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# Introduction

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My life has been an ongoing search for how to realize my own potential. In the process of refining my strengths and evaluating their most appropriate use, I have developed a fascination and talent for helping people identify the emotional barriers that get in the way of reaching their real potential. Once the barriers are identified, I help my clients develop strategies to overcome those barriers using a process that is both empowering and immediately successful.

Like many other professional learners, part of my fascination with emotional barriers has been to resolve my own, and I have had an abundant dose of those to work through. Meanwhile, I have found the process of taking on my emotional barriers to be a great adventure as well as a great teacher. I have consistently found that there are only a few things that we need to keep track of to maintain balance and success in life and that there are a multitude of interpretations of what those few things are. Needless to say, it can get confusing. In the pages that follow, I will share with you those few things that I wish someone would have known how to tell me earlier in my career. I don't mean to say that people didn't try to tell me what I wanted to know along the way, they just didn't seem to have the right words or what they said

didn't feel right to me. My hope is that the words and concepts in this book will fill in some of the missing pieces for you.

I regularly wear the many hats of peak performance coach, salesperson, seminar leader, speaker, consultant and “all purpose” counselor. I have spent thousands of hours working with thousands of people individually as well as giving many seminars on personal growth and development topics. I have worked with people of all ages in every occupation from Fortune 500 executives to hard rock miners. It's from this experience, along with the good fortune of having key mentors appear when I needed them most, that the information presented in this book has evolved.

I have always been intrigued with the dynamics of establishing quality human relationships in the business/sales environment. As a result, my coaching work has gravitated toward occupations that require the ability to be highly effective at establishing trust and getting people to take action. I have found that the people who have the greatest ability to establish a relationship of trust with their clients also have the greatest sense of trusting their own instincts or what is informally referred to as “trusting your gut.” For the majority of my adult life, I have been researching, observing and developing ways to teach people how to trust their intuitive instincts and enjoy the miraculous results and wonderful sense of self-fulfillment that come from mastering this skill.

In the process of coaching people to trust their intuitive instincts, I made some important observations. I discovered that in order to consistently produce outstanding results, a very specific “mindset” had to be present. Almost everyone could describe this mindset as a period of time when they felt like they were really at their best or “on a roll.” I observed that for most people, the mindset of “being on a roll” was an experience that would come and go. Once the mindset had disappeared, it was often difficult

to get it back and appeared to be more a matter of luck than skill when it did come back.

Over time my goal became to take the element of luck out of being on a roll and develop a formula that would enable my clients to control this feeling and actually be able to create it on command. What I discovered was that the key to staying on a roll was to learn to trust your intuitive instincts or to trust your gut. This book describes how to *create and control the mindset* that will allow you to consistently produce outstanding results in any endeavor, simply by trusting your intuitive or gut instincts.

Does the program work and what have people been able to accomplish? First, let me say again that the information presented in this book has evolved from the “hands-on” experience of working with thousands of clients and not from untested theories. I can confidently say that there is nothing in this book that I have not used with consistent success both in my own life and with thousands of clients. Second, when you help people determine what they will make a firm commitment to, and then help them find their belief in themselves, the likelihood of achieving something worthwhile is very high. Furthermore, to a great degree, how successful people are with this kind of program depends on a combination of their imagination and their comfort zone. I have consistently witnessed that you can achieve any goal that fits who you enjoy being and that feels intuitively right to you. Therefore, it is easy for me to be confident that my clients will achieve their goals if they have done their homework in terms of choosing the right goals.

How about measurable results? I have had many clients more than double their incomes in less than a year. Obviously that is a far more difficult task for someone who is already a leader in his or her specialty. There have been just as many success stories where the goal was to maintain moderate income growth, enjoy

working more and free up additional time for more non-work activities. In all cases, the key to success was learning to trust your intuitive or gut instincts as opposed to resorting to the well-worn ruts of conventional wisdom.

It is always gratifying to me when I have been able to help people get a barrier or two out of the way and have them reach their material goals in record time. My real favorites are when clients share with me the thrill of trusting their instincts and winning big in terms of both tangible results *and* self-fulfillment. This can be as simple as enjoying their business more because they have put some time and effort into making their style of doing business more empowering to them. Or, it is when they experience the excitement of making a big sale because they were “tuned in” to their intuition in an interview and that sensitivity closed the deal.

My hope is that this book will open the door to a level of awareness, happiness, and self-fulfillment that you knew in your heart was possible and simply needed the right combination to unlock the door.

—Sid Walker