
LEARN THE SECRETS OF SUCCESS IN THE NEW ECONOMY
FROM TODAY'S LEADING ENTREPRENEURS & PROFESSIONALS

SUCCESSONOMICS



Featuring

Mikkel Pitzner, Steve Forbes

& Leading Experts from Around the World

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Published by CelebrityPress®, Orlando, FL

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Printed in the United States of America.

ISBN: 978-0-9912143-8-9

LCCN: 2014941001

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CELEBRITY PRESS®
Winter Park, Florida

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CHAPTER 7

BEING UNREALISTIC AND BEING UNREASONABLE

BY MIKKEL PITZNER

I'm currently house-hunting, and as it happens, I've found a house that appeals to me. Unfortunately I'm not in a position to acquire a mortgage since I do not have the required US history as yet in terms of W2s, nor do I have the visa status that would even allow me to apply (that application is still awaiting approval with the Immigration Services and the State Department).

But like I said, I found the house that I like, and as one can only expect with my taste and my desire for a certain upscale lifestyle, the house is somewhat costly—making a cash buy a little bit out of reach for my current liquidity, having just sunk a lot of my money into several new start up businesses.

The region in which the house is located is experiencing a pretty great demand, and it has, unlike so many other locations in the U.S., enjoyed a fairly warm housing market the last couple of years. In other words, sellers here are sticking to their prices and guns in negotiations – because they know that they'll probably make their sale if not to one buyer then to another.

So when I spoke to my real estate agent about the possibilities of temporary owner financing, she immediately told me that I could completely forget about that and that no one would do that. I reminded her that no one can be sure of the other person's situation or temperament and that

everybody's mentality, attitude and situation changes, depending on what else might have happened or is currently happening in their lives. She responded she was just being realistic and that she lived in the real world.

Well, as it happens, she kind of shot me down, but that lasted only for a little while. I'm usually not one to give up.

I kept thinking about the house, and as I looked at other houses, none of them appealed to me like this one. Now, I honestly am not the person with too much patience, especially when it comes to a person who exudes limited mindsets. I've also learned from the experience of so many business negotiations over the years that unless you direct yourself with authority and from a place of certainty, well, then you really don't stand a very good chance of obtaining what you want.

So it wasn't long before I drove by the house I wanted and had another look. The realtor sign outside had changed and there was now a new realtor representing the buyer. I thought to myself, "To hell with it, why not?"

I picked up my phone, dialed the seller's realtor and introduced myself. I told the agent that while I did have an agent representing me, I didn't want what I was going to propose to be muddled up along the way (quite frankly, if I had been able to reach the seller directly then that's what I would have done. Not to cheat out the agents, but to ensure that they wouldn't mess up what could end up in a mutually-beneficial deal).

I clearly explained my situation and my sincere interest in the house and then I laid out my suggestion for a deal. That suggestion entailed a very large cash down payment (almost 60%) and then the balance to be financed by the seller. However, I would then pay a monthly payment that I calculated to be equivalent to at least double a monthly mortgage payment for a mortgage based on a sum corresponding to the remaining balance. My monthly payment would draw down the remaining balance that I owed the Seller and when the two years were up a balloon payment of what was left would be fully payable. Before the two years would be up, my visa situation would be in place and so would my W2 history, and I would qualify for a mortgage. With so much equity in the house already by that time, obtaining a very favorable mortgage would not pose a problem.

The Sellers realtor was a little astounded judging by the sound of it, and her response, as she stated that this sounded highly unusual and out of the ordinary. However, I had said everything in no uncertain terms, showed complete conviction and used appropriate tonality and I relayed everything as if this was the most natural and sure deal in the world, so she had no other choice than to actually present it to the Seller.

She called me back the following day and informed me that the Seller actually had agreed to the offer with some minor adjustments. She was completely taken aback by this experience. Now, we haven't actually closed on the house as of yet, but the story illustrates a number of points, including the point of being unrealistic.

Here's the truth as I see things: I have not achieved my best results that I have experienced throughout my lifetime and my entrepreneurial life spanning many businesses, industries and even continents, by being realistic. In fact, my best results have been achieved when I've been completely unrealistic and stretched much farther than one would normally even dream could be possible.

I have completed a marathon (42.2 km/26.2 miles) with just a single training run prior in the six months leading up to the race. Now granted, it wasn't my personal best result by far (about 50 minutes slower), but I accomplished it.

I have likewise completed an Ironman (3.86 km/2.4 miles swim, 180.25 km/112 miles bikeride and 42.2 km/26.2 miles run) with just a few 10 kilometer (approx. 6 miles) runs, about 8 or 9 bikerides leading up to it, and a total of three 1.5 kilometers (just less than 1 mile) swims, and completed it in a respectable time (everything considered) of 13 hours 10 minutes, which I could probably have done a full hour faster had I not turned a bit lazy along the way.

I have completed a bike race that stretched over several mountain passes including over the highest paved mountain pass of Europe (Stelvio), and which spanned three countries in about nine hours with less than two months training and less than 750 km/468 miles bike training rides prior—beating several much more trained friends by more than 30 minutes.

In business, my biggest results have come from times when I dared

to take on bigger assignments than I have ever done before; such as the time when I had in excess of 200 limousines on the road for the Climate Summit a few years back. This was at a time when, after we had gathered about 85 chauffeurs and cars, it seemed as if absolutely no more cars nor qualified drivers could be found. I was unrealistic and we made it happen (we had to source cars from outside the country to fulfill).

Currently, I'm unrealistically engaged in about twelve new business ventures—all start ups and all in completely unrelated industries or business areas. I say 'about' cause I'm actually considering about two or three more businesses. All have been started in the past 6 months or less and my part of them is either 100% ownership or 50% ownership.

All this is in process while I also help a few other companies, sit on about nine boards, already am partner of six other companies, am engaged in at least three book collaborations, and in the process of writing two of my own books—and reading between three books a week to one book a day. And also, while studying at least twelve programs, and building several online information programs of my own—including one on how to achieve the lifestyle of The Automated Millionaire (www.theautomatedmillionaire.com)—and while fully engaged and spending lots of time with my two small children and my wonderful wife (not to mention traveling, vacationing, procrastinating, being lazy and more).

Now, can I be certain that all my new ventures will be successful? No, and judging from statistics and even my own track record, probably not. But do I believe they all stand a pretty decent chance of success? Absolutely. I wouldn't otherwise have engaged in them or started them. Could I reach better results quicker in a single one of these if I devoted myself just to that one? More than likely, yes. But it wouldn't be as much fun for me as I think it is to do several. Would I recommend engaging in physical challenges of the kinds described above without decent training having led the way prior? Absolutely not—and my results would of course also have been better and the experience probably a lot more fun too.

But the bottom line is, you should be highly unrealistic if you want to achieve much greater results. Setting unrealistic goals make you stretch farther. Much farther than you otherwise thought possible. Unrealistic

goals make you seek out unusual avenues and solutions. Unrealistic aims make you come up with more imagination and resolution that you probably have seen in yourself before. Unrealistic reaches make you grow, expand and evolve.

Now, I do not wish for me to make this chapter a write up on Goal Setting (www.thegoalsettingacademy.com), but it's probably fair to mention that there is basis for a discussion of whether unrealistic goals could make you depressed or demoralized along the way, since they would seem so unrealizable and that smaller partial goals along the way would be more recommended to keep up your spirits along your struggle towards the "finish line."...And I would agree with that a great deal.

You've probably heard of the SMART goal setting, in which you set goals that are Specific, Measurable, Attainable, Realistic and Time-Bound. But honestly, sometimes I would say "to hell with SMART goals." Specifically, "to hell with the Realistic part of it." I find that human beings, when setting Realistic goals, tend to underestimate their true potential and abilities, and I should like to see them stretch way farther. Simply stated, they flat out set their goals way too low.

No, what the world needs is Big Hairy Audacious Goals (often called BHAGs). Those who set BHAGs often come up with the most unique solutions, and in the process find huge advantages, advances, huge innovations and often leapfrog typical development and progress.

Great examples of this can be seen with Elon Musk's fully electronic vehicles of Tesla—that not only made electronic cars sleek, stylish and sexy, but also supplied great performance, not just in respect to how the cars drive, but also in terms of the performance of the Tesla business, while most other car companies struggled. Not convinced by the Tesla story, well, then just look a bit further and see how his Space X efforts are completely outperforming other 'conventional' space programs in cost, in speed of getting results, and well, in results.

Peter Diamandis also stretched himself when he preposterously put up a \$10 million prize (the largest prize in history when it was put up) with his first X-Prize project in his X Prize Foundation, and that at a time when Peter Diamandis himself hardly had a dime himself, and had yet to find any real sponsor to the purse.

The result: To win the prize, famed aerospace designer Burt Rutan and financier Paul Allen led the first private team to build and launch a spacecraft capable of carrying three people to 100 kilometers above the earth's surface, and twice within two weeks.

The late Steve Jobs of Apple also set unrealistic goals. He wanted to make a dent in the Universe. The results? He completely transformed and revolutionized not just one industry, but six: The personal computer industry, the animated movie industry, the music industry, the mobile phone industry, the tablet industry and the digital publishing industry. In fact you might add a seventh—that being the retail industry.

Elon Musk and Steve Jobs have been rewarded by their unrealistic goals. They both became billionaires and they probably share some of the same traits as several other billionaires. I've had the pleasure of meeting a few billionaires myself and if I were to draw a few parallels without knowing them very closely, I would venture to say that not only do they all seem to make some rather unrealistic if not completely unrealistic goals, but what's more, they often seem from the outside to be completely unreasonable.

Now, I'm not saying this as a negative, and necessarily as in treating other people in unreasonable fashion (although we have probably all heard about certain character flaws of the late Steve Jobs and possibly several other eccentric billionaires now and then), but unreasonable compared to the typical mindset and opinions that people carry, and unreasonable in their thinking of what's possible and what's possible how soon and at what cost. Yet, aren't they often the ones who bring us the greatest advances? Aren't they usually the ones who accomplished the most? If nothings else, they built big businesses and reaped the biggest financial rewards. Study some of the most successful and wealthy and you will find a lot of them came from nothing. ...Foster home kids even, and upbringings in poverty. I venture to say they wouldn't have gotten this far had they not been unrealistic and unreasonable.

Perhaps there's something in that for the rest of us to learn from, if we wish to gain greater results and reach a higher level.



About Mikkel

Originally from Denmark, Mikkel Pitzner turned the car rental company, Pitzner Auto, into the fourth largest, quadrupling the number of locations. Its leasing department doubled under his leadership and he led it to becoming the Budget Rent A Car licensee for Denmark. He was instrumental in the challenging sale of the company, which comprised a split of the company to three different buyers.

From late 1996 up until the end of 2010, he owned and operated the largest limousine service company in Denmark, for which profits grew 3200% during the first year of ownership alone. The company served the most discerning clientele, including three recent US presidents—George Bush, President Clinton and President O’Bama—and numerous embassies, countries, royalties, celebrities, multi-conglomerates, etc.

He successfully ran an import and distribution company of scuba diving equipment and sold it to a German distributor just a few years following the foundation. He is a partner of Freetrailer (comprising Freetrailer Denmark, Freetrailer Sweden and soon Freetrailer Germany and other nations) and of a very unique advertising and marketing bureau, Aksel & Ko, while helping several US and international businesses in a challenging economy.

Recently Mikkel Pitzner has founded several new businesses including Pivot Point Enterprises, which has created an online business platform on which to build, collaborate on and manage all of your business processes. New is also RetailWise USA which builds on special and unique expertise that at roughly the same price you would typically pay for mystery shopping, you’ll get ExitShopping® that combines the very best from mystery shopping, customer satisfaction and competitor analyses, loyalty rates, efficiency measurements, etc., all in one smooth operation.

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

Mikkel is a multiple best selling author (six best selling books published so far) and speaker. He teaches entrepreneurs how to create a business that provides 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. Here’s list of Mikkel Pitzners books:

- *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 has several new books in the works due out during 2014, including *Breaking Through* and *The Automated Millionaire*.

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 Premier Experts, 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*.

Residing in beautiful Colorado with wife Olga, son Gabriel and daughter Angelica.

To learn more about Mikkel Pitzner, please visit www.mikkelpitzner.com

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