

# Foreword

"Assume a virtue, if you have it not." – William Shakespeare

## Why an e-Book on "Balls"?

First, what are "balls"? Or, better yet, what is "balls"? And, what does it mean to have them? No, I'm not talking about testicles or any spherical objects used in sporting events or other physical activities. I'm talking about assumption, assurance, audacity, backbone, boldness, brass, bravery, brazenness, cheek,chutzpah, cajones, confidence, coolness, courage, crust, determination, effrontery, endurance, energy, face, fearlessness, firmness, force, fortitude, gall, gameness, grit, guts, hardihood, hardiness, heart, impertinence, impudence, intestinal fortitude, intrepidity, melons, mettle, might, moxie, pluck, presumption, resolution, sauce, spirit, spunk, starch, steadfastness, stomach, temerity, vigor, and will. I'm talking about the character trait that separates winners from losers and "the men from the boys". I'm talking about being able to look fear or a seemingly impossible task in the eye and jump in anyway. This is what I mean by the term "balls". And, we admire those individuals that prove to us they have them, even if it means their demise.

So, why did I write an e-book on "balls"? The short answer is: because the world desperately NEEDS it. There are countless authors writing great books and putting together wonderful programs on how to do everything from buying real estate with no money down, placing ads in classified newspapers around the country, starting a home-based business, to buying and selling on eBay. And, yet, the majority of people that purchase self-help and self-improvement materials NEVER DO ANYTHING with the materials they have paid a lot of hard-earned money for. Why is that? Well, as Morpheus put it in the movie, *The Matrix*, "Knowing the path, is different from walking the path". Simply put, ALL THE KNOWLEDGE AND INFORMATION IN THE WORLD IS NOT ENOUGH TO MAKE YOU

WEALTHY, HEALTHY, OR SUCCESSFUL; YOU MUST ACTUALLY DO SOMETHING WITH THE KNOWLEDGE IN ORDER TO GET RESULTS IN YOUR LIFE. That's right, you actually have to have the "balls" to take action... to roll the dice... to take your chances.

So, how is this e-book different from what's already available? Ah, good question. This e-book is different because I'm not going to rehash anything you may have previously read on improving your life and I'm not going to tell you how you can make \$30,000 in one month by selling cheap items from drop-ship merchandisers. I'm going to teach you the formula on how to develop your action-oriented power attitude so you may apply it to any aspect of your life that you choose. And, if you CHOOSE to apply your new power attitude to your life, I will make you a promise... you will become action-oriented and you will wield power. More importantly, people in your life will perceive you as such and treat you differently.

Over the years, I have read printed books, listened to countless audio books, and sat through hours of DVD programs. I learned from anything I could get my hands on that dealt with the power of thought to reprogram our subconscious minds in order to bring about and attract more success, wealth, and happiness to our lives. I couldn't get enough of them.

Several years ago, I borrowed a copy of *Think & Grow Rich*, by Napoleon Hill, from my father, and I realized I had hit the jackpot and located the source from which ALL self-help and self-improvement material flows. I had stumbled across the very formula for success in life and for the first time in a long time, I had found a sense of profound peace and yet, at the same time, a burning desire had awakened in me to learn all I could about Napoleon Hill and his work.

After spending thousands of dollars and countless days of learning, absorbing, and testing, I can tell you that *Think & Grow Rich* is the real thing. In fact, it is so powerful, that EVERY self-help guru who has ever lived (during and after Napoleon Hill's life) and had a self-help product on the market accredits their success and powerful

outlook on life to Napoleon Hill, W. Clement Stone, or Jack Canfield (for the record, W. Clement Stone was Napoleon Hill's apprentice and Jack Canfield was W. Clement Stone's apprentice, so invariably they are all teaching the EXACT SAME philosophy). Sometimes, these gurus will name all three of these men, or two, or just one in the acknowledgement sections of their works. But here's the catch: they are ALL restating the same concepts and retelling the same stories (just with the dates and names changed for modernization) to get their slice of the pie that Napoleon Hill originally baked.

Here's my question to you? Wouldn't it be exciting and refreshing for one of these gurus to take this information to the next level? Wouldn't it be nice for someone with mastery of this subject to show you how to apply this powerful mindset to your life and PUT IT INTO ACTION? This might be more than you can chew right now (especially if this is the first time you're being introduced to Napoleon Hill's philosophy), so let me explain what I mean. According to the publisher, *Think & Grow Rich* has sold more than 60 million copies worldwide. If this is true, and Napoleon Hill's philosophy is so powerful and life changing, why are there 59,999,900 readers (this is a figure I conjured up but hopefully you'll get my point) still in the same place in their lives as they were before they picked up their copy? Now, add to that all the hundreds of clone books and materials written by Napoleon Hill's army and you get an even larger number of people that, although enchanted by the philosophy, ARE STILL DOING THE SAME THINGS WITH THEIR LIVES. Why is this? Is something missing in the recipe for Napoleon Hill's original pie? Is an entire chapter missing from his work? Did Mr. Hill leave out a crucial piece of his success formula? I believe he did. The missing chapter or piece is on "balls" and that YOU MUST SUMMON THE COURAGE TO TAKE ACTION IN YOUR LIFE, and no one, not even Mr. Hill, has ever given you the formula for developing balls and taking the chance on making your life the way you want it. If I'm successful in this e-book, you'll have the formula to do anything you want in your life.

I must confess, when I first began doing my research and jotting down my notes for the first draft of this e-book, I had intended it to

be for men only; however, during the course of my field research with people of both genders, I found that BOTH MEN AND WOMEN WERE USING THE WORD "BALLS" IN EXACTLY THE SAME WAY. (In one particular case, I heard a woman reference herself as having more balls than many men she meets and that this was sad because she doesn't even have real ones.) In fact, it was the veracity of its use by women that made me rethink my audience for this e-book to include everyone. Although perhaps coined by men, the word "balls", which originally expressed an ideal of manhood (or the lack thereof), has clearly risen above the confines of the sexes and is now a common and humorous word to describe a personality trait that WE ALL DESIRE.

Even if you've never been introduced to any of Napoleon Hill's works or those of any of his followers, this will still be of priceless value to you (I highly recommend going out and purchasing and reading the 21<sup>st</sup>-Century Edition of *Think & Grow Rich* if you can). Consider yourself lucky that you are the first to get the missing piece to the personal power puzzle... from start to finish... and beyond. I give you, THINK & GROW BALLS!