

IPD'S FREE MONTHLY NEWSLETTER

January 2004

International Personal Development News to Use!

The Business Buzz

RESOLVE TO BE HAPPY IN YOUR WORK!

Are you doing what you want to do? Are you doing it the way you want to do it? Here is an interesting story. Sam grew up in the mid-west. He did well in school and decided to become a dentist. He became successful and eventually made enough money to pay off his school loans, he got married and was living the classic dream life. But something was bothering him. He was not happy. He found himself thinking about a happier time in life where he lived with his grandmother and would help her make bread for the family. They made the bread from an old family recipe without any preservatives or commercial yeast and baked it in a wood-fired brick oven.

His wife began to notice that he had lost his enthusiasm for his profession and asked him, "Are you doing what you want to do?" After much discussion and deliberation, he realized that he wanted to bake bread the old fashioned way, wood-fired brick oven and all. He sold his share in the dental practice and set up a small bakery with his wife.

I have always said that if you are doing what you want to do, you will throw yourself into it and you cannot help but become successful. And that is exactly what happened to Sam. So much so, that people were pushing him to expand his operation because he had grown to the limit of his personal capacity. He was urged to hire more people, get bigger ovens and start using commercial products so that he and his wife would not have to do all the work. Sam thought long and hard about expanding and he remembered that his dream was to bake bread,

not to build a big bread company. He was doing what he wanted to do the way he wanted to do it, and he loved it. He is still running a small very successful business.

In contrast, there is the story of Jerry who inherited a very popular family restaurant that his parents had developed over many years. People came from great distances to the restaurant because of the quality of the food and the personal service attention from the management and staff and the reasonable prices. There were often lines of people waiting to get in. Now Jerry had grown up in the business and he liked the money that it brought in, but he did not care for the work involved. So he decided that if he increased the size of the restaurant, it would increase his profits and he would be happy.

So he tripled the size of the restaurant and a strange thing happened. Now there were no lines waiting to get in. But to compensate for the cost of expanding, menu prices increased. The locals (his bread and butter) started staying away. The new staff that he hired couldn't give the same service, and he rarely went out to greet and visit with the patrons. Jerry was not doing what he really wanted to do, so he did not have the energy to make it work. Quite naturally, the business failed!

The moral is, do what you really want to do regardless of the money and you will become successful in your business.

Personal Peak Performance

HAPPY NEW YEAR!

Life happened last year and it will happen again this year! Was last year good to you or was it

bad? Did good things happen or did bad things happen? Think of all that has happened to you over the years as building blocks because that is just what they are. Everything that has happened in your life and everything that you have done from the day that you were born until this very moment are the building blocks by which you have created your life.

Step back and take a look. What do you see? Are you building a bright, beautiful castle or a dank, dark dungeon? If you are like most of us, it is probably part castle and part dungeon. That is what is already built. And it is impossible to go back and rebuild what is already there. But you can and you will be making additions to your structure in the coming years.

What they will look like is totally in your hands. It is a fact of life that we are molded by the life we have experienced. Contrary to some philosophies, it is not what happens to us, all those experiences we have had on the path of life that shape our thinking and therefore our lives, but instead it is our interpretation, our understanding of those experiences that shape us.

It is impossible to go through life without having some bitter experiences, hurts, insults, disappointments, rejections and much more. This happens to everyone, it cannot be avoided. But some people feel that they are imprisoned in a dark hole of despair and some seem to be able to climb out of that dark hole and overcome the adversity and become successful.

What is the difference?

The difference is in how we think, our basic thought process. When something happens to you, do you blame others, or even yourself? If you or your team loses a contest, do you accuse others or yourself of doing anything wrong or bad? Do you complain about things that are holding you back... the weather, your parents, the environment, the economy, where you live, your physical condition or anything else?

If you do, then you are in a self-made prison.

The walls of the prison will grow and continue to hold you unless and until you are able to let go of any blame, anger or condemnation of yourself or others, for any injustice against you or your family. What was done is done. Do not ignore the facts, but let go of the anger and resentment associated with it. Then work with the facts and with what is today and you will be able to go on and have a happy 2004!

The Marketing Minute

OUR WEB SITE: Take a few moments to look at our up-dated web site where you can see some major changes such as new images; new menus with links to previous newsletters; Ivan's video clip; and a new order page. Go to <http://www.yesfactor.com>

FOR YOUR PLANNING INFORMATION: We will be conducting a ten-week YES-1 and YES-2 program starting on April 14, 2004 in South Portland Maine. If you are interested go to our web site or call for more information.

If you would like to read a 12 page excerpt from Road to a Happier Marriage, send an e-mail with the word EXCERPT, or go to <http://www.yesfactor.com/books.html>

You may order books either by e-mail with a credit card, (Visa or MasterCard) or to the following address with a check to IPD Publishing:

IPD Publishing
P.O. Box 277
Center Ossipee, NH 03814
USA

Points to Ponder

WHAT DO YOU THINK?

Have you made a New Year's resolution to please someone else or a commitment to please yourself?

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.



He has written three books, 'Power Of Positive Doing', 'Say YES to Life', and

'Road to a Happier Marriage'. He also has a tape series called 'The YES Factor' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development
P.O. Box 277

Center Ossipee,

New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

February 2004

International Personal Development News to Use!

The Business Buzz

WILD AND CRAZY IDEAS!

Congratulations if you are someone who wants to be an enterprising business person creating a new product or improving on an existing one. In doing this, you have opened yourself up to risk and to criticism. Criticism of your motivation and actions. Well-meaning friends and associates will suggest to you that you should have done it this way or that way or not at all. The risk that you face or that you surely will face in the future is that things will not always go as you had planned or that you had hoped for. And they probably will not go as you had originally planned.

As you dig deeper into your project, you will see new avenues or new approaches to reach your dream. They may not always appear logical or rational to others and that is where their comments will come from. If you take these comments as criticism even if they are meant as such then you will become negative and start to look for all the things that go wrong. Do not ignore their observations because these may be the key to solving a road block or two that you are experiencing along the way. This does not mean that they are correct but they may direct you to another point of view that you may not have thought of. The best way to gain from their comments is to ask why they are saying it and to keep asking why type questions until you can see their point of view. You will never gain knowledge from someone who always agrees with you. It is always nice to hear compliments. They are the psychic reward for your accomplishments and encourage you to persist. So be grateful for the compliments, but also be

grateful for the complaints and criticisms because then you will be open to finding new and better methods to achieve your vision....

Why did I start by saying congratulations? The answer is that you will change the world and eventually make it a better more exciting world for all of us to enjoy. The Wright brothers first flight, measured in mere seconds, opened the door to airplanes, jet planes, rocket ships, landing on the moon and eventually, who knows what else. They did not start out with the grandiose idea of landing on the moon, but their efforts were what opened the door. Be a door opener!

Personal Peak Performance

THE TRUTH IS THE TRUTH!

Be true to yourself then you will know when someone is lying to you. The truth is the truth is the truth and anything else is a lie. We have learned politically correct language and we call lies a "non truth", "a deviation from the truth," "a mis-speak" and on and on, never calling it what it really is... a lie. This allows us to stretch the truth or to leave out certain facts that might allow others to see what we are really doing which is to manipulate other people into doing something to benefit us.

Once upon a time, the earth was flat, or so it was said. But was it really? Since it no longer is flat, then someone had to be lying. Oh, yes, we account for this by saying "They did not intend to lie" or "They did not know any better." Of course you are understanding, and you realize why they believed this concept, but if you are going to be true to yourself then you must accept that someone was lying. It does not mean

that people in those days were mean or malicious. It just means that they were lying.

The problem with lying is that it creates problems. The concept of the flat earth limited sea travel so that ships had to keep the coastline in sight. Only the brave dared to venture beyond where many believed the world ended.

When I was in the sixth grade (a long, long time ago!), a science teacher gave me a zero on a paper that I submitted on space flight. His comment was that any fool should know that there is no air in space and therefore you would fall out of the sky. I hope he lived long enough to see the men landing on the moon. He was not a bad person but he did have a negative impact on my young life.

So be true to yourself but do not impose your thinking on others. Instead encourage them to investigate the validity of their own position. Make sure that you do likewise. Know what you know and why and how you know it to be true!

The Marketing Minute

YES 1 and YES 2 in Portland.

FOR YOUR PLANNING INFORMATION: We will be conducting a ten-week YES-1 and YES-2 program starting on April 14, 2004 in South Portland Maine. If you are interested go to our web site or call 1-800-638-5864 for more information.

OUR WEB SITE: Take a few moments to look at our up-dated web site where you can see some major changes such as new images; new menus with links to previous newsletters; Ivan's video clip; and a new order page. Go to <http://www.yesfactor.com>

If you would like to read a 12 page excerpt from Road to a Happier Marriage, send an e-mail with the word EXCERPT, or go to <http://www.yesfactor.com/books.html>

You may order books either by e-mail with a credit card, (Visa or MasterCard) or to the following address with a check to IPD

Publishing:

IPD Publishing
P.O. Box 277
Center Ossipee, NH 03814
USA

Points to Ponder

WHAT DO YOU THINK?

Listen carefully to your own words. Did you do what you said you would do? If you did not, then who were you lying to?

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

He has written three books, 'Power Of Positive Doing', 'Say YES to Life', and 'Road to a Happier Marriage'. He also has a tape series called 'The YES Factor' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development
P.O. Box 277

Center Ossipee,
New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

April 2004

International Personal Development News to Use!

ARE YOU AFRAID, WORRIED, NERVOUS, UPSET?

What are you afraid of, worried about, nervous or upset about? Is it the economy, your job, your marriage, your children, the world, vandalism, terrorism, war, being over weight, being under paid?

If you are, that is great. Congratulations. You are alive and aware of your world. Fear is a built-in, God-given mechanism designed to wake us up to an impending negative or potentially destructive situation in our lives. Therefore fear and all its variations is good up to a point because it opens the door to problem solving creativity.

Fear becomes bad and destructive when we keep it internalized. When we talk about it or complain about it, we are not doing anything about it. When we assign blame on someone or on some condition, we are avoiding actually doing something to solve the problem. We are simply keeping it inside. And there it grows to become an overpowering force for destruction of ourselves and others. It is manifested as anger and hostility that can completely paralyze us. When you take action to personally solve the problem, you lose the fear.

Soldiers going into battle are often afraid. But when they are actually engaged in fighting, they are so busy dealing with the situation that they have no time to dwell on fear.

Another example of that is a sixty-nine year old woman who was hiking alone in the wilderness along a river in flood stage with her small dog. The dog saw something in the river, jumped in and was caught in the swift current. She reached over to rescue him and was herself swept down the raging river about a half mile, getting caught under trees and brush that had fallen into the river. Finally she managed to pull

herself out and crawl through the brush and forest to her original starting place. When I asked her if she had been afraid, she said she didn't have time to even think about fear. The next day, though when she went to look again at the river, she realized that it really was a frightening situation. Oh, by the way, the dog also got out by himself. Obviously he did not have time to be afraid either!

The Business Buzz

CHANGE IS COMING! CHANGE IS COMING!

Are you afraid, worried, nervous about what could happen? Nothing stays the same in life. Change is inevitable. It is happening at this moment even if you wish it were not so!

Look around you in your business environment and try to remove everything that would not have been there thirty years ago, then imagine working in that environment. No computer on your desk, no automated phone systems, faxes, hand calculators, palm pilots, CD's, DVD's, to name but a few. You would still be using a typewriter and making carbon copies, and there would be a hand cranked mimeograph machine for making copies. Your phone answering machine would be someone who was supposed to remember to give you a message!

Now imagine thirty years into the future, and I think you realize that your office will not look at all as it does today. Perhaps you will not even have to talk on the phone, because a machine will read your mind and transmit your thought before you even express it.

What would your business be like? Would people still need the product or service that you represent? Are you preparing your business so that it will not become obsolete?

Personal Peak Performance

THE LAY-OFF IS COMING!

I had moved my family more than one thousand miles away to get a better job at a higher pay in a big company that was gearing up for a big contract. Everything was looking good. I even bought a nice house in a new neighborhood. The company had hired about seventy-five engineers and I was close to the last one hired, therefore my seniority as a junior engineer was low. I worked in an old warehouse style building amid a sea of desks. The big contract the company expected fell apart. Suddenly, there was nothing to do and we were told that lay-offs would start soon. A few of the local engineers resigned so that they could get local jobs before the market was flooded. I was bored just waiting for my notice so I decided to go around the plant looking for work to do to keep me busy. The days went by. Then my chief engineer called me into his office. He said I was doing such a good job that he assigned two junior engineers to help me. Now I had to find work for three of us to do. The lay-offs continued but I still kept working.

To make a long story short, I eventually became chief engineer of another division of that company and was responsible for the manufacture of the first fully electronic missile system that this country built.

The reason for this story is to point out that any one could have done what I did. The other engineers were complaining about this and that and were waiting for their boss to give them work, while he was doing his best working to keep his own job.

The Marketing Minute

YES 1 and YES 2 in Portland.
FOR YOUR PLANNING INFORMATION:
We will be conducting a ten-week YES-1 and YES-2 program starting on September 8, 2004 in South Portland Maine. If you are interested go

to our web site or call 1-800-638-5864 for more information.

OUR WEB SITE: See Ivan in action on the video clip, about 15 minutes. Go to <http://www.yesfactor.com>

ROAD TO A HAPPIER MARRIAGE is now available through your local book store or <http://www.amazon.com>

Points to Ponder

WHAT DO YOU THINK?

When in doubt... do something!

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.



He has written three books, 'Power Of Positive Doing', 'Say YES to Life', and 'Road to a Happier Marriage'. He also has a tape series called 'The YES Factor' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development
P.O. Box 277

Center Ossipee,
New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

May 2004

International Personal Development News to Use!

The Business Buzz

IF IT'S BROKEN...FIX IT!

If we lived in a world where time could be rewound then we could go back and do it the right way. But we don't have that convenience. A word spoken is out there and can never be pulled back and erased. A promise broken is forever broken.

Saying that you are sorry or that you did not mean to do it does not alter or change the reality. Whatever you broke is still broken. We spend a lot of time and money trying to find someone or some condition to blame for whatever happened or for the way it happened. All of that time and money could more profitably be spent on correcting the problem or fixing it.

The only way to discover what really happened and even why it happened is in the process of correcting the event. Then the "fix" can minimize or eliminate the cause, whoever or whatever that might be.

The cause to one degree or another is usually one of the following: bad management, bad attitude, improper parts, lack of training, the wrong tools or the wrong personnel for the job. Any and all of these causes could be stopped and corrected by someone taking personal responsibility for the process. This person is sometimes called a "whistle blower," or a messenger bearing bad news who is usually shot. That is why it is not done very often..

A few years ago, as a consultant for a growing business, I saw a problem with one of

the key employees. I brought it to the attention of the management and recommended that the employee be moved to another environment or released. The management told me that I was wrong because the employee was really helping them to grow their business. My services were subsequently terminated. About two years later I received a call from the owners. They said that they had fired the employee in question and that they wish they had listened to me because they were now filing bankruptcy because of the problems from this employee.

So do not shoot the messenger. He or she might be a trouble-maker but if you listen and observe you might also find that he is right!

Personal Peak Performance

SELF CONFIDENCE

Self confidence comes from doing things. The more that you do, the more self confident you become. Also the less shy you will be in your personality. What usually holds people back from doing something is the fear of failure.

Have you failed lately? Have you made any mistakes? If not, I truly feel sorry for you because you are not growing. You are not pushing the limits of your skills and endurance. Can this sometimes be painful? Of course!. But to grow you must go beyond your perceived limits, beyond your safety zone. Making a mistake, falling down is proof positive that you have stretched yourself. So embrace the failure, the mistake as a learning experience. Correct the mistake, repair the damage and go on.

Look around you at the people you admire. They have made lots of mistakes. That is how they have learned to be successful in what they do. You can only learn to swim by swimming (not by reading about it, or talking about it), or to build by building. You will only be a failure if you hold back through fear of making a mistake.

It takes time and mistakes to learn how to be successful. By correcting the mistakes, you learn to do it right. Get out there and do things! Start small and do not give up.

The Marketing Minute

We will be attending BEA (Book Expo America) the first week in June to promote Road to a Happier Marriage

FOR YOUR PLANNING INFORMATION: We will be conducting a ten-week YES-1 and YES-2 program starting on September 8, 2004 in South Portland Maine. If you are interested go to our web site or call for more information.

Points to Ponder

WHAT DO YOU THINK?

Be proud of what you have done. Just do not boast about it unless people ask!

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.



He has written three books, 'Power Of Positive Doing', 'Say YES to Life', and 'Road to a Happier Marriage'. He also has a tape series called 'The YES Factor' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development
P.O. Box 277
Center Ossipee,
New Hampshire 03814-0277, USA
Phone: 1-603-539-4795
Fax.: 1-603-539-5417
E-mail: ivan@yesfactor.com
Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

July 2004

International Personal Development News to Use!

The Business Buzz

THE GODS OF FATE ARE AFTER ME!

This is from an e-mail that I received. "It seems that my life is out of control. Someone or something seems to be controlling my life. It is almost as though the gods of fate have it in for me. I have been in love twice and twice her parents destroyed it. I have had several jobs. In my work I always seem to get involved with dishonest people and when I disagree, I get fired or am told to resign."

Although this letter came from Asia, I have heard similar complaints from just about every country. The "gods of fate" do not mess with our lives. We are the ones who mess up our lives. We do that by not following or understanding the universal rule of life. The rule is simple, if you follow it. And it always works. If you mess with it, it will mess you up.

The rule is "Ask and you will receive." The problem is that we do not know how this really works. You will always receive what ever you ask for and therefore, whatever you have received is what you have asked for. This is often a blow to our pride when we turn this statement around and so we usually do not want to believe it. But it still works whether we believe it or not.

To test this out, ask for a parking space the next time you are about to drive somewhere. The procedure is to visualize the space that you want before your start your vehicle. If you are clear in your vision, the spot will be there. Now, will you drive to that spot, or will you go three blocks away because you know it couldn't possibly be there?

The doubts that you experience are in effect saying that you really do not WANT, or you

couldn't possibly deserve, whatever you asked for, or you do not believe that you can have it. So, guess what? You will get what you ask for, even if you do not realize that you are asking for it!

So be very clear and detailed about what you really want. Write a detailed want list for each phase of your life. Be careful, do not write a list of what you "do not want." Instead, make the list so clear that when you get what you WANT, you could not possibly have what you DO NOT WANT!

Then act in such a way that you yourself will attain the desirable characteristics on your list. For instance, if you want honesty, then you must be honest in all things. If you want truthfulness, then whatever you say you will do, you must do it no matter what happens. If you want love, then you must be loving in all ways to all people. This will help you to be very mindful of what you ask for.

Personal Peak Performance

WHAT IS YOUR "ELEVATOR STORY?"

Do you have an elevator story? If you do not have one get at least one. Why? Because people do not talk in elevators. Most people step into an elevator then turn around and face the door. They remind me of lonely people at a party. There is a whole group standing around not knowing anyone, so they just stand there hoping someone will say hello so that they can answer and get to know someone and feel less lonely.

What else could you do? I'll tell you what I do. I start a conversation! So what if they are only going to the tenth floor. You can learn a lot in that length of time. You can make someone's

day more pleasant. You can get a whole group to lighten up and laugh a little. You will even improve your own attitude. Here are a few benefits of an “elevator encounter.”

- ❖ You develop your ability to express an idea in thirty second or less.
 - ❖ You improve your general communication skills.
 - ❖ You learn to listen better so you can respond in kind.
 - ❖ You meet new people.
 - ❖ You expose yourself to different ideas.
- And above all,
- ❖ You develop that special magic called charisma.

So keep on talking and be good to yourself by being good to others!

The Marketing Minute

Ivan and Dagny were in Chicago at the beginning of June for Book Expo America where Ivan had a signing for his new book *Road to a Happier Marriage*.

YES 1 and YES 2 in Portland.

FOR YOUR PLANNING INFORMATION: We will be conducting a ten-week YES-1 and YES-2 program starting on September 8, 2004 in South Portland Maine. If you are interested go to our web site or call 1-800-638-5864 for more information.

OUR WEB SITE: See Ivan in action on the video clip, about 15 minutes.

Go to <http://www.yesfactor.com/video.html>

ROAD TO A HAPPIER MARRIAGE is now available through your local book store or www.Amazon.com

Points to Ponder

WHAT DO YOU THINK?

Do you always listen to what those in authority tell you and accept it as fact, or do you investigate enough so that you can know the truth and be able to prove it.

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

He has written two books, 'Power of Positive Doing' and 'Say YES to Life.' He also has a tape series called 'The YES Factor' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development
P.O. Box 277

Center Ossipee,

New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

August 2004

International Personal Development News to Use!

The Business Buzz

Be an Ambulance Chaser

What??? I can just imagine you asking. The expression “ambulance chaser” refers to insurance agents and lawyers of less than the highest ethical standards, but the concept (if kept ethical) is a good idea. Follow trouble and you will find a gold mine. Let me explain it this way. If people do not have a problem to solve, they do not need you or want you. So look for problems to solve and you will find your gold mine.

During the gold rush years in early American history, the people who acquired the most wealth were not the gold prospectors. The wealth was made by the people who supplied what the prospectors needed to be able to look for the gold. That included supplies, food, lodging, even entertainment. Some of those enterprises are still thriving today. Not many prospectors are still around.

In times of stress, storms, wars, economic upheavals, or any other event there are opportunities for solving all kinds of problems. Learn to spell “Problem” by its real name “Opportunity” and you will discover the secret to a successful business..

Personal Peak Performance

What Are You Looking For?

What are you really looking for? A lot of people answer that question by saying "Happiness." Bad response! Because you cannot find it. No one has ever found it. Happiness is a 100% personal decision that is not related to outside

situations. Happiness comes to you when you are doing what you really want to do, not necessarily what others, or even you, think that you should do. Some people seek power and/or wealth because they believe that when they acquire it they will be able to do what they really want to do and then they can be truly happy. There are innumerable stories of people who have worked a lifetime in a job that they hated so that they could retire and then do what they wanted to do. So the day comes that they retire with a lot of money and benefits of all kinds and then die of a heart attack or stroke. The reality is that we are all going to leave this world as we know it and no one knows when that will be.

So what are you waiting for? Start living the life you want. Start doing what you want to do and accept the consequences inherent in your actions. If you want to travel, you do not have to quit your job, look around you and find trips that you can take in a day or a week-end. Do you want to write that great novel? Get a pad of paper and a pencil and start writing. Write when you get up in the morning, write in the evening. You do not have to finish your manuscript in a day. Do you want to change the world? Don't wait for world leaders to flock to your door for your advice. Go out and find a neighbor you can help. Get involved with you community. Whatever you dream of doing, start doing it!

The Marketing Minute

YES 1 and YES 2 will begin in South Portland, Maine on September 8, 2004. If you are interested go to our web site or call 1-800-638-5864 for more information.

Note to Past Graduates. Please remember that you are invited to visit any class that you have previously attended.

OUR WEB SITE: See Ivan in action on the video clip, about 15 minutes.

Go to <http://www.yesfactor.com>

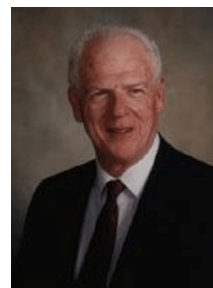
ROAD TO A HAPPIER MARRIAGE is now available through your local book store or Amazon.com

Points to Ponder

WHAT DO YOU THINK?

What you do determines your future. Are your decisions based on what you KNOW is true or on what you HEARD is true?

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

He has written three books, '**Power Of Positive Doing**', '**Say YES to Life**', and '**Road to a Happier Marriage**'. He also has a tape series called '**The YES Factor**' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development

P.O. Box 277

Center Ossipee,

New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>

IPD'S FREE MONTHLY NEWSLETTER

November 2004

International Personal Development News to Use!

The Business Buzz

Get Excited

Get excited and you will excite the people around you. Get excited and you will have more of everything. You will have more health, wealth, wisdom and happiness. So lets take a look at how this happens. If you are excited you will bounce around and put more energy into everything you do.

Health: How does this improve your health? If you are bouncing around, you are not moping, sitting around feeling sorry for yourself and possibly overeating and that will lead to your wealth.

Wealth: Being slim and trim improves your energy and stamina which results in better business decisions. This will get you raises, promotions, many experiences which lead to lots of mistakes which lead to your wisdom.

Wisdom: Smarts come from making mistakes and then correcting them. If you are dynamic and full of energy, you are bound to make more mistakes. Correcting them will develop your wisdom which will lead to your happiness.

Happiness: People will want to be around you. People like to emulate and learn from winners. And you will be a winner!

Personal Peak Performance

Freedom

We all want to be free... or do we? Are you willing to pay the price of personal freedom? We want to be free to make our own decisions because we feel better about ourselves when we

do that. We feel empowered. We do not like to be told what we can or cannot do or even to be reminded about what we should or should not do. We want to make up our own minds. What if I do make a wrong decision? What happens then? What happens if I exceed the speed limit? My reason might be that I am late for work and if I do not get there on time I will be fired. If the police give me a ticket, or I have an accident or run into a traffic jam I will probably still get fired. Freedom has a price. It is called personal responsibility. Since I choose personal freedom, I cannot blame my wife, the police, the weather or anything else for delaying me and causing me to get fired.

If I do not want this to happen to me then I must make different decisions and take responsibility for those decisions. I must check the car to be sure that is ready to go. I must be aware of weather, traffic and road conditions and adjust my departure accordingly.

In simple terms, if I want personal freedom I must take personal responsibility for whatever happens in my life. This does not mean blame or condemnation of myself when things go wrong. When I look to someone else to save me I give up my personal freedom to whoever I go to. This may become necessary but remember that you make the choice and do not complain if you are not satisfied with the help you get or the price you wind up paying.

A good example might be if you fall off a roof and break your leg you have to make a choice. You would have great difficulty in setting your leg yourself, so you choose to go to someone else.... your wife? Your neighbor who is a good carpenter? Your local auto repair person? Or do you go to a good hospital that specializes in broken legs? After your leg is properly repaired,

figure out what you have to do so that it doesn't happen again.

The price of personal freedom is the willing acceptance of your personal responsibility for your own health, wealth, wisdom and happiness.

The Marketing Minute

YES 1 and YES 2 in Portland.

YES 1 and YES 2 graduation will be held in Portland, Maine on November 10, 2004. If you would like to come as a guest, feel free to call 1-800-638-5864 for more information.

Note to Past Graduates. Please remember that you are invited to visit any class that you have previously attended.

OUR WEB SITE: See Ivan in action on the video clip, about 15 minutes.

Go to <http://www.yesfactor.com>

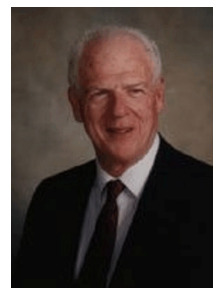
ROAD TO A HAPPIER MARRIAGE is now available through your local book store or Amazon.com

Points to Ponder

WHAT DO YOU THINK?

How do you make your decisions? Are you an emotional thinker, a factual thinker, or somewhere in between?

Ivan Burnell is the president and founder of International Personal Development and IPD Publishing. For over 20 years he has been teaching people, businesses, and organizations how to achieve and succeed to degrees that



most never thought they could achieve. His unique, interactive style of instructing has helped millions of people lead happier, healthier, wealthier, and more productive lives.

He has written three books, '**Power Of Positive Doing**', '**Say YES to Life**', and '**Road to a Happier Marriage**'. He also has a tape series called '**The YES Factor**' and a variety of single subject tapes that you can see at his web site. For more information on current courses being offered, or to obtain copies of books and tapes, please contact us.

International Personal Development

P.O. Box 277

Center Ossipee,

New Hampshire 03814-0277, USA

Phone: 1-603-539-4795

Fax.: 1-603-539-5417

E-mail: ivan@yesfactor.com

Website: <http://www.yesfactor.com>