brand-New Porsche Turbo Carrera

Our dreams are like cities and towns on a map of America. Some are only a few miles away, while others are on the other side of the continent. Imagine that your dreams are represented by destinations scattered all over America. If your only method of transportation were walking, what would your chances be of ever achieving your dreams? While you might achieve those nearest to you or within a 50-mile walk, you probably wouldn't even start a journey that would require you to walk across the Rocky Mountains or swim across the Mississippi River. Unfortunately, our greatest and most desirable dreams are usually the most distant destinations. Once we become adults and realize how distant they really are, we don't even begin the journey, much less complete it.

Side-by-Side Comparison *How People Pursue Their Dreams*

Drifters	Pursuers	Achievers	Superachievers
Walk though life in dress shoes.	Sprint in running shoes.	Run marathons in running shoes.	Drive toward their dreams in a 415-horsepower Porsche Turbo Carrera.

Now, imagine that, unlike everyone else who can only pursue their dreams by walking, you have just been given a brand new Porsche Turbo Carrera. It has a top speed of 180 miles per hour and the most advanced computerized navigational system in the world. What would your chances be of achieving your dreams now? Imagine being able to drive to any dream you have, no matter how far away or how rugged the terrain. While everyone else is giving up on their most treasured dreams and simply taking whatever

they can get in a single day's walk, you can cruise to your most important dreams at 180 miles per hour. That's the incredible power of the 15 master strategies that make up your new "Porsche." In our mentoring sessions I will put this Porsche into your garage. I'm also going to give you the keys to start it, instructions on all of its incredible accessories, and all of the high-octane fuel you'll need to make your journeys to your most cherished and distant dreams. You'll not only be able to make the trip, you'll achieve your dreams in record time! However, before we begin our sessions I'd like to take a few minutes to tell you a little about my personal journey. Why? Because when you compare where you are now with where I was before I was mentored in these strategies, you will see that you are starting off a lot better than I did. I think you'll become convinced that "If Steve Scott with his dismal track record could succeed, then anyone can succeed using these strategies."

I Gave Up on Most of My Dreams within Two Years of Graduating!

I chose Marketing as my college major because I dreamed of a career in the advertising or marketing department of a major corporation. After receiving my degree in 1970, I quickly discovered there were no marketing jobs available for people without experience. I couldn't land a single interview with any marketing department of any corporation in my hometown of Phoenix. My dream had vaporized within 60 days of graduation. Consequently, I accepted a job as a management trainee for a life insurance agency. Unfortunately, the initial focus of that job was learning how to sell life insurance. While the other management trainees seemed to be selling one to two policies a week by the end

of our first month, I wasn't selling a thing. In fact, in the five months that followed I only sold two policies—one to my best friend and one to myself. Even more frustrating to my boss, I quit the day before he planned to fire me. My first job had lasted only seven months.

I'll Bet My Resume Was a Lot Worse than Yours!

I didn't do much better with my second job. I was recruited to help start a new business. It was my first chance to make millions, but instead it left me broke. That job only lasted six months. Then came job number three. I actually got an entry-level job in the marketing department of a giant corporation 3,000 miles away from home. It looked like I was finally going to start a meaningful career path. Two days into the job, my wife had our first child, a gorgeous baby girl. This of course made me want to succeed more than ever. Even though I was only earning \$12,000 a year, I gave this job my all. After my first nine months I thought things were going pretty well. I had just come back from lunch when my boss (the senior vice president of marketing) walked over to my desk and asked me to come into his office. I could feel my heart starting to race. I was sure he was calling me in to give me a raise. After all, when he hired me he told me that I would be qualified for a raise after a six-month probationary period. "Have a seat," he said as we walked into his spacious office. He walked over, sat on the corner of his desk, smiled, and said three simple sentences that I will never forget: "Steve, you are the single greatest disappointment in my entire career! You will never succeed in marketing! You have 20 minutes to clean out your desk."

I was shocked! I was 23, married with a child, and 3,000 miles from home. As I walked over to my desk I noticed the other employees in our department purposely looking the

other way, and sneaking peaks at me as I tearfully began to clean out my desk. (While I was at lunch they had been told that I was going to be fired as soon as I returned.) I dumped the contents of each drawer into a paper bag, and the last personal item remaining on my desk was a picture of my newborn daughter. As I looked into her eyes, I felt sick. Daddy was a total failure. I had been out of college for less than two years and had already lost three jobs. It was obvious she was going to grow up playing in the courtyards of low-rent apartment buildings. Little did I know that I was going to lose six more jobs in the next three years. As I began each new job I acquired new dreams of how I would succeed. But my only means of pursuing those dreams were my walking shoes, and each dream was simply too distant with too many insurmountable obstacles to allow any hope of achieving them.

On my fourth job, I actually worked for two different subsidiaries of the same corporation. Even though my resume showed one job lasting nine months, it was really two that lasted a little over four months each. When my immediate supervisor warned me that I was going to be fired in two days, I beat my boss to the punch and quit. After five months on job number five, a real estate developer offered to back me in my own business. Thinking I couldn't do much worse than I had in a corporate environment, I took him up on his offer. Unfortunately he went broke eight months later, and so did I.

I was hired by a small catalog company on job number seven, and had real hopes of succeeding. My salary was only \$1,000 a month, but the owner promised to give me a 50 percent raise in four months if I could double the customer response to his catalog. I completely revamped the catalog and doubled its response in three months. When my raise wasn't in my pay envelope the following month, I confronted my boss. Instead of giving me a raise, he gave

me the boot. He was having an affair with the company bookkeeper and felt she needed a raise more than I did. So much for job number seven. Jobs number eight and nine lasted four months each. I was 27, a father of two, and had been out of college for less than six years when I left my ninth job. The only thing worse than my failure to hold any job for more than nine months was that my income had not grown to even half of the average income for wage earners in the United States. Not a very impressive resume, is it? How about you? How many jobs have you been fired from? How many have you quit? How many companies have you started that failed in less than a year? I'll bet your resume is a lot better now than mine was in May of 1976. The table on the previous page shows what it looked like.

My Resume—May, 1976 Graduated from College, B.S. in Marketing, 1970

Year	Monthly Salary	Duration	Outcome
1971 1st job	\$600	4 months	Quit
1971 2nd job	Started business	8 months	Failed
1972 3rd job	\$1,000	9 months	Fired
1973 4th job	\$1,000	9 months	Quit (about to be fired)
1974 5th job	\$1,100	5 months	Quit
1974 6th job	Started business	9 months	Failed
1975 7th job	\$1,000	4 months	Fired
1975 8th job	\$1,100	4 months	Quit
1976 9th job	\$1,500	4 months	Quit

Once a Failure, Always a Failure ... Right? Wrong!

If you had been a personnel manager looking at my resume in 1976, chances are pretty good that you would not have considered hiring me. Of the nine jobs I had held since college, not one lasted more than nine months, and I had

never received a pay raise in a single job. You would have likely reasoned, “This guy’s a real loser!” Although you would have been justified in your reasoning, you would have been dead wrong. If you have ever heard the adage, “Once a failure, always a failure,” I am now telling you that nothing could be further from the truth. I started job number 10 on May 10, 1976, and have now held that job for more than 27 years. More important, I have loved nearly every minute of it and have achieved countless “impossible dreams” that were an entire continent (even oceans) away. My partners and I have created more than a dozen multi-million-dollar businesses from scratch, selling over \$2 billion in goods and services. And all of this was started with only \$5,000 in cash and a dream.

So What the Heck Happened? How Could a Habitual Failure Become a Multimillionaire?

How could a total corporate failure see such an unimaginable turnaround? Did my IQ jump 100 points between job number 8 and job number 10? Did I go through a major personality change? Did I attend a success seminar or buy a set of get-rich-quick tapes? Nope, none of the above. Only two things changed—the same two things that are going to change in your life, beginning today. First, I found a mentor who had achieved many of his impossible dreams. Second, he put a Porsche Turbo Carrera in my garage, handed me the keys, and taught me everything I needed to know to drive it to each of my dreams, no matter how far away they were. It was the same Porsche I’m giving you, made up of the same master strategies, skills, and techniques. Best of all, these strategies, skills, and techniques are not complicated or difficult. They are easily