



The Empower Letter with Mark Bowser

October 2005

Welcome to The Empower Newsletter. This month we are going to talk about two important topics, Goals and Raising Children. I encourage you to take the time to go through the goal setting process because it can revolutionize your life. Success is right around the corner. But we must pursue success. It doesn't just knock on our doors. We must find its house and knock on its door. Then we will find ourselves invited into the most beautiful house we have ever seen. The funny thing is, the key will be handed to us because we will discover that it is our house.

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God bless,

Mark Bowser

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You Can Do It Too! by Mark Bowser

Tony Campolo tells a wonderful story about a young man who found joy and pleasure in a most unlikely place. The young man was a professor of English Literature at a state university. He was a Ph.D. in his field. He had everything going for him except joy and fulfillment. One day, the young professor walked into the dean's office and said, "I quit." The shocked dean looked at the young professor and told him that he couldn't just walk out and if he chose to

Featured Article



Mark Bowser is "providing inspiration to individuals and organizations through effective training that produces Positive Results!" Mark Bowser is one of the top Professional Speakers and Corporate Trainers in the market today. Organizations he has trained include Southwest Airlines, Makino, Inc., Ford Motor Company, The Kellogg Company, FedEx Logistics, the United States Air Force, and many many more.

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do so that he would never get a teaching job again. The young professor somberly looked at his dean and said, "That's okay." He then walked out the door to find his future.

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So what ever happened to this young professor? He became a mailman. "What a waste," we say. "He had his Ph.D.! He should be teaching! That is where he will make a difference!" Oh, he is making a difference... as a mailman. You see, he is a lousy mailman but an incredible human being. Most of the other mail carriers at his post office finish their routes at least two hours before the young professor finishes his. Why is he so slow? Because he visits. The professor discovered that many of the people on his route never got visited until he became their mailman. He discovered how lonely and hurting people are for love and kindness. The professor said he discovered that the people on his route are interesting people who believe it or not love literature. Is the young professor still teaching? Absolutely! The only thing that has changed is the location of his classroom. By the way, is the young professor making a difference? What do you think?

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In 1776, Thomas Jefferson penned the immortal words that all Americans had the right to "life, liberty, and the pursuit of happiness." Notice he didn't say the guarantee of happiness. In fact, it was Benjamin Franklin (who helped draft the Declaration of Independence) who pointed out that to get happiness, "You have to catch up with it yourself." We have to be like that young professor and pursue our happiness. Well, that is exactly what we are going to talk about right now-- how to catch up with happiness. I believe happiness is found in the pursuit of a goal. A dream that grabs your life with passion. But how do we make it come alive? How do we get the car out of the garage and onto the road?

Right now, I am going to share with you a goal setting process. I encourage you my friend, to take the time to go through this process. It will take some effort but if you pursue it with excellence, it can change your life and happiness will come. It was Professor Kenneth Boulding who said, "If you pursue excellence, happiness sneaks up behind you and touches you on the shoulder. If you pursue mediocrity, you're sure to catch it."

THE GOAL SETTING PROCESS

STEP ONE: Balanced Goals

One of the keys to successful living is that we have to live a balanced life. In order to do this, we must have balanced goals. Now, this goes against the grain of our society. How does our culture define success? Most of the time with fame and fortune. Let's think about Hollywood for

example. On the surface, it appears Hollywood is success. It is filled with famous people who have more money than they know what to do with. But are they happy? Would you trade your life for theirs? I sure wouldn't. Many of them live sad, sorry lives. Many of them have great success in one area of life but are failing at the whole of life. Many of them have unbalanced goals. Most people who have unbalanced lives are not happy people. What we are going to talk about is true success—Balanced Success.

In order to have balanced goals, we have to brainstorm and set goals in a number of areas of life. I believe we need to set goals in at least four main areas. Those four areas are Personal Development Goals, Career and Financial Goals, Rest and Relaxation/Fun Goals, and our Dream Building Goals. You could even break these four areas into subsets and diversify your goals even more. For our roadmap today, we are going to focus on these four areas to create our purpose filled balanced lives. So, let's get to it.

A. Pray

As a Christian, prayer is an extremely important part of my life. I believe prayer should be the starting and ending point of every goal setting process. We need to seek the Lord's perspective on our lives. We need to pursue His will and His desires for us as we set our goals. Ask for His wisdom, knowledge, and insight in order to set His good goals for your life. Thank Him for His help in this process.

B. Brainstorming

This is where we start to put our goals on paper. What you do is put the four main areas of goals into four separate columns on a piece of paper. Then you take each column separately and think of all the goals you would like to accomplish in that area. **Your Personal Development Goals** would include things like how to improve yourself (training, reading books, seminars, fitness, eating right, etc...), your relationships, and your spiritual life. **Career and Financial Goals** would include where you want to be in your career two years from today, five years from today, ten years from today. It would include how much money do you want to make this year. How much money are you going to invest and save (and how) and so forth. Your **Rest and Relaxation/Fun Goals** include where do you want to go on vacation this year, what hobbies do you want to participate in, cars you want to buy, houses you want to build, etc... The last area is your **Dream Building Goals**. A Dream Builder is someone who gives back. Someone who makes a difference in someone else's life. Someone who helps build another person's dreams. The question here is how are you going to give back? Maybe it is serving at your church or giving time to a local charity. Maybe it is visiting a shut in or reading to the blind. How can you make a difference?

After you have brainstormed your goals, now it is time to narrow your focus. After your brainstorming session, you might have written down 100 or more goals. Well, you can't accomplish all of them today. What happens to a jack-of-all-trades? That's right. He becomes a master of none. What you need to do now is choose 3-4 goals in every column. These will become your working goals. The goals that you are going to pursue now.

STEP TWO: Realistic Goals

"Realistic? What are we talking about realistic for? I thought we were to dream big? I thought we were to shoot for the star? It's negative thinkers who say, 'I'm not negative, I'm realistic!' I don't want to be like them. I want to be positive. I want to be a dreamer of great dreams that are put in action!" I agree. I also say we have to be realistic. For example, what if I set a goal of playing center for the NBA's Indiana Pacers next year? What are the chances of my reaching that goal? Be nice now. But you and I both know that at five feet, ten inches tall and over 35 years old, I am not going to play center for the Pacers or any other team for that matter. It is an unrealistic goal for me.

I believe we need to shoot for the stars. I believe we need to dream big. But I believe we also have to know our God given strengths and abilities. When we tap into the gifts God has given us and allow Him to birth His dreams into our lives, then we discover that the impossible truly is "possible with God."

STEP THREE: Why?

One of the most important questions that you can ask yourself during the Goal Setting Process is the question "Why?" Why is this goal important to you? Why must you reach it? You see, if you don't have a big enough "why" then you will not have the motivation and persistence to go after it. And at that point, you need to get a new goal. If you have a big enough "why" then you are ready for step #4.

STEP FOUR: Set a Target Date

The next step is when do you want to accomplish your goal? Set a target date for completion. It is not so important that you reach the target on time, but it is important to have something to shoot for. A target date that will stretch you. A target date that will propel you toward your success.

So, what do you do if you miss the target? You re-aim and shoot again. That's the way to reach your goal. Keep shooting until... . Keep striving until... . Keep pursuing until... you reach your goal and your dreams come alive!

STEP FIVE: Setting your Goalets

Every goal is broken down into smaller goals or action steps I call goalets. Achieving your goalets step by step and in time you reach your entire goal. For each of your goals ask yourself, "What's the first thing I need to do to reach this goal? The second thing? The third thing?" and so forth. Then commit yourself to taking action on that first goalet within the next 24 hours. Immediately if possible. You have to get the car out of the garage and onto the road. If not, procrastination could set in. Take Action Now!

Let me ask you a question, what do you do after you reach the first goalet? You may say, "Take action on the next goalet." Well, you are moving too quickly. The first thing you do after reaching the first goalet is evaluate. Are you still on course? Has the action taken put you closer to your main goal? If yes, then celebrate the victory. After every goalet, we have to celebrate what we have accomplished. This creates motivation. You see, we are going to spend 90% of our time in the journey towards the goal. We have to make that experience measurable (through goalets) and enjoyable (by celebrating the victories). Let me ask you another question. What do you do after you have reached the main goal? Celebrate big time! Have a BIG victory party! Then what do you do? Set a new goal and go for it! Dr. Robert H. Schuller wrote a book some years ago titled, The Peak to Peek Principle. The idea that when you reach the mountain top, the peak of your goal, that you will have greater vision at that angle then you have ever had before. You will be able to see (peek) the next greater peak (goal) of your life. Success never leaves you where you began. You are stronger, more skilled, have greater knowledge then you did before. Use your success and go for the next mountain top!

In May of 1989, Mark E. Smith started to formulate a goal in his mind. You see, he would be graduating from high school in a month. Now, that's a big goal, but Mark had an even bigger goal. His goal was to wheel across the stage under his own power in his manual wheelchair. Mark had cerebral palsy. If he did not have to use his electric wheelchair then he knew he could accomplish anything.

To prepare for graduation, Mark began using his manual wheelchair during the school day. It was tough. Wheeling around school with a stack of books was exhausting. His classmates offered to help him. They would be more than happy to push him to class. But Mark refused. He knew he had to do this on his own.

Finally, the day had arrived. It was June 14, 1989, graduation day. Mark and his classmates looked so distinguished in their caps and gowns. Finally, it was Mark's time. His name was called to get his diploma. As

Mark pushed himself slowly toward the front of the stage, he realized something. He was getting a standing ovation. It was like a stadium full of people cheering for an athlete. The goal was complete! The victory was at hand! Mark accepted his diploma and turned to his fellow classmates. With diploma held high over his head and pride of accomplishment in his heart, Mark yelled, "I did it...I did it!" And you can do it too! Go for your goals...and live a great life!



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Children Learn What They Live

By Denis Waitley

(Excerpted from The Seeds of Greatness Treasury)

An ancient Chinese proverb tells us, "A child's life is like a piece of paper on which every passerby leaves a mark." We cannot teach our children self-esteem. We can only help them discover it within themselves by adding positive marks and strokes on their slates. All positive motivation is rooted in self-esteem – the development of which, just as with other skills takes practice. Think of self-esteem as a four-legged chair.

A Sense of Belonging: The first leg of self-esteem is a sense of belonging. We all have a deep-seated need to feel we're part of something larger than ourselves. This need, which psychologists call an affiliation drive,

encompasses people, places and possessions. Our instinct for belonging – for being wanted, accepted, enjoyed, and loved by close ones – is extremely powerful. It explains the bond of an extended family, friends, and teammates. It also explains why some adolescents join gangs. They want to belong, even if it's wrong.

Make your children proud of their family heritage and make your home a place where they feel safe, loved and welcome. Also, make your home a place where your children want to bring their friends, rather than a place they want to leave as soon as possible.

A Sense of Individual Identity: The second leg, which complements the sense of belonging, is a sense of individual identity. No human being is exactly like another, not even an identical twin. We are all unique combinations of talents and traits that never existed before and will never exist again in quite the same package. (This explains why most parents believe their children came from different planets!)

Observe your children as they grow and play. Watch their learning styles. Notice what they love to do in their free time. Help them discover their unique positive talents and help nurture them into skills. Report cards don't necessarily measure talents. They often are a measure only of discipline, memory and attention span.

A Sense of Worthiness: The third leg of self-esteem is a sense of worthiness, the feeling that I'm glad I'm me, with my genes and background, my body, my unique thoughts. Without our own approval, we have little to offer. If we don't feel worth loving, it's hard to believe that others love us; instead, we tend to see others as appraisers or judges of our value.

Show your children unconditional love. Carefully separate the doer from the deed, and the performer from the performance. The message: "I love you no matter what happens, and I'm always there for you" is one of most important concepts in building a feeling of worthiness or intrinsic value in children. After every reprimand, let them know you love them. Before they go to sleep at night, give them the reassurance that, regardless of what happened that day, you love them unconditionally.

A healthy sense of belonging, identity, and worthiness can only be rooted in intrinsic core values as opposed to outer, often material, motivation. Without them, we depend on others constantly to fill our leaking reserves of self-esteem – but also tend to suspect others of ulterior motives. Unable to accept or reject others' opinions for what they're worth, we are defensive about criticism and paranoid about praise – and no amount of praise can replace the missing

qualities.

A healthy sense of belonging, identity, and worthiness is also essential to belief in your dreams. It is most essential during difficult times, when you have only a dream to hang on to.

A Sense of Control and Competence: Early in my career in motivational psychology, I thought the chair of self-esteem balanced firmly on those three legs, especially since they involved intrinsic core values. It took much time and research to realize that a fourth leg – one of the most important – was missing.

There are many reasons why few Americans currently in high school and college believe they were born to win. The supportive extended family – in many cases, even the nuclear family – is disappearing. Role models are increasingly unhealthy. The commercial media bombards young senses ever more insistently with crime, violence, hedonism, and other unhealthy forms of escape. But whatever the explanation, constructive citizens and leaders in society cannot emerge and develop without the creative imagination that serves them like fuel – which is why the apprehension, frustration, and hesitation I see and hear in the younger generation is cause for concern. At the moment, the future they imagine will help drive neither happiness nor success.

The chair's fourth leg is self-efficacy, a functional belief in your ability to control what happens to you in a changing, uncertain world. A sense of worthiness may give you the emotional means to venture, but you need self-efficacy, the sense of competence and control, to believe you can succeed. That's why it is so important to assign responsibility for small tasks to your children as early as possible so they can learn that their choices and efforts result in consequences and successes. The more success they experience, the stronger their confidence grows – and the more responsibility they want to assume.

Give them specific household chores and duties they can accomplish and be proud of. Teach them that their problems and setbacks are just temporary inconveniences and learning experiences. Emphasize it constantly: Setbacks are not failures.

Armed with a view of failure as a learning experience, children can develop an early eagerness for new challenges and will be less afraid to try new skills. Although they appreciate compliments, they benefit most from their own belief that they are making a valuable contribution to life, according to their own internal standards.

In an increasingly competitive global marketplace, each

new, young member of the workforce simply must believe that he or she is a team leader, a self-empowered, quality individual who expresses that quality in excellent production and service. With increasing pressures on profit and the need to do more with fewer workers because of e-commerce and changing technology, it is essential that parents and business leaders help raise the value of their childrens' and employees' stock in themselves.

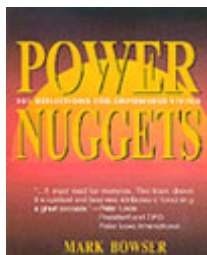
Our Kids are Not Our Clones

One of the most valuable lessons I have learned in being an effective family leader and in raising six children is to: "Treat our children with the same respect, we expect from them." Our children are not clones or copies of us. Although they mimic us and other adults as role models, they cannot be expected to feel or act the way we do. Kahlil Gibran is my favorite on the subject:

Your children are not your children.
They are the sons and daughters of Life's longing for itself... .
You may give them your love but not your thoughts,
For they have their own thoughts.
You may house their bodies but not their souls,
For their souls dwell in the house of tomorrow, which you cannot visit,
Not even in your dreams.
You may strive to be like them, but seek not to make them be like you.
For life goes not backward nor tarries with yesterday

This article was excerpted from Denis Waitley's Seeds of Greatness Treasury. For more information visit <http://hardback.jimrohn.com> or call 800-929-0434. Reproduced with permission from the Denis Waitley Ezine. To subscribe to Denis Waitley's Ezine, go to www.deniswaitley.com or send an email with Join in the subject to subscribe@deniswaitley.com Copyright 2005 Denis Waitley International. All rights reserved worldwide.

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Quotes to Live By!

ZIG ZIGLAR

"Your business is never really good or bad 'out there.' Your business is either good or bad right between your own two ears."

"Success is not a destination, it's a journey."

"You are the only one who can use your ability. It is an awesome responsibility."

DENIS WAITLEY

"Expect the best, plan for the worst, and prepare to be surprised."

"Give your best effort, because you are worth your best effort."

"Love yourself and give away, all the love you can today."

JIM ROHN

"Unless you change how you are, you will always have what you've got."

"We can have more than we've got because we can become more than we are."

"Formal education will make you a living. Self-education will make you a fortune."

MARK BOWSER

"Success is never created through doubt; success is always created through belief."

"You can't count your chickens before they hatch but you can at least keep the eggs warm."

"The strength of human beings lies in their integrity."

BRIAN TRACY

"Reinforce what you want to see repeated. What gets rewarded gets done."

"The single common denominator of men and women who achieve great things is a sense of destiny."

"Difficulties come not to obstruct, but to instruct."

QUOTE OF THE MONTH

Jesus Christ (Matthew 5:15-16 NLT)

"Don't hide your light under a basket! Instead, put it on a stand and let it shine for all. In the same way, let your good deeds shine out for all to see, so that everyone will praise your heavenly Father."

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