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SHARE THEIR INSIGHTS FOR ACHIEVING BREAK THROUGH SUCCESS

BREAKING THROUGH

FEATURING

MIKKEL PITZNER

& LEADING EXPERTS FROM AROUND THE WORLD

BREAKING THROUGH

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BREAKING THROUGH — YOU ALREADY HAVE GOT ALL THAT YOU NEED

BY MIKKEL PITZNER

Ever wondered why it is that some people get such huge results, reach extraordinary levels within their field of expertise or perhaps within several fields, and produce such abundance for themselves, while others always seem to struggle and always end up having more month at the end of their paycheck? Ever wonder how and what they do in order to achieve the wealth and the freedom to get the lifestyle of their choice

What is it that makes some people successful and others not?

Well, I have wondered about this and I have studied this for a long time. I have read tons of stories on the subject and studied a lot of successful people over the course of my adolescent and adult life. If you are reading this book, then you too more than likely have read other similar books, seen or heard stories of remarkable characters who overcame obstacles that most of us would never have dreamed even existed.

We may find ourselves in situations where we think how in the world would we ever be able to break out of our rut, overcome

our obstacles, our limitations, our disabilities and our needs. More than likely you know several of the same stories. We all get mind blown by them when we hear them and we are all in such awe of how they managed to overcome their immense obstacles. But they did.

"OK, that's all very fine," you might say. *"Yes, we have all seen such fantastic stories, but these are also very rare."* And you are very right. The people behind such stories definitely showed very special traits, tenacity, etc., to make it through their troubles and wants, but they made it to success despite their past and their "stories."

Although we may have found all these stories truly inspirational, we may very well be thinking, *"Wow, that's really amazing. These must be very special people."* But then you might also at the same time be thinking, "but I could never do that."

Here's what I think.

I do find that the people in such stories indeed are very special people. They did find something very special in themselves to push them forward and to move them ahead, and keep going until they succeeded, regardless of their circumstances, regardless of their needs and of their means and apparent abilities. I also believe they are few and far between, and that's also partly the reason we stand in such awe of them when we hear their stories.

But what I also think, is that we all possess what is needed to do the same. In fact, possibly the best bit of knowledge that I can give you right now is: ***You Already Have Got What You Need.***

Now, how can I say that and be so certain? Well, like I said, I have studied success and success stories for a very long time now. In fact, I have studied it for several decades. What I have found is that among a lot of the stories of those who have accomplished greatness and stellar results, you actually find people who started with absolutely nothing. People who came

from the worst possible background, came with terrible stories of their past and perhaps even had certain disabilities that would hinder most of us mentally.

A recent article I read mentioned 15 billionaires who were once dirt poor. That's right, those are billionaires with a "b" not an "m." The names included those of: Larry Ellison of Oracle, Howard Schultz of Starbucks, Ken Langone of Home Depot, Oprah Winfrey of The Oprah Winfrey Show, Ralph Lauren of the company by the same name and legendary trader George Soros among others. Nido Qubein of this book you are reading now also has an incredible story behind him of arriving in the United States as an immigrant with a measly $50 in his pocket and eventually rose to become the owner of Great Harvest Bread Company, President of High Point University, and is on the board of BB&T Bank – just to name a small bit of his illustrious career.

But, pray tell then. How do I do it? You might ask. How do you begin?

My first and foremost belief is that the most important trait you have got to have or to ingrain in yourself is to *Believe*. *Believe you can. Believe in yourself. Believe it's possible. Believe anything is possible.*

Without belief, you more than likely will not even try, and certainly, when things get a little tough along the way, which unfortunately they often do, then you will give up too soon and discard your dreams and adopt the mindset that most seem to have, which is that it's just not possible. It's just not realistic. You will tell yourself something, or indeed listen to all the people surrounding you, who are telling you that your head is in the sky and that you should stop dreaming and come back to reality. Well-meaning people quite possibly, but also the people who in their limited mindset really do not believe it to be possible.

When most people see, read or hear about extraordinary success stories, they very often conclude that *"It's OK for you to say*

that," and then continue, *"because you're already rich,"* or, *"You have such special skills,"* or, *"You are so smart,"* or, *"You came from the background you did,"* or *"You had the connections you had,"* or some other place and some other reason why it would be possible for you, but not for themselves.

But you have to keep believing. Keep believing that despite all the restraints, needs and very apparent obstacles that you too can find a way through it all, and that you too can make your dreams come through.

You might be thinking that's easy for me to say, since I'm already somewhat successful. In fact, if you get to know more of my background you might be thinking that it's easy for me to say, since I was in fact born into money. But here's a part of my story that many may not realize. It's true that I was born into a wealthy family. My father, with great entrepreneurial mindset, changed his pauper background into a wealthy lifestyle that provided well for our family and I benefitted from that.

But shortly after I was at the peak of my financial state, I lost everything and then some (at least on paper), and ended up owing away more than I was worth – if you tallied up everything that I could put my name to. At the peak of my debt, I owed about $6 million, which I personally vouched for. And this was when $6 million still was considered a considerable amount of money.

So although I stood with very bleak circumstances, I too was able to make it back into the ranks of the reasonably successful – and not with the aid of my family or the money that my father's empire had left. What's more is that I was able to make my results in just about two-and-a-quarter years, while my first peak, which actually came with considerable help, took no less than 40 years to create.

My guess is that most people who read this book or this chapter do not find themselves owing away anything remotely like $6 million. In other words, you may actually find that despite what

you may think is that detrimental circumstances at worst are probably a good head start better than my situation.

And in the very rare case that you in fact are in a worse financial spot than that, let me briefly tell you a story about the famed Donald Trump, who, if memory serves me correctly, had about $900 million in personal debt when his empire completely crumbled in the early 1990s, yet today he is again a multi-billionaire.

Well, back to my advice for your success. Here is one more piece of advice that I may add to the equation: "Let It Go – So You Can Let It Come" (adopting words of Author Simon T. Bailey).

You've got to let it go so that you can let your success come.

You have got to let go of what seems to be hindering facts of your current circumstances. Let go of your excuses. Your success is not hindered by your age, sex, race, religion, height, weight or anything of the sort. You have got to let go of the labels that others may have put on you. Perhaps even some that may have been put on you by well-meaning people, friends or family. And perhaps, even more importantly, you have got to let go of your past. Your past is not your future.

This may not be very easy. It took me personally about 38 years to let go of many of the stories I told myself. I played the blame game. I basically blamed my parents for all the negatives and hindrances that I encountered along the way. Although there are many things that I, as objective as I can be, believed then and still believe my parents could and should have done differently, the fact really is that you are the maker of your own success, and for that matter, your own happiness.

Once I did realize this, everything else became so much easier and new successes came so much quicker. When you play the blame game, you basically put yourself in the victim's role. In addition you often too figuratively take the poison pill in the

hope that "they" will suffer – "they" being whoever you blame for your misfortune or lack or unhappiness. The problem is that when you play the blame game taking the role of the victim, you also do not accept responsibility. When you do not accept responsibility, then achieving anything you want becomes so much more difficult.

Even though I played the blame game for a long time, I did simultaneously achieve some decent success, but at so much slower speed than when I stopped being the victim and instead assumed the role of a victor and accepted my own responsibility.

You see, when you don't accept the responsibility for your own success, happiness, or whatever it is that you wish to achieve, then you also will not accept to do the things that may be necessary for you to achieve them.

I believe it was Richard Branson who said that according to him there are two major factors to achieving success, those being that you first must decide what it is that you want. The second is that you must determine what the price is going to be for you to achieve what you want and then you must resolve to pay that price—a price that you will have to pay in advance.

Looking at my own experience, these factors and resolving not to play the blame game is part of the explanation of my so much speedier rate of success the second time around – after my huge set back.

For you to achieve your dreams, you will have to accept the mindset that: ***If It's To Be, It's Up To Me.***

The next piece of the puzzle is to be willing to embrace failure. I meet many people who contemplate becoming an entrepreneur, but who never will pull the trigger because they are afraid. Afraid of failure and afraid of the consequences and losses it can bring. Instead they believe in job-security. Well, job-security is somewhat of a false notion. Who is the first to lose their jobs in

times of financial setbacks during a financial crisis? Why yes, it's the employee.

Rest assured that whenever I enter new business ventures, I'm afraid too. Currently at the time of writing this, I'm in the midst of launching nine new start-ups, and yes, I'm afraid with each and every one of them. But I do it anyway.

I do my due diligence, my budgets, I weigh the market opportunity and research my proposed plan of action and business. I know that I will be thrown curve balls along the way. I know that I cannot possibly account for all that will happen nor will I know beforehand all the obstacles and problems that I will have to overcome. Some of the troubles come even sooner than you would expect – some even bigger than your worst fears described. If you are not willing to risk, you cannot reasonably expect to achieve.

What you will invariably find is also that when you meet the biggest challenges and your biggest obstacles, that's also the time and place when you stand to make your biggest breakthroughs. In fact a *Set Back* is a *Set Up* for a *Come Back*. I have experienced this myself many times and it seems to be a common denominator in most success stories – big and small. So as John Maxwell says, ***Fail Forward***.

Failure is not final. Failure is only feedback. In the dictionary you will find that failure comes before success. So if you can embrace and accept failure, your route to success and breakthroughs will be much faster. In other words, failure is your friend, not your foe.

Finally, for your biggest breakthroughs and your biggest success, you will have to THINK BIG. Dare to dream. You have probably heard of the expression of setting Big Hairy Audacious Goals. But don't think of just all the money you wish for, rather 'think big' how you can help a lot of people. Zig Ziglar said: "*You can get everything in life you want, if you will just help enough other people get what they want*."

So concluding this chapter, allow me to restate what the title of my chapter told you: **You Have Already Got All That You Need**. You too can create a very different future story than the past you may have experienced, or than your current situation may be indicative of right now. Your past results may not be your future results nor even an indication hereof.

You can create a future story that will be a huge inspiration to others in the future. You too possess what is needed and you too can dramatically alter your life and produce very different outcomes. Just think about how a small alteration in your trajectory will result in taking you a bit further into the distance.

Accept that life is a journey and so is success. When airplanes use autopilots they don't actually fly in a straight course, but are, I believe, actually off course about 90% of the time. The autopilot, however, continuously makes small adjustments to bring it towards the correct course, so that ultimately the airplane reaches its destination. Business and success is much the same.

Here's to your success.

About Mikkel

Originally from Denmark, Mikkel Pitzner used to run what turned into the fourth largest car rental company, and a leasing company he lead to a doubling of size and a quadrupling of locations. The company was Pitzner Auto, which during the latter years under Mikkel's management also became the Budget Rent A Car licensee for Denmark. Mikkel left the company after being instrumental in the sale of the company – in a sale that actually was comprised of a split of the company to three different buyers.

From 1996 up until end of 2010, he owned and operated the largest limousine service company in Denmark, whose profits he managed to grow 3200% during the first year of ownership alone. The company served the most discerning clientele including no less than three recent US presidents, including President George Bush, President Clinton and President Obama, the latter during the World Climate Summit meetings during 2009, and with more than 200 limousines, serving the US Embassy of Copenhagen along with numerous other embassies, countries, royalties, celebrities and multi-conglomerates, etc.

Mikkel Pitzner also successfully ran an import and distribution company of scuba diving equipment until that company was sold to a German distributor just a few years following the foundation.

Mikkel Pitzner is still a partner of Freetrailer (which comprises of Freetrailer Denmark, Freetrailer Sweden and soon Freetrailer Germany and other nations) and of a very unique advertising and marketing bureau named Aksel & Ko.

A sought after professional board member, Mikkel Pitzner currently sits on boards of companies spanning the US, Denmark, Sweden and Poland, including privately-held as well as publicly-traded companies.

Mikkel is also a multiple best-selling author (with six best-selling books published so far) and speaker. He teaches entrepreneurs how to create a business that will provide for the lifestyle of your choice while taking you off the treadmill of your job, so you can spend your time on things of your choosing. A list of Mikkel Pitzner's books is given below:

- *The Art And Science Of Success, Vol. 2*
- *The Only Business Book You'll Ever Need*
- *The Success Secret*
- *Marketing Miracles*
- *New Rules Of The Game*
- *Mikkel Pitzner's Trade Secrets For Marketing Your Business Online*
- *Masterminds's Insights To Business Success*

Mikkel Pitzner has been featured on CNBC, ABC, CNNMONEY.com, Entrepreneur, Fox News, CBS News, *The Wall Street Journal, Fortune, Fast Company, SmartMoney, USA Today* and NBC, America's PremierExperts, Børsen, Berlingske Tidende, Erhvervsbladet and Näringsliv. Mikkel Pitzner was also a guest at the Brian Tracy TV Show, Amino TV, The Secret Entourage and radio program *Money for Lunch.*

Mikkel Pitzner is currently finalizing work on several information products on each its own topic, but all based on experiences of his own and from his vast studies and education. One of these products soon to be released teaches the basic tools need for entrepreneurs to run their business another on its way is the goal setting program.

Recently relocated from Florida to Colorado with wife Olga, son Gabriel and daughter Angelica and building several new business ventures simultaneously (9 new businesses in fact), including RetailWise USA and Pivot Point Enterprises, all while helping several US and international businesses in a struggling and challenging economy.

To learn more about Mikkel Pitzner, please visit: www.mikkelpitzner.com or contact him directly via contact details given below.

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