

Tool Box Academy

The Gateway to prosperity



Dave Metzler

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A Word of Caution

To those who wish to buy this book we congratulate you as someone seeking to improve yourself.

To those who wish to steal this book by either accepting it as a give-a-way by a hacker or some dimwitted friend, i say, you are lowering yourself and there will be no success for you, because you are of the slavish mentality, wanting other people to work but you want to sit around and get and give free contraband.

If anyone receives this book from a “friend” , dump that friend immediately, he is a cheat and will more than likely cheat you too someday.

Lowlives are everywhere and you do not want to be associated with such thieves and cheats.

Also, every book has a serial number, so we know who bought it and will know who stole it, or decided in their small brain, to be a Santa Claus and give it away.

People with stolen books will never be allowed membership in our community or on our website, nor will they ever be introduced to our national network of partners who offer TOOLBOX graduates very special opportunities for success.

There is no cleverness or pride in being a thief.

And... when you “rub the lamp”, the genie will not appear, you will have lost the magic.

Entrepreneurs *make* money, they don't steal it!

Dedication

I dedicate this work to my two cherished daughters who have applied the wisdom found herein and are both thriving during these difficult times, to Kelsey and Eden, the loves of my life. I am so proud of you two girls.

Love
Dad

My VISION

To plant the seed to end economic, emotional and intellectual slavery! To help and inspire everyone to become masters, to reach and transform one million unemployed people to enjoy true prosperity and to see this seed germinate into a forest for all.

My PLAN

To research, to remember and consult with every possible resource until a clear road is visible ahead to take the needed action.

My ACTION

To devote my best time to writing this book, to preparing the best video instructions, to building the most effective website. To find you and share this with you with pride!

NOTE:

It is my sincere desire to reach you, to teach you, to end your slavery to an unstable and unpredictable world, and do so without the pain I experienced in finding this freedom!

PLEASE NOTE, WHEN USING THIS BOOK IN PDF VERSION, PLEASE USE CTRL+CLICK TO FOLLOW THE LINKS, THIS WILL THEN SHOW THE SITE IN A NEW WINDOW.

Foreword

After fifty years in business, or should I say, multiple businesses, I am eager to share the secrets of hard dedicated and focused work in building businesses from zero, when I say zero I mean zero, without financial backing, but with a vision, a plan and a large dose of action, I turned zero into prosperity.

It's not easy to describe what this is that you are reading... It certainly looks like a book, but that would not be doing justice to the contents and the assured impact it will have on those desiring a life of independence and prosperity. I considered calling it an instruction manual, or the guide down the rabbit hole of illusive wonder lands, but in the end I decided to call it a TOOLBOX.

The magic power of the right tools in the hands of a master has always been a mystery to us ordinary folk.

Look what Leonardo Da Vinci did with a hammer and chisel, or a paint brush, it defies logic as to just how anyone could achieve such marvels of human creation, but if you take a trip to the Louvre in Paris, you can stand before his works of art, and if you have an ounce of respect and appreciation for such masters, you will be brought to tears! I promise you!

Or if you would like a modern day example of brilliance, just look at what Elon Musk from Pretoria has done with a computer. If you are familiar with Mr Musk then there is no need for me to elaborate, but if you are not aware of his mastery, then simply type Elon Musk into Google and be prepared to get blown away. (We will show you many videos and extracts of advice from Elon Musk throughout this book)

You are going to encounter information in this book that will alter your entire perception of life, that is my personal guarantee to you. If you are not altered, then you are not human. You are going to read books and watch video clips that will rock your very foundational understanding of what life is and how we play a part in that life. You are going to learn from Dr. Joe Dispenza about the extreme power contained within us, within our brains/minds and our hearts that defy medicine, religion, and most belief structures we so habitually cling to. You will come to the understanding that being truly successful is more than just being rich.

It is my sincere desire for everyone to develop the skills needed to build a life of mastery, to find healing and escape from the slavery so prominent in our current world.

You may have to read this book a few times before the universal message eventually gains traction within your soul.

Do not miss the strong suggestions to watch the videos and read the books, because it is within these sources you will make the most profound discoveries to truly find mastery.

The World has Changed

In 2019 and right up to about November of that year, there was no such thing as Covid and masks and social distancing, then... BAM!!! --- And just like that, the world changed and hardships raced into our lives from every corner of our existence. STOP shaking hands, STOP hugging, STOP going to the movies, STOP going to church, STOP riding in a bus, STOP going to restaurants, STOP going to work, STOP going to school STOP smoking, STOP drinking alcohol and businesses started to drop like dead flies all around us, unemployment rocketed and suicides increased dramatically, people were scared, paranoid, confused, angry, and not to mention, SICK!

Then a new world emerged from HOME, suddenly businesses realised they do not need an office for people to come to work, they could stay at home and work on their computers from their own bedrooms. WOW!

The words like, ZOOM, remote employment, online business, internet schools and many more became the new way of interacting with people, stay at home and talk to co-workers and clients via these new methods of communication is how it's done today. BUT... not everyone has a nice computer desk job. Your refuse still needs to be collected by real people, Doctors and nurses still need to attend to the sick, these things cannot be done via a computer.

And so... adaptation has become the key to survival, can you adapt?

What does it take to adapt?

Is there a school or a book that teaches us adaptation?

Are there tools we can use to become skilled at adaptation?

Thankfully, yes, you are holding the book and tools in your hand right now!

How do you learn these new skills?

BY HARD WORK, WITH LOTS OF EFFORT!

Scientists have discovered an amazing breakthrough in learning new skills, can you believe it, it is called EFFORT! It's almost as if we never knew this before. Really? 2000 years ago a very wise prophet said, "If a man does not work, neither let him eat" He also said "Faith, without works is dead in itself"

So we could say thank you for the breakthrough made by modern day scientists, but their discovery is thousands of years old. We all know we cannot relax our way to success!

HOWEVER, "effort" can be a misleading term, very little "effort" gets you very little, mediocre effort gets diluted results, effort in the wrong direction takes you to the

wrong place. So we need to ask this question “What type of effort, when, where, how and for what duration”?

We answer these questions and help you succeed with the right type of EFFORT!



If you want to build your muscles and strength you may join a gym and follow a certain diet and do lots of strenuous exercises everyday for many years to arrive at the body and fitness level you desire.

How much work and energy do you think it will take to build the business and wealth you desire?

And because we live in a very changed world where the rules have changed, the conditions have changed and therefore the effort and direction you take will need to change as well.

There are not any universities you can attend who are up to speed on training you how to cope and thrive in this new world, in fact, they too are suffering the effects of this new world.

New skills are essential in order to adapt and new skills take hard dedicated work to develop.

Be assured, the TOOLBOX has the needed new tools to get you out of this mess, enjoy!

ROBOTS, AI AND MY FUTURE?

Before we leave the topic of the changing world, we should give some attention to AI and the threat of robotics on employment.

Since none of us have a crystal ball into which we can gaze and foretell the future, maybe we could become aware of the massive improvement and progress of robotics in the last few years. You are welcome to visit www.aisouthafrica.co.za to view some of these astounding advancements and draw conclusions of your own.

In South Africa we already have an overwhelmingly high unemployment rate which is almost half of the population and this must surely end in disaster if not urgently addressed by real intelligent leaders who have the foresight and muscle to make significant changes to redress the reasons for such unacceptable statistics.

Relying on a job is short-sighted, what happens when that company decides to close down? If we could build a nation of entrepreneurs we would turn South Africa into a paradise.

Now robots are designed to take jobs from monotonous daily routine work and if you are in that industry then your days are numbered so it would be wise for you to find ways of upskilling yourself into areas less likely to be taken by robots.

That is what we focus on here at Tool Box Academy!

Let us define what a robot is... it is your washing machine, your vacuum cleaner, your car, the elevator and escalator in the malls, Robots are machines full stop. Some machines need humans to operate them, like cars, but others like auto washing machines do not need much operation from a human.



Now think of machines in factories, welding machines in the old days needed qualified human welders to function correctly, but today robotic welding machines do a better job faster and never ask for sick leave or get tired etc. They never ask for an increase in salary and never strike because of a grievance. So from a factory owner's perspective, robots are essential and cheap and no trouble. But from the factory workers perspective the robots are a great threat.

Humans cannot compete against those odds, unless...

You become clever, you use the brain in your head to find alternatives and outsmart the robots.

Do you want to outsmart robots? Then keep reading!

Avoiding our Existential Threat

It is clearly evident that the pace and design of high tech projects in the world of AI is an existential threat to most people on earth!

We, the ordinary man in the street, cannot comprehend the enormity of the threat, we are simply too uninformed and far too busy trying to feed our families to be immersed in AI research and finding alternative means of survival. Nonetheless the threat is there and it is growing in ominous ways that will engulf a part of human existence and abandon the rest of us. You will either be part of the “in” crowd or you will be part of the wasteland that has already started to spread over the planet.

The staggering statistics of the vastness of ignorant people on the planet living in survival mode are enough to motivate you to leave earth and live on Mars. The sad reality of this picture however is that these poor people are not aware of what is happening, they cannot see into the coming future that will surely impact their lives negatively and thus they live in a vacuum of knowledge and will remain thus until they become cattle on the farm instead of farmers.

Answer these questions and see if my statements are not true...

How many people do you know who cannot read with comprehension?

Then, how many people who can read do read? (They rather watch TV and play games)

And again, how many people read pertinent information rather than junk?

Reading is not the habit of poor people and poor people do not WANT to read, they want to eat, to survive, so it looks bleak, no?

The Tool Box Academy programme is designed to inform everyone if they only take the time and give thought to the content and most importantly, take action.

Let us, together, find the ways to survive and thrive in the face of this ever growing existential threat to our future!

Overview

This book comes to the market at a time when huge challenges face us as a human society, unemployment is at an all time high and this is disastrous for thousands of reasons, then we have a worldwide pandemic with no cure in sight, serious threats of war almost everywhere and corruption crippling most countries.

It appears as if there is no solution, but we at TBA (Tool Box Academy) do not agree, there is never a reason to abandon hope, it is in the most dire of circumstances that ordinary people, like you and me, tend to stand up and make a difference.

It is my job to assist you to make a difference, so please join me and the whole Toolbox community in standing shoulder to shoulder to make the world a better place, for us and our children.

We will give close attention to the following sections of the overall academy...

1. [The Book with all the Tools](#)
2. [The Videos](#)
3. [The Masters Books from History](#)
4. [The Website](#)
5. [The Members](#)
6. [The Community](#)
7. [The Graduates](#)
8. [The Partners](#)

Lets understand the outcome of all of this, you the student, or apprentice, will be very happy to know that once you master these skills and can use the tools in this box, that we are working with partners in South Africa who have opportunities for people who want to grow and are skilled in their own business. Not jobs but opportunities. There are millions of customers in South Africa who are needing products and services and are willing to pay good money for it. If you can supply their needs, then you will have a business.

We can say that this is not only confined to South Africa, but depending on the business model you choose, you could enjoy support from all over the world. I can assure you of this because I personally trade with most of the world from my home office. I also have family members who work from home for foreign blue chip companies for very good money. There is a shortage of skilled workers in the world and that means great opportunities for you.

If we can do it, so can you!

The Greatness of the Human Spirit

There are millions of stories stretching back over aeons of time that vouch to the fact that the intrinsic human spirit is indestructible. If for one serious moment you gave attention to the horrors of human history, be it through genocide, wars, pestilence, floods, fires, food shortages, natural disasters and a host of other real nasties, and yet here we are with over seven and a half billion people.

We see this spirit in sports people, soldiers, mothers, fathers, sons, daughters, teachers. We see it in those taking care of the poor, of those taking care of the sick and we see it in our own homes.

If we can stop to say thank you to mom and dad for the sacrifices they make on a daily basis just to feed us, we would start to recognise the greatness of the human spirit. Life is tough, real tough, but the human spirit will not lie down and give up!

In fact the human spirit is such a mystery because it almost defies explanation, there is a power that lives within each and every one of us that is supernatural, if we were only dumb animals, we would have died off thousands of years ago, but we are living beings with a spirit of power, a deep desire to live and to share. We have come to appreciate the power of love both when we give it and when we receive it. The secret of this power is what we at TBA have attempted to harness for the greater good of the many who still hunger for hope and prosperity.

We will focus on the good in everyone, because this is how we were created and it is our dominant character trait. Do not be saddened by the bad news of suffering all around, yes it exists, and it is for this reason we are creating this Tool Box with a set of highly effective tools for people to use to raise themselves and others from the pits of despair.

This book is not only about making money, it is about understanding ourselves and our place and power in the world in which we live.

Each one of us have been given the gift of life, it is up to us to use it and be thankful for it, for many of us, we have lost our way, but the Tool Box Community is about to uncover the secret pathway out of poverty and unemployment and division and hatred and to find the treasure that lay in the hearts of our fellow men and fellow women all around us.

As you journey into the pages of this book, think of yourself as a pioneer of

love that surpasses all obstacles and that as you learn to master each tool in the Tool Box, you become more and more a most valuable member of our human society.

This is the root of dignity, it is the foundation of self respect, walk tall, you are a part of the Tool Box Community determined to reach greater heights of joy and prosperity for the sake of everyone.

What do you believe right now?

The human spirit is great because it believes in things, some supernatural, some material, the question which is pertinent at this point, is what is it that you believe in?

People generally can tell you they believe in God or a god, they believe in love and they believe in the power of money etc. But as you observe their behaviour or, making it personal, your own behaviour you may well notice some inconsistencies, such as saying you believe in good health but you have the habit of smoking, or heavy drinking, or an addiction to junk food etc.

The reason I have included this question at the beginning of this book is to indicate how different we all are and when it gets personal it gets uncomfortable. At its very core, your beliefs govern your life and establish your world view, they drive your passions and harbour your habits. So it is no small thing to establish, here and now, what it is you believe because if you are going to benefit from the guidance and tools in this book, then you must be convinced or believe that you can change, or more importantly, must change in order to become the best version of yourself.

We are all born with a great spirit, but as time starts to impact on us from childhood via nurture and nature, we slowly start to erode, in values and morals and our world view becomes tainted. We are introduced into believing falsehoods, some regarding our own “place” in society, and others regarding “other” people and their cultural footprints. When these beliefs are reinforced via news outlets coupled to our own observations, it becomes extremely tough to alter those beliefs and thus we become “stuck” in our histories and cannot progress beyond those adopted beliefs.

An entrepreneur is affected, effected and infected by his beliefs and it will limit his or her ability to rise above all the obstacles. To improve your chances of greatness, you may have to establish new beliefs, new world views, and the simplest most powerful of all these beliefs is to believe in the greatness of the human spirit and learn to find the good in all people.

Objectives

The objectives of this book are...

1. To reduce unemployment
2. To Inspire the human heart to be engaged in a full and purposeful life
3. To develop the entrepreneurial spirit in us all
4. To provide practical tools to our students
5. To give dignity to the man in the street
6. To create a community of willing people to become prosperous
7. To accomplish all of this for under R500 per student.

At TBA (Tool Box Academy) we are only too aware of how difficult it is to overcome personal habits that fail to serve you well. We all have them, some to a greater degree than others but each one of us must struggle to beat the beast that is intent on holding us back from greatness. We will show you how to form new good habits that will serve you well. See Destroy the Enemy

The objective of this work is to lift us out of the weakness and into the strength, to take us from the shadows and into the light. To help as many good people out there to take back their spirit, to take control of themselves and their destiny.

It becomes clear that this is not a book, nor is it a manual, it is a life-changing experience that comes with all the tools to make even the least of us become great in ways that give us hope and pride.

Thousands “out there” are training people in the arts of business, in fact we are overwhelmed with information overload and it is both confusing and overdone, sorry to say.

To be honest, and depending on the career you have chosen, many of the skills in business schools are necessary, such as accounting skills, writing business plans and other such important knowledge and understanding, but the world today is filled to the brim with unemployed highly skilled accountants and business managers.

Something more is needed in order to succeed in business, something that reaches into the heart and soul of a person, not just head knowledge.

There is the letter of the law and there is the spirit of the law, how do you tell the difference and use the difference?

Understanding the fisherman analogy below will help us to see things both differently and more clearly...



It is life-saving to teach people to fish, rather than give them fish. Knowing how to fish frees a person to feed himself and his family, whereas giving people fish enslaves them to you, causing them to remain ignorant and dependent on you, it is in fact an insult, you have not done that person a favour whatsoever!

At TBA we instil intrinsic fishing skills, provide the bait, point to the best fishing waters and even coax the fish to bite. How's that for being effective?

The elements of [VALUES](#) play a great part in the success of the programme since one of the most astounding contributors to unemployment is a lack of values and understanding the powerful part they play in personal and secular success.

TBA will focus concise attention to values, how we can adopt them, apply them and benefit from them, Bon Voyage! Enjoy the journey!

Acknowledgement of the township economy

There is an amazing life of vibrant business people in the townships and surrounds all over South Africa which stands as an example of entrepreneurship to be proud of.

We have all seen these hard working entrepreneurs on the streets with their little upturned boxes neatly stacked with little pyramids of fruit and veg. We have seen others with all sorts of merchandise on offer under umbrellas or gazebos, and then there are others cooking special food for commuters at stations and taxi ranks etc.

Some of these informal traders are earning around R5000 per month and others are earning as much as R50000 per day. Yes you read that right, fifty thousand rand per day. It depends on what they are selling and where they are situated.

To learn more about this Kasi economy, you need to buy and read the book *Kasinomics Revolution* by GG Alcock an amazing author with natural and very deep insights into the economy that is calculated at about R100 billion per year and it's all "informal" cash business.

My observations, after reading this amazing book, are that there are variables that impact these entrepreneurs, it could be the weather, it could be power outages, or strikes and other unpredictable circumstances to negatively affect the lonely street trader. If one takes into account that their trade depends on their clients having money to spend at their stalls or spazas, it becomes noteworthy that unemployment would cause them to suffer lower incomes, so ultimately, to address unemployment so that everyone has money in their pockets is the ideal goal toward which we should all be pressing.

At The Tool Box Academy we are conscious of the need to grow entrepreneurs to share in the more formal sector of our economy, so kudos to all those informal traders. We salute you for your ingenuity and hard work, you are living proof of the amazing power of the [human spirit](#).

Not everyone is cut out for the informal trader market, it is extremely taxing and unpredictable. There are those in our population who would prefer to be involved with a business more suited to their level of education and experience and preference.

Many of these would-be entrepreneurs would like to be connected in the digital marketing world and attract business and wealth via the internet, using websites and online trading as a more comfortable means of earning a living.

It's not always about how MUCH money you make but HOW you make it that is important!

There are young people earning hundreds of thousands of Rands per month being what is known as YouTubers, they create something of interest and over time develop a following of large audiences which earn them this type of income. Very different from getting up at 1am in the morning to fry vetkoeks and take them to taxi ranks by 2am.

How to use this book

This book was written for everyone, not just super clever people, but for people, like me, who have to work hard and to a plan in order to achieve anything. I did not have a rich dad who handed me the good things in life, in fact, I was orphaned off at the age of fifteen and had to fend for myself since then. I never had the time to go to university, I had to learn to work in order to eat.

This book takes into account the value of learning new skills, and what it takes to learn them, they don't magically appear one fairy tale morning and you get to live happily ever after!

You are expected to put in the effort to master the skills of every tool in the box (book) and here is how the book is designed for your best advantage.

Firstly, each chapter is composed of vital information about the tool in question and gives absolute proof of its need and function as well as its efficacy for the entrepreneur. We include little characters in the pages that help give us a “visual” of the lesson being shown. These characters often will be remembered long after we have forgotten the text, and this is part of our teaching methodology. In the first chapter we deal with the brain, since it is the major tool upon which all other tools depend. You will immediately notice the use of many of these characters as aids to your memory. Give attention to the little guys as they apply to the point being made.

Each chapter requires work and effort from you, PLEASE do not skip doing the work, it is essential to your mastering the tool, you cannot read your way into becoming a guitar player, you must practice, practice and practice some more. You need someone to teach you, you need books with music notes to guide you, you need to hear how a certain song is sung or played, your guitar needs to be tuned correctly so that it sounds good, but most of all you need to practice, practice, practice! It can take many months and even years to become a good guitar player but that is what all the great guitarists do, they take the time to practice.



In the chapter, we recommend you read a certain book, don't give up because it is difficult, let me say that again, for very powerful reasons, DO NOT GIVE UP BECAUSE IT IS DIFFICULT! Your determination to keep trying until you do understand the message in the book will ABSOLUTELY develop your brain. That is exactly how to grow your brain connections, and EVERYONE can do it, if they stick to it until they “get” it.



This little egg represents a golden nugget of great value, when you see it on a page, it will emphasise the need for you to remember and to practice.

We also include a tutor section at the end of every chapter. This is not an exam, it is a tool we use to embed lessons into your subconscious mind so that by repetition it becomes more memorable and sensible.



This is your tutor, he is very knowledgeable about the use of the tool he is pointing to, and it makes sense to do what he says because he is a master or a “Journeyman” who has made millions by doing what he is telling you to do.

He has learned how to use all the tools in this book.

So when you see him on the side of the pages that follow, please stop and take special note of what he wants you to do at that particular portion of the chapter. The way this book works is for you to do the work, you cannot read only you **MUST DO THE WORK!**

It’s for this reason we call this a **TOOLBOX** and not a book.,



Knowing what the tools are called in the toolbox does not qualify you as an expert worker, you have to know how to use each tool in the box to become an expert!

The difference between an expert and a layman is the understanding you have as to what the tools are, why they are there, which ones to use first and the adoption of the tool as your own with your own mastery brought to the job at hand.

When i visited the circus many years ago i saw a monkey riding a bicycle, but as my dad said to me, this monkey will be dead in a few minutes if you let him ride that bike in the busy streets of the city.

The monkey only learned to ride the bike in the circus, but had no sense of what he was doing, he only learned to do as his master showed him so he could get a banana as a reward. It is known as “monkey-see-monkey-do”.

As students or learners we need to know how to use the tools, not just copy the expert!

RUB THE GENIE’S LAMP



I am hoping that most of my readers are familiar with the story of Aladdin's Lamp.

[The full story is found here for those who do not know who Aladdin was.](#)

As an entrepreneur you are going to need help. Beware of the fraudsters even if he comes in the form of a trusted uncle. The lamp and it's genie represent your ability to use your BRAIN. It is for this reason we have spent so much time and effort expounding on the magic powers of your brains. Conscious and subconscious.

When you need help, “rub the lamp” or use your brains, do research, ask for help from all sources, investigate, do tests and sampling of product and market etc.

Remember, you need to become a master of your field, you cannot do that without putting great effort into your business!

Let's define what we mean by effort...

So many of us achieve so little over our lifetimes it is a matter of great shame, we were not built to become couch potatoes.

WE MUST CREATE!!!

We are all creators of one sort or another, so then go forth and create.

The reason over ninety percent of all humanity do not create but work for creators is due to mental laziness.



This guy's brain is exploding because of the hard work entailed in thinking!

Working is easy, thinking is extremely difficult!

MOST people avoid thinking like the plague, and the reason is simple, to think means you have to have something in your brain to use to deliver something out of your brain. You reap what you sow!

Research, learning, testing, reading, consulting, spending overtime at night and weekends calls for sacrifice.

Watching TV is much easier.

Doing what a boss tells you to do is much easier! Digging holes in your backyard is easier.

Thinking, creating, innovating, solving issues, creating new solutions to challenges, learning, these are very difficult exercises for most people.

Not only do you have to be an expert at your given business skill, but you must also be aware of changes in the economy, or shifting market trends, new threats from technology or competitors and be ready and qualified to address any of these in a short time span.

Think of what happened to Kodak, the world's biggest most powerful name in photography and cinematography. Everyone on the planet used Kodak products. And then in a matter of a few short years they were gone. New technology killed them, unnecessarily, because if they adopted the new technologies they could still be kings today. What a gigantic shame.

Rubbing the lamp means exercising your thinking skills!

Rubbing the lamp means doing long hours of research and development.

Rubbing the lamp means searching for new opportunities constantly

Rubbing the lamp means you have to exert yourself mentally, push yourself at all times.

Only after rubbing the lamp like this, will the Genie arrive!

How to practice focus and concentrated thinking and attention (rubbing the lamp)...

Here is a real practical gem of advice for those struggling to get into practical thinking..

Its called PaP or Pose a Problem and you start by writing a problem on the top of a sheet of paper like this...

Why can't I make money?

Now make a list of every reason you can think of that's holding you back from making money...

1. Lack of skills
2. Lazy
3. Arrogant
4. Ignorant
5. Dress badly
6. Smell badly
7. Procrastinate
8. Rather watch TV or play games
9. Rely on other people to feed me
10. No empathy
11. My parents were poor
12. Didn't like school
13. Don't like people
14. Cannot read (with understanding)
15. Not willing to improve myself
16. Nobody trusts me
17. Hang out with losers
18. Addicted to "stuff" like smokes, drink, porn, fun, games, drugs, lying in the sun etc.
19. People don't like me
20. The country is in trouble
21. It's all God's fault
22. I didn't ask to be born
23. There are no more opportunities for people like me
24. Money is scarce
25. I am too short, fat, ugly, thin, stupid and my hair is terrible

By now you can see a pattern emerging, particularly if you are being honest with your list. But let's say you have taken fifteen minutes to write all these reasons down in one go.

What has just happened?

You spent fifteen minutes focused on thinking. WELL DONE!!!

NOW KEEP GOING, DON'T STOP YET, LET'S GO TO THE NEXT VERY IMPORTANT STEP...

You have twenty five reasons of your own observation about yourself, now go deeper, take each reason and analyse them one at a time. Try to discover the why and how to fix each one in turn...

1. Lack of skills

Why am I not skilled? Maybe it's because I simply looked for any job so that I could earn some money and I am still doing that same job today. What could I do to learn a new skill? I could think about my natural abilities and my desire for a particular skill. There are skills taught for free on the internet, <https://www.khanacademy.org> is one such place I could start.

2. Lazy

Why am I lazy? Is it because I am not motivated to do anything because i don't know what i want to do? Being lazy is the path to poverty, so if i want to make money, i will have to become more industrious and work harder. How can i learn to be more hard working? Well visit this YouTube video for some ideas...

https://www.youtube.com/watch?v=adDgQeRavzU&ab_channel=TopThink

3. Arrogant

Arrogance is an attitude, not a good attitude, that will cause you to miss out on opportunities because people will want to avoid you, and remember, it is people who provide the opportunities, so why am I arrogant? Examine what it is that triggers your anger or your view of other people that makes you feel that way. Do you have a belief ingrained into you from childhood? If you feel superior to other people is it because God told you to be that way? Arrogance can be overcome, simply find a new way to like people, look for their good side and focus on that, soon you will be able to adopt a more humble attitude which is very good for progress in the world of people.

4. Ignorant

Ignorance is not great, it means you have no clue as to how the world works and what is going on in it, you have closed your world down to the pub and beers and the local gossip and maybe the latest trend on brainless Tik Tok. Social media is a smoke screen of falsehood that will drain your time and brain into its simplest denominator. Stop allowing a device, (phone, tablet, laptop, TV, earphone) to take control of your mind. Loud music and endless hours in front of a screen will not only keep you ignorant, it is guaranteed to turn you into a new kind of stupid. Refer to number 1. Above to overcome ignorance.

5. Dress badly

If you dress like a slum you will act like a slum and you will be as poor as a slum, and people will treat you as a slum, there is no secret to how people view you from your dress.

Alright, I guess you are now beginning to get the message as to how to devote time and focus and concentration to a problem. If you continue to do this for every problem you face you will soon develop thinking ability and know how to solve your problems and if you can solve your problems you become POWERFUL in many ways, you start to become the master of your life and you become important to people around you as you help them to solve their problems as well.

All of this mental dexterity and exertion is known as "Rubbing the Lamp"

The Game



If the object of chess is to capture the King of the opposing colour, then there exists a total strategy of actions you must deploy to achieve this end.

Because there are thousands of variations within these strategies, it follows that you are forced to THINK and overall, this is the main objective of this book.



Your objective in the TOOLBOX is to find ways of using each tool to your advantage, so that you can win in the game of life.

Do not for a moment think this is an easy game, for those who want easy, poverty is knocking at their door.

You see, life is like a stew, you can throw anything into that stew, but if you throw in dead frogs, a stone or two, and maybe some thorns, what do you think that stew is going to taste like? But if you are selective and skilled and willing to learn from great chefs, you will make great stews that will nourish your life.

REMEMBER THIS... on your journey to prosperity there are two types of pain you could experience, 1. The pain of learning (it's hard work). 2. The pain of regret (that hurts)

In this game, you must play to win, practice every day for the big win, because glory only comes after achievement!!!

Part 1

The Book

Chapter One

The book is the toolbox which holds all the tools you will ever need to build a new and prosperous life, enabling you to have fun and excitement along the way.

Now it's one thing to own a toolbox full of tools and quite another to know how to use all the tools within. If you wanted to be a carpenter, you certainly need lots of tools, but owning them will not make you a carpenter it only affords you the "opportunity" to become one, you still need training by a fully qualified carpenter, you will be known as an apprentice, and he is known as a journeyman. This is how the dictionary describes a journeyman...

What does journeyman level mean?

What is journey-level experience? Journey-level experience applies to a person who has completed an apprenticeship program or is an experienced worker, not a trainee, and is fully qualified and able to perform a specific trade without supervision.

I like to think of a journeyman as someone who has done the journey successfully and knows how to show someone else how to journey down that same road of experience.

This book is written by just such a journeyman, someone who is seventy years old and has had twenty five successful companies in his time.

I will not share theoretical information in this book, it would be wrong, if I personally have not travelled the road then I will not suggest it to others.

Be confident that I have used these tools myself and know, without doubt, that they work and work well.

Some of my students have gone on to become millionaires here in South Africa and all of them own their own businesses, these people are my credentials, not some spurious varsity degree in business management!

The book is divided into parts with chapters. I did this to convey order and simplicity. Some of the parts which I will mention in the book are in fact not in the book, such as my website and the list of partners we have compiled for your benefit.

Each tool in the book is in order or sequence, I start with the brain as the first tool and you and I agree that without a brain, you are useless, no matter how many tools you may have in the box. The brain has powers most people do not understand, in fact, for the most part, no one really understands. However, to a working degree, there are many functions of the brain that have shown themselves to be both understandable and useful, particularly if you train and exercise it regularly with the proper input or knowledge.



Now comes the big question, how do we train our brains?

If I am mentally lazy, or hate reading, then please do not ask me to read. Rather show me some pictures or videos. Now what if I were to tell you that for a large portion of modern society, this is exactly the reason people do not like to read, because it is easier to watch a video, and if it's easy, then no training takes place. Do you see the danger? There is no exercise taking place, you are not imagining anything when you are watching a video, the actors are doing all the work and your brain is sitting still.

As a reminder, if you want to be an entrepreneur, then you have little chance of success in this fast-paced world if you cannot read. If you have a lazy brain then life is going to be a struggle for you. So my advice is, get off your lazy arse and start training your brain. Listen carefully, **YOU WILL FAIL IN BUSINESS IF YOU HAVE A LAZY BRAIN!!!**

The very definition of the word business is BUSYness, and the most successful business people have busy minds/brains.

For you, who are reading this passage, it obviously does not apply, because you are now **READING** this book.

What you take from this book, however, will reveal the extent to which your brain is working for you. I have made it a special point of effort to include at least one golden nugget of value to your career on every page. I hope you are looking intently for these nuggets.

Opportunity, we hear, knocks on our door constantly, the problem is we are not always at home to answer that knock, we are too busy watching TV or playing games. What if this book is your immediate opportunity but you fail to appreciate just how valuable it is?



That would be a shame!

How often do we hear the sad words... "If only" - if only I had bought Tesla shares at US\$180 last year, because now they are worth US\$3000 per share?

Before we move onto other tools in the box, please let's stay on the subject of the brain for a little longer.

Did you know that you have two brains?

More on the brain...



At this point, please pause for 5 minutes and watch the video lesson on how the brain works and how to make the most of your two brains...

[Click here to go to video](#)

When watching YouTube videos, do not be suckered into watching other clips suggested on the right side of the screen. That is a waste of time and scatters your thoughts.

Remember to stay focused on the matter at hand, this trains your brain with the vital habit of concentration, in fact, the ability to concentrate for long periods of time is not the gift most people in the world can master, but keep trying, it gets better with practice!

TOOL 1

THE BRAIN

Most of us have one, yes there are times when it seems doubtful, but if you are reading this then we can safely assume you have one, welcome.

Having a brain is different from using a brain, it's like having a spare wheel but it is very seldom used.

On a scale of one to ten, how would you rate your usage of your brain? 12345678910? Now, whilst this may at first appear to be a silly question, let me ask you how many constructive books you have read this month? How many strategic plans have you drafted for your better future? How about the hours spent in front of a screen, you know, the one in your pocket, or bag, or on your desk, or the one hanging on your lounge wall? So... are you a 1 or a 10?

Without trying to confuse anyone or create a mystic air with my next statement, did you know you have two brains/minds, one situated in your skull and one at the end of your cerebro-spinal nervous system in your solar plexus. The one in your skull is better known as your conscious mind and the one in your gut is known as the subconscious mind.

Now the reason I mention this is because to be successful in business you must know how to use both these minds. (More on this in the [Creativity](#) chapter)



The conscious mind that should be situated in this empty space is the most amazing tool in the Universe and has power way beyond the understanding of all people. But some people have learned to use it strategically, like Michael Schumacher used the Ferrari race car. If you feel this is a bit far-fetched, then explain why some people get super wealthy whilst others stay poor? Do you think skinny people make more money than fat people? Or tall people against short people? Or pretty people

against ugly people? Nope there is no difference between rich and poor based on your physical appearance, it is what is going on between your ears!



WOW! If that is the case then *ANYONE* can be rich?

Yes that is the gospel truth!!!

But before you run around the house in ecstasy, you should know that using the brain is far more difficult than climbing Kilimanjaro mountain, and that dear friends is why there are so many poor people and so few rich people. Hard work does not make you rich, most poor people work hard, but never get rich, no it's not hard physical work, it is the mind work that most people are not eager to pursue.



This guy works hard digging holes but he will not become rich!

So now, I hope you can see why this TOOL, the Brain, has been placed first in my TOOLBOX. It is my job to help you to work this TOOL to your greatest advantage.

Just how does one develop a better brain or mind?

Believe it or not, this is a most perplexing question but thankfully there is a definite manner in which you can develop your mind. The mind has a particular way in which it operates, it likes repetition. If you explain something once, only a few people will understand, but if you explain it many times, in many different ways, it is much easier to understand, particularly if you can use videos to convey the lessons necessary to better understanding.

It is for this reason that the TOOLBOX ACADEMY has developed a TOOLBOX full of very useful tools that relate to each other and support the main purpose of this book and that is to learn to use our brains to their utmost efficacy.

Here is a spoiler alert that you will not feel comfortable with...

REPLACE TV TIME WITH BRAIN TIME!!!

In order to develop your brain, you will need to READ! If you fail to read, you will not succeed, you can write that on your tombstone, "I failed to read so I died a poor beggar"



TV and its many derivatives, like phones and tablets and computers are culprits that keep us poor. If you were running in a race and you stopped to check every advert on the fence along the track, do you think you will ever win a race? We are all in a race to survive and thrive and those who succeed have learned to run this race without trivial distractions.



Please, PLEASE WATCH THIS, [Denzels wisdom](#)

Most people are doing this and cannot see the danger!

NOW, [watch this video t](#)o become AWARE of the sickness!

PLEASE note, there is no way i can overstate the critical part reading plays in growing your brain cells as well as your business intellect. If you could swallow a blue pill and be clever, then guess what, I would be in the blue pill business, but no such thing exists, the only blue pill is called “reading” and you need large doses of it!!!

So where can you find time for reading?

Take the time away from screen time and spend that time reading...

You are on a new path to prosperity because your old path and old (TV) habits have kept you poor in many ways. Rich and intelligent people seldom watch TV! If you want to be rich with an improved brain, then DUMP TV! (And start READING)



Dive into brilliant books and read, read, read!



This is exceptionally sage advice, [watch this](#). It is a little over thirteen minutes long but it is brilliant, don't miss it!

To help you, I am inserting excerpts from critical books with essential lessons for the improvement of your mind.

Here is some reinforcement for reading books from Harvard professor Henrich...

A recent article by *The WEIRDest People in the World* author and Harvard professor Joseph Henrich sums up why we should read...

“Reading isn't just a way to cram facts into your brain. It's a way to rewire how your brain works in general. It strengthens your ability to imagine alternative paths, remember details, picture detailed scenes, and think through complex problems. In short, reading makes you not just more knowledgeable, but also functionally smarter. Which is why the only thing that everyone you admire can agree on is that you should read more.”

When you see the little image below, then you know it is essential reading for you and please do not skip it, you are building your future with the very best tools and you need every single one of them to arrive at a prosperous outcome!



Here is the little image... when you see this on the side of the page, please stop and read the pages that this little teacher recommends!

As a reminder, you have two brains, one in the head and one in the gut, the one in the gut is like a tape recorder, it takes note of what your head brain is saying or thinking and it endeavours to deliver the desires of the “Master”

Think of the gut brain as a Genie in the lamp. The head brain makes a call, and the gut brain answers.



Some people have offered an explanation regarding the relationship between these two brains as a form of prayer. When the conscious mind (head brain) asks for something really important and is focused on that request, as if nothing in life were more urgent and important, then the subconscious mind (gut brain) brings about the answer or solution.

Why is it important to know this?

Because all learning and progress are linked unbreakingly to this process, in fact there is a law that governs this process as surely as the law of gravity. You cannot see gravity, but you sure can see the effects of it when a brick falls on your head. You cannot see this law of attraction, but you sure can see its effects with the people who have learned to use it wisely. In fact, this is the methodology used by Elon

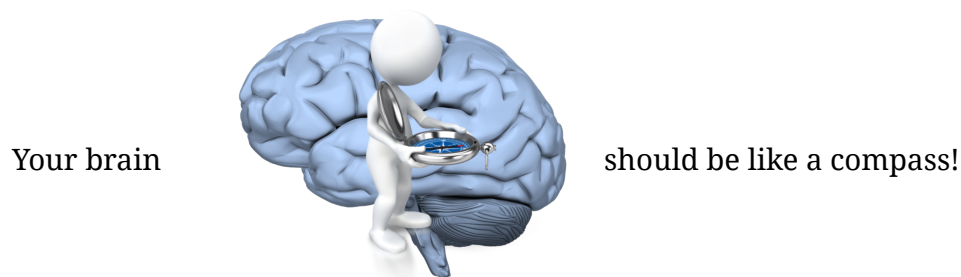
Musk and I will expound at length on some of his methods of learning and achievement in the course of this book. One word you may want to know that describes him is “OBSESSED”.

Now that you have some idea regarding the functions of the brain, let's start using it right away.

If you want to open a business of your own, do you know what is needed to make a success of it?

Your mind has just been given a challenge to overcome, you may not know all the steps to a successful business, in fact, if you did know, then you would not be reading this book.

The following analogy will confirm the need to have an efficient, sharp-working brain, in fact your brain needs to guide you every step of the way like a compass...



In a brief nutshell, a business is like a small baby, it needs constant feeding, cleaning, stimulation and often very special attention if medication is required. You cannot leave a baby to help itself while you go on holiday somewhere, right? When you neglect a baby, it starts crying, it can get very sick and may even die. When that baby wakes up at 2am in the morning needing milk, or its diaper changed, you have to get up, very reluctantly and see to the needs of that baby.

A business is no different, and we are starting to see why so many businesses fail early on in their life, because the owner is not prepared to work so hard for it, the owner did not “see” or understand how a business is built, over time, to become successful. It takes an understanding which he failed to grasp because he did not read, he did not realise he had to stop watching so much TV and stop texting everybody about trivialities. He failed to appreciate what a real business person goes through to eventually become prosperous. The brain must, let me repeat, **MUST** focus on the needs of the business!

The brain is the one place where everything happens and it is for this reason we are going to stay on this tool for a bit longer.

So the question now is this...what must we feed our brains with in order to

understand the path forward?

Like all babies, we cannot feed the baby with boerewors rolls, or steak, egg and chips, we need to give the baby milk, because that is all the baby can digest.

A new entrepreneur must not concern himself with macro finance management or other large scale business skills, he must first learn to learn. And that requires rewiring the brain into a new form of thinking, he must learn the skills of reading and understanding what he is reading in regard to the world of business, which is in fact as simple as this, a business is no more than a willing seller and a willing buyer, or a person with something to sell and a customer who wants to buy his product. There can be no business without a customer, full stop!

At this stage of our lives we have developed some very strong habits which we will have to abandon in order to make progress as an entrepreneur. Remember we said that Elon Musk is obsessed with making his vision and plans work out successfully. He sacrificed a life of ease to make his plans work. After he sold PAYPAL he was a multi millionaire in US Dollars and could have bought a nice island and lived happily ever after, but he was obsessed with his vision to make earth more environmentally safe.

Are we equipped with a similar obsession about our desire to have our own business?

If so then we need to focus on developing our brain in a similar way to Elon Musk. He says that if we want to build a successful business, we need to consider working eighty to one hundred hours per week. That means we start work at 7am and finish at 8pm every day for seven days. Thirteen hours per day, EVERY DAY, NO WEEKENDS OFF!



[Watch the YouTube clip of Elon here](#)

It is critical for you to watch this!!!

How does that grab you? Not worth the effort? Then kiss prosperity goodbye!

Remember the baby, you have to work even harder if you have a baby, particularly the mother who cares for it. No weekends off from the baby, no way. When the baby calls for attention, at any time of any day, you have to be there to do your job as a parent, full stop!

Elon Musk, the richest man on earth, who came from Pretoria, read hundreds of books and still does. He has achieved what no other person in all of history has achieved.

Success comes from obsession and reading and long hard work on a vision and plan. You can do it, but your brain first needs to be “conditioned” to accept



the sacrifices you are going to have to make, the new skills you are going to need, before you start your business, learn, learn and learn some more, take time to learn, do not treat yourself with kindness and laziness, you WILL FAIL.

Here is a link to a YouTube presentation by a self made millionaire Brian Tracy who explains succinctly, how to adopt the right attitude...

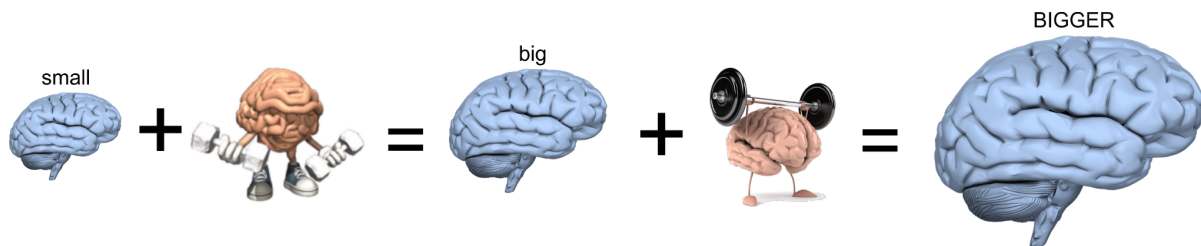


[YouTube](#) Brian Tracy shows you how to be rich.

Absolutely essential watching!!! This is one of the best videos for you! It is one of the best examples of perfect presentations.

If you want to be happy, successful and prosperous, you will need to train and exercise your brain. Your brain gets bigger with EXERCISE and reading books is what will exercise your brain, go to the brain gym, it's called a library, we can help you!

Does the illustration below help you to picture the benefits of brain exercise?



At this point I want to include the picture of how all millionaires and billionaires reach such heights of wealth, take a long and hard look at this picture below...



The stairway to greatness is built on books, lots of books, books that will astound you, they will show you things you never saw before, they will build your imagination and give you a keen understanding of the world around you, these are essential insights that every business person needs in order to build a life of success and prosperity. So it cannot be overstated... read books and more books, make it a way of life for you!

Just remember to choose the right books! As an added thought, do not be stingy, spend your money on books! You spend a lot of money on food, but are scared to spend money on food for your brain, this is the reason there are so many poor people, they run to Kentucky with money, but will not spend money on the real food, books! ***A person who buys and reads books, gets rich!***

For your first book to read, I recommend the time-honoured astounding works by Napoleon Hill, entitled “Think and Grow Rich”

This book will bring focus to your style of thinking and help you to adopt a new and more successful mindset. It will sharpen your vision, which is a vital first step!

You can download the book from our members section on www.toolboxacademy.com

Here is an excerpt from the book to whet your appetite...



Author's Preface (Napoleon Hill)

IN EVERY chapter of this book, mention has been made of the money-making secret which has made fortunes for more than five hundred exceedingly wealthy men whom I have carefully analysed over a long period of years.

The secret was brought to my attention by Andrew Carnegie, more than a quarter of a century ago. The canny, lovable old Scotsman carelessly tossed it into my mind, when I was but a boy. Then he sat back in his chair, with a merry twinkle in his eyes, and watched carefully to see if I had brains enough to understand the full significance of what he had said to me.

When he saw that I had grasped the idea, he asked if I would be willing to spend twenty years or more, preparing myself to take it to the world, to men and women who, without the secret, might go through life as failures. I said I would, and with Mr. Carnegie's cooperation, I have kept my promise.

This book contains the secret, after having been put to a practical test by thousands of people, in almost every walk of life. It was Mr. Carnegie's idea that the magic formula, which gave him a stupendous fortune, ought to be placed within reach of people who do not have time to investigate how men make money, and it was his hope that I might test and demonstrate the soundness of the formula through the experience of men and women in every calling.

He believed the formula should be taught in all public schools and colleges, and expressed the opinion that if it were properly taught it would so revolutionise the entire educational system that the time spent in school could be reduced to less than half.

His experience with Charles M. Schwab, and other young men of Mr. Schwab's type, convinced Mr. Carnegie that much of that which is taught in the schools is of

no value whatsoever in connection with the business of earning a living or accumulating riches. He had arrived at this decision, because he had taken into his business one young man after another, many of them with but little schooling, and by coaching them in the use of this formula, developed in them rare leadership. Moreover, his coaching made fortunes for every one of them who followed his instructions. In the chapter on Faith, you will read the astounding story of the organisation of the giant United States Steel Corporation, as it was conceived and carried out by one of the young men through whom Mr. Carnegie proved that his formula will work for all who are ready for it.

This single application of the secret, by that young man – Charles M. Schwab – made him a huge fortune in both money and OPPORTUNITY. Roughly speaking, this particular application of the formula was worth six hundred million dollars. These facts-and they are facts well known to almost everyone who knew Mr. Carnegie-give you a fair idea of what the reading of this book may bring to you, provided you KNOW WHAT IT IS THAT YOU WANT.



Our Tutor, the wise professor, wants to ask a couple of questions...

1. What great power can we find in reading books?
2. What is the main point we must remember to take action on from the few pages of “Think and Grow Rich” above?
3. Where will you find time to read?

Feel free to write some notes below...

PLEASE NOTE, WHEN USING THIS BOOK IN PDF VERSION, PLEASE USE CTRL+CLICK TO FOLLOW THE LINKS, THIS WILL THEN SHOW THE SITE IN A NEW WINDOW.

So we have made our first launch into improving our minds/brains and we have only just begun. There is so much more to enjoy as you continue to open THE TOOLBOX and discover the magic and power of the different and wonderful tools to help you become a happy and successful entrepreneur.

Finally, please know that our website is a portal of learning and contacts and encouragement for all our members, so as soon as you feel you are ready to progress to the next level of expertise, consider becoming a member of The Toolbox Academy. www.toolboxacademy.com

We will discuss more about the website and membership later, but at this point please keep in mind that whilst we provide a certain amount of information for free, as well as provide free ebooks and advice, membership is not free, it will cost R240 per year.

Some people think nothing of spending hundreds of rands on cigarettes or liquor or junk food, but are really unhappy to spend money on books and memberships. Please make a special note of this next statement, *THESE PEOPLE ARE THE ONES WHO NEVER MAKE ANY PROGRESS IN LIFE! "Money for booze but not for books" Shame!*

Money Mentality

Think of books as brain food and it may ease your resistance to buying a better brain and a better future. If you are looking for free education, that is your first mistake! It shows a beggarly approach to life and entrepreneurs are not beggars, they are masters, who make enough money to invest in themselves and their future. You need to have enough respect for yourself to pay for your own way in life! Anyone who needs to be given free stuff is a slave and cannot be a master or entrepreneur!!! The other great downside to this type of thinking is you develop a victim mentality or a poverty mindset which is the exact opposite of what you should be thinking and how you should be behaving. Imagine that your "spirit" which is the engine inside you is always hearing you say, "I don't have any money" or "I cannot afford it" you should know this, you are training that engine to keep you poor. You are what you think you



are! And if you think you are poor then you will always be poor! Consider what this "spirit" hears you say, it hears "I don't WANT any money" and "I don't WANT to afford it" Can you see it is a mindset, or a paradigm, you are convincing yourself that being poor is what you are and what you will always be!

Break free from your caged mentality and DEMAND to be rich

and successful!

You can only be free when you DECIDE to be free!

The most effective way to change your brain and therefore your life is to imagine, VIVIDLY, that you are currently living in that state NOW! See yourself in the condition you desire, NOW! (This takes many weeks of daily practice)

Take a few minutes to watch this outstanding advice on how to do this in this YouTube video by Dr Joe Dispenza...



[Dr Joe Dispenza video](#)

Please do not skip this video, and whilst watching it, attempt to make a pact with yourself for greatness, to see yourself living the life you desire.

What is your dream?

Can you describe the home you would really love living in? Can you picture the kitchen or the wood-panelled library, or a luxurious lounge? What details do you see in each room, what does the garden look like?

What car would you like to drive? What colour? Can you see the interior and all the luxurious comfort and safety? Can you smell the real leather seats?

What clothes would you like to wear?

Where would you like to go on holiday?

What picture of perfect health do you see yourself in? Are you toned, fit and strong?

What would you like to see in your family? Harmony, wealth, peace, security? Love?

Start immediately, go on the mental journey to the places and conditions you really desire and start living in those places NOW, do it in your mind and start to LOVE the pictures you are seeing in your mind. Walk around inside your dream home, see the carpets, the paintings on the walls, the chandeliers hanging from the ceilings, see the different rooms for leisure and rest, for entertainment.

It is essential for you to do this, it will contribute to your better health and mood. It will become more and more real to you, and before too long, with the aid of the TOOLBOX you will bring your dreams into reality.

TRAIN YOUR MIND TO BE DEFINED BY YOUR VISION OF THE FUTURE!

The alternative is to be trapped in your history of slavery!

Become the MASTER of your mind!

Most people today are unaware of how to control their minds, they believe they are their minds, and that is totally false! You can reassure yourself that your mind is not you by answering this simple question, “When you make the statement I think, who is the “I”? We all know the mind does the thinking but who is the “I” that decides to think or what to think about?

What if we explained it like this... you have a brain, a body and a spirit, together they cooperate for their mutual well-being, so would you agree that you are the spirit, which uses the brain and the body to accomplish your (the spirit's) desires?

However, the spirit needs the brain and the body to exist, to live, so it is in the interests of YOU, the spirit, to care for your brain and body.

Now without becoming metaphysical or mystic or religious, but you, the spirit, is connected to the universal life-force that governs all life and life-supporting elements in all existence.

If you learn, via your brain, to harness the power of the overall life-force, then you can accomplish anything you desire.



The forces that govern all life and all matter throughout the universe are intrinsically embedded within all of us, we are made of atoms, molecules, cells that rely fully on this life-force.

Knowing that this is true, gives us a huge advantage if we learn to use it, to work in cooperation with it, to improve everything about our lives, now and in the future.

Give very close attention to all the links and books in this chapter to know how to use this force.

Some of the best books and videos on this subject have been written by Dr Joe Dispenza. <https://drjoedispenza.com/collections/books> I recommend you read them all.

Try to remember, you are growing your future, it is not an instant result. Give yourself the time, be patient and learn how to learn and become a master.

Before we end this chapter on the Brain, I would like to expound a bit more on good habits and how to form them.

GOOD HABITS

There are a million books on how to form habits so I will be brief on the subject and only focus on the habits that will serve you as an entrepreneur... *(for a new habit to “stick” you must repeat it every day for 30 days without interruption.)*

1. Self image

We all have some form of duality, we can be proud of ourselves but all too often we are unhappy with ourselves and our performance, which leads to the inevitable end result of poor self image. In essence, this is a form of disease, or dis - ease as it puts us under the control of a negative force. We need, with some degree of urgency, to take back control of our minds and our self image. We can succeed in doing this by doing things which we can measure as deeds of kindness to others. Spend some time each day doing something with some thought that someone else will find pleasurable. Not so as to elicit a reward, but just random. Practice doing this for a few months and soon you will start to have a new respect for yourself, and the bonus will be that others too will notice it and view you differently.

2. Self time

Make and take time for yourself, this means purposeful and meaningful time during which you focus on your dreams, on your accomplishments, your skills. Use this time to meditate on your future and regain your inner energy. You could do this last thing at night or get up early in the morning and find a place where you are comfortable and not distracted and find great enjoyment in your thoughts. If you start with at least thirty minutes each session.

3. Self improvement

There is not a human on earth who is beyond the need for self improvement but few take the time to invest in their betterment. The first step to improvement is to isolate the area that needs the most improvement. Assume you are tardy, which means you are regularly late for meetings, or to sit down to supper with your family, or you fail to return a call on time, then you could start by using your phone alert timer to remind you to be at places on time. Make no mistake, an entrepreneur could ruin all his or her chances of success by being tardy. Or maybe you watch too much TV, then improve yourself and your control of yourself by making a pact with yourself to stop this useless habit. This book is filled to the brim with brilliant new habits that will serve you well if you take them on.

4. Self reward

For each successful victory you achieve on the above efforts to develop a new useful habit, put a R5 coin in a jar. You will be pleasantly surprised at how quickly you save enough money to take yourself and family to a nice restaurant for a rewarding dinner. This will reinforce your commitment to yourself to go on creating new and valuable habits.

Keep looking for new habits to replace your useless habits, you will find them in this book!

Some of the best habits you could form are found at [VALUES](#)

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"

TOOL 2

VPA Charts

We will now move onto a most powerful set of tools that will ensure you develop a crisp and vivid vision of what you want, how to plan for it and how to attain it.

This is a set of three tools, namely **Vision - Plan - Act** or **VPA**

Please pay extreme close attention to the instructions on how to use this set of tools!

It would be true to say that if we were to teach only one rule in this entire book, this set of tools would be the first and only choice for you to master.

It is the map that leads you to the buried treasure...



Imagine that this was a treasure chest filled with Bitcoins, each coin is worth about R750,000.

Would you like to have this case under your bed?

By mastering the VPA set of tools, you could become the owner of great treasure!

What follows in this chapter is of great value because EVERYTHING depends on your VISION!

Your vision will get you out of bed, it will overcome the obstacles you will face, it will strengthen your resolve, it will keep you focused, it will give you unbelievable courage, it will ensure your willingness to make sacrifices of any nature, it is the nuclear power station in your psyche that will keep you going no matter what!

You will LOVE your vision to such an extent you will never stop talking about it, learning about it, dreaming it, practicing it, until it is in your possession!



This is a classic example about being obsessed with your vision, do you remember Bubba from the movie Forest Gump? He was totally obsessed about being a shrimp fisherman. Notice he is always talking about it...

[Watch it here!](#)

Can you see now why we say it is the most powerful tool in the box?

Know this, without a vision, you will be like ninety five percent of all people, wandering around on planet earth aimlessly without a purpose, simply killing time until time kills you.

VPA MAPS

1. Map one is called **VISION**
2. Map two is called **PLAN**
3. Map three is called **ACT**

With these three maps, you will become skilled in developing your mind and direction as never before, this is guaranteed!

You cannot embark on a journey if you have no idea as to where you want to go!

It follows then that you cannot start a business if you have no idea as to what business you want to be in and how to proceed.

Therefore, your WHOLE purpose here is to decide what your one DESIRE is, what is it that you really, really want to do with your life and turn it into a business.

This is called, your VISION!!!



Vision is your single most important starting point, think of nothing else, do not try learning anything, do not spend any money, or time on anything, until you have discovered your VISION!

I will give you the tools to define your vision but as you decide to go forward with your commitment to create your vision, here is a powerful method for you to deploy...

time for change



When you decide to open the door to your new future, you will need to close the door to your burdensome past, and in order to do this you will need to sit in a quiet place without any distractions and start to dream of what you desire for your future life.

Let go of the past hurts, experiences, hates and memories and practice with great detail living in your new dream.

It may feel a little corny to think of yourself alone in a quiet room without any phone or laptop or people or any other distractions, but this is the most powerful manner in which to train your brain and develop your dream vision.



Do this every day! Imagine in the greatest detail what it would feel like to be in your future dream! Thoughts become things, not by magic, but by focused, concentrated effort!



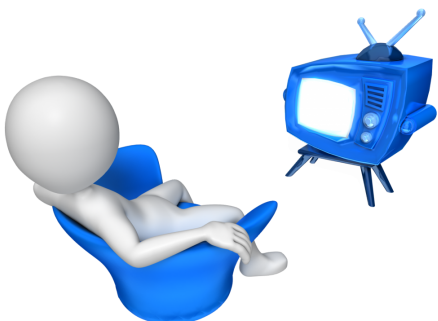
This could be you!



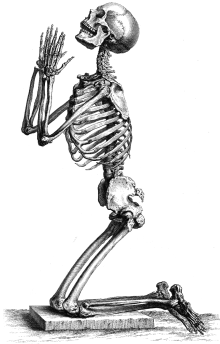
Or this could be you!



This could be your victory!



Or are you addicted as a slave to TV or other devices designed to steal your attention, your energy and your future prosperity?



Is this your future?

Or



Could this be your castle?



Your future is dependent on your choices!

What is your vision? How do you see yourself in the future? What are you doing today to ensure you have a much better future?

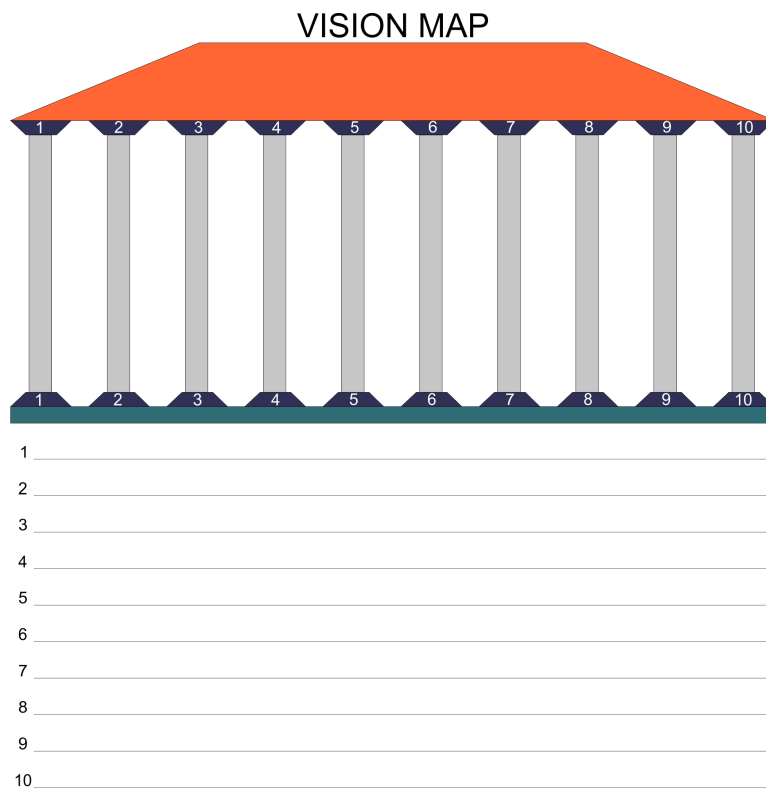
Failing to make a choice and take action is a choice, for failure!

Therefore what we are about to show you, will help you to make the right choice and take the right action...

NOTE: Do this every day... WRITE IN YOUR DAILY JOURNAL THE ACTION YOU TOOK TO ADVANCE YOUR VISION!!! Make it your new habit to write every day in your journal!

VISION

To help you make a wise choice in this regard, we have designed a MAP that will make it simple for you and as you learn to use this map you will discover its amazing power to clarify your thinking processes and sharpen your focus.

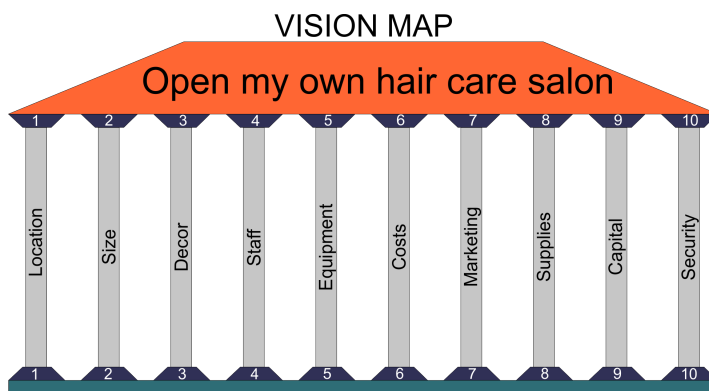


To explain the way to use this map is going to take time so buckle up and let's get ready to learn an amazing new skill...

What you are looking at is a roof which is supported by ten pillars, each numbered and each number has its own line below for notes.

As we work with this map you will want to remember that a VISION is your personal dream, your goal, your desire for something that will be just for you!

We will start by filling in the map to show how one person's dream is to own their hair salon in a place close to where they live. Let's see how to use a VISION MAP to fine tune her VISION...



- 1 I want to have my salon in a busy area in Pinetown in Durban close to my home _____
- 2 I can attend to five clients per hour, so I need space to seat at least 5 people _____
- 3 I want to paint the walls purple with green curtains and beige floor tiles _____
- 4 I will need two staff members, one to clean and one to wash hair _____
- 5 I need two hand driers and one free standing drier, I need scissors, mirrors and basins _____
- 6 My rent, staff and electricity/water will cost me R20,000 per month _____
- 7 I will put up signs near the bus/taxi stop close to my salon. _____

This lady has a dream but is not sure how to proceed.

The first thing we do is write in the roof area what the dream is, in this case you can see she has written "Open my own hair care salon"

In each of the pillars she has written some important supporting questions that will need special attention.

Below that each pillar has a number and she has given some brief answers.

We could call this a skeleton outline which deals with the important details but it is not complete yet. If you have more details then simply download another blank map from our site at www.toolboxacademy.com and fill in more pillars until you have as many details regarding your VISION as you can think of. See [video instructions here](#).

Remember this makes you happy because you are working on your future dream and it is very satisfying to put all the pieces together, so it is never a burden to collect all the information you need.

But now that you have done the outline, you will need to build a workable plan to make your dream a reality.

Before we proceed to the PLAN lets say a few things about having vision that is critical for all of us to understand...



Do not confine your visionary ability to prosperity of the material kind only!

We all need material things to enjoy our lives, but more importantly, we need love which includes agape, storge, philia and eros. These four loves are well explained but, in short, agape is principled love or sacrificial love, storge is love of community/family, philia is love of friends and eros is the personal love of a spouse or romantic love. Therefore when you wish to develop your vision of a better life, please realise the finer side of life, as we expound in this book, you can live in the basement of your existence or you can live in the penthouse of delight. It is a choice you make despite you not being consciously aware that you made this choice and remake it every day of your life.

Quality of life is paramount to your journey from the cradle to the grave and finding this quality is something you have to pursue vigorously, it will not come easy, nor will it be given to you by some kind benefactor.

You already know, instinctively, that there is not much more to life than to live a quality life. Defining what quality means to you personally is a matter of loads of introspection. Searching your soul for meaningful living is somewhat of a trick and partly skill, but just existing in a routine of almost nothingness is soul destroying.

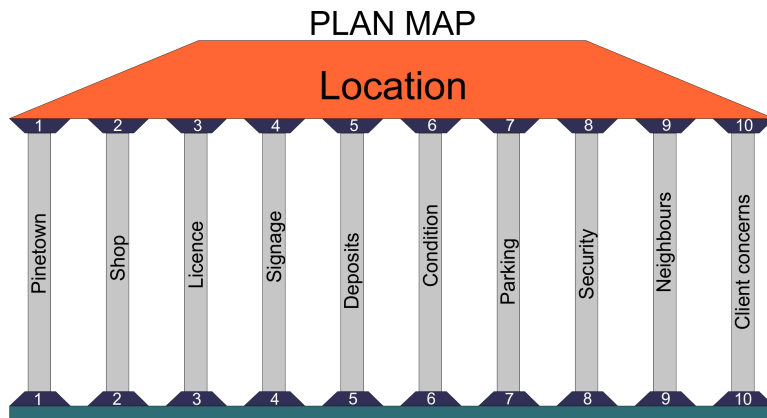
You owe it to yourself, and those you love and who depend on you, to discover the life in the penthouse of delight.

This, here and now, may be that penthouse opportunity, please do not squander it!

PLAN

The second tool in this category is called the PLAN MAP and it will deal with each pillar in turn until you have a good plan for each important detail for the hair care salon.

So now she uses the blank PLAN MAP and fills it in as per the picture below...



- 1 I will visit the Pinetown area where I would like my salon and see what's available _____
- 2 If the area is good but the shop is too small or too big I may need to share premises _____
- 3 Before I decide finally I must call the municipality and see if I need a licence _____
- 4 Is there enough space for me to place a good sign on the building _____
- 5 I must find out how much the landlord wants for deposit for rent and electricity _____
- 6 Is the premises in good condition or will I have to spend money on cleaning and paint _____
- 7 Where will my customers park their cars. _____
- 8 Is the area safe enough for me to work in _____
- 9 I need to see what type of businesses are close to me and ask them about problems _____
- 10 I may like the premises but my clients may not feel comfortable in this street _____

Here you can see we used the first VISION pillar information and placed it in the roof of the PLAN MAP. We expanded upon it to include even more details but this time we are actually developing a PLAN that takes you closer to achieving your goal.

Many new issues are now coming to light as you consider all the necessary factors that must be taken care of before you can open your business.

I hope you can see how these maps are forcing you to use your mind to focus on your dream and the many details that are so important? Remember we said your mind is like a compass, it should guide you every step of the way.



Everything worthwhile in life is achieved by working on a plan, so it is a vital skill to know how to plan.

Spend time and thought developing your own personal plan.

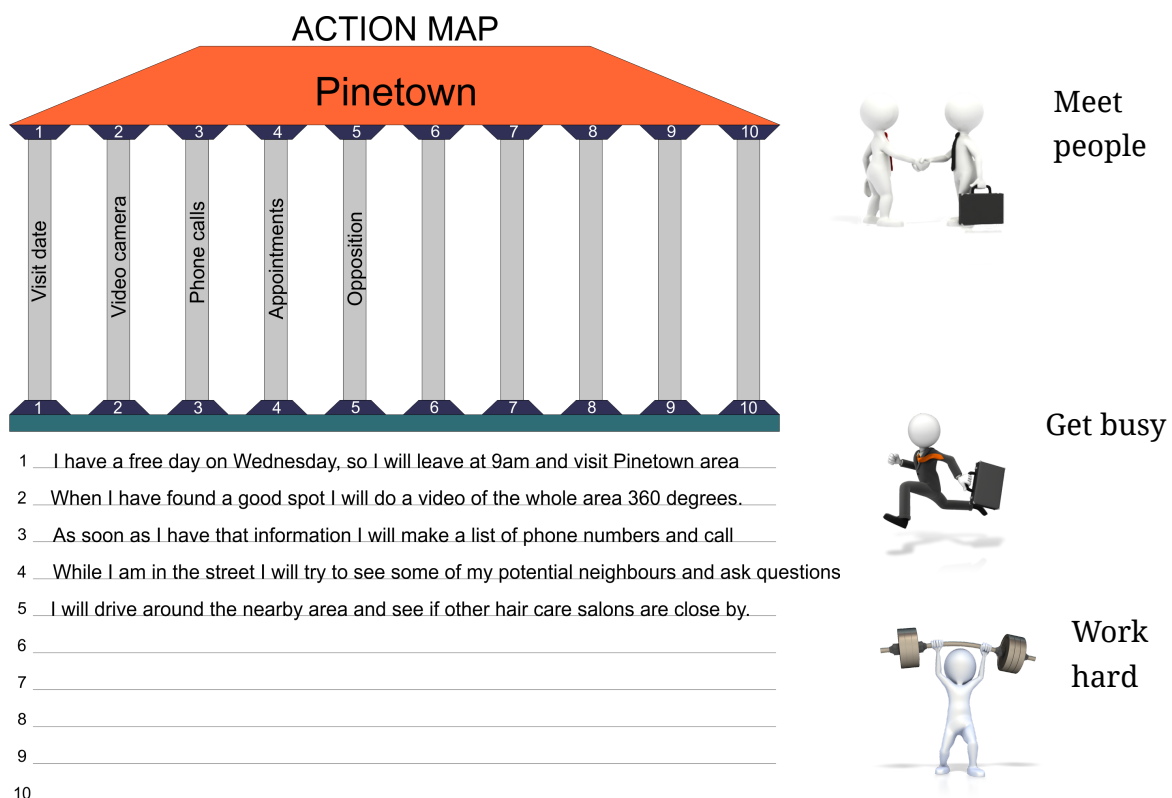
When you wake up in the morning, you are never confused as to what it is you want to do and need to do, because you will be working on your PLAN.

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"

ACTION

Now we want to give attention to the last map but it is this map that most people fail at, it is called the ACTION chart.

An ACTION chart is designed to get you working on your dream, so it requires you to make appointments, visit people and places, and do so with a date and time in mind. You need to follow this as if it were like going to work, or like a doctor's appointment. It is not a casual undertaking, it is serious and needs to be treated with respect, remember it is YOUR dream you are working on!



As you can see from the above chart, you do not need to fill all ten pillars each time, just fill in as far as you can go and then start your action. As you are working, you will discover more areas that you can use to build your dream.

There is a lot more that can be accomplished with these charts, you can use it for business, recipes, presentation talks, project management etc. It is an ideal tool to keep you on target and focused.

We will be having instruction videos on all our tools to help you even further. Some of these videos will deal with greater details on the VPA charts whilst others will be inspirational and motivational, besides educational. All these videos will be discussed in the next chapter...

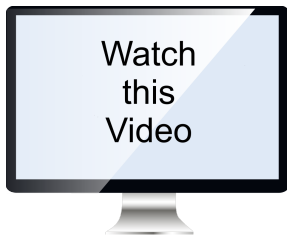
VIDEOS

1. Videos on VPA charts
2. Videos on Values
3. Videos on Concepts
4. Videos on Creativity

When reading an instruction gets to be a little difficult to follow, then it helps a lot to have a video explanation, some of us learn much better from a video.

At TBA (Tool Box Academy) we have spent a lot of time and research into creating short videos that get straight to the point and explain in simple terms how each tool works. You will find these videos on our website www.toolboxacademy.com

We have added to the many videos by giving links to YouTube clips that inspire us to keep going and to think differently and creatively.



When you see this image please take the time to watch the videos we have created or recommended as they are most helpful and inspiring.

VPA VIDEOS

Let's start with the first video, it is an instructional video showing how to construct the VISION map from a blank sheet

VISION [Instruction Video click here](#)

Other videos from outside sources to assist in the process and commitment.

[Video from Simon Sinek...](#)

[Video from multiple excellent sources in a few minutes...](#)

By spending the time to watch these videos you will come to a better appreciation of the importance of DOING this before you learn anything else. Listen to their comments on the two brains, and the power of the subconscious mind. You will learn an enormous amount from these few well known people, but do listen carefully and determine to follow their advice.

PLAN [Instruction Video click here](#)

We have explained in detail how to develop this map but many of us like to see how it is done with a video instruction, so I included this here for your assistance.

Other teachers out there also agree that we should give attention to planning because without it, we are just fumbling in the dark.

[Video from Brian Tracy...](#) A lot of wisdom from a world renowned master.

Some final thoughts on building your plan...

It is YOUR plan, you can use the tools and advice given here, but ultimately, you must give serious thought on the planning stage, because it is your compass, it is what will give you direction to achieve your vision and desire, so if the plan is not well thought out, then you could find yourself drifting off in the wrong direction and wasting valuable time and resources. That is why we pay so much attention to planning.

In simple terms think of how a house is built, first you think about the location, the size, the finishes etc and this becomes your DESIRE or VISION, then the most critical part is to PLAN it. If you have ever seen a building plan, it is complex. But it embraces the whole house and all its parts, the brickwork, the foundations, the windows, the doors, the plumbing, the electrics, the air conditioning, and a thousand other details that the BUILDER must follow during his ACTION phase of work. You would normally employ the services of a qualified architect to draw your house plans. But for your business, YOU need to do the planning. The money, the time, the duration, the supply and demand, the infrastructure, the marketing, and a whole lot more.

So please don't rush over this part of your learning to master these tools.

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"

PLEASE NOTE, WHEN USING THIS BOOK IN PDF VERSION, PLEASE USE CTRL+CLICK TO FOLLOW THE LINKS, THIS WILL THEN SHOW THE SITE IN A NEW WINDOW.

TOOL 3

VALUES

1. Business Values
2. Human Values

This is the most critical area and particularly in South Africa, the crime capital of the world. It appears that almost everyone is corrupt to varying degrees. **YOU CANNOT SUCCEED IN BUSINESS IF YOU ARE UNTRUSTWORTHY!!!** Do not bother getting into business if your intention is to rip people off. You will spoil it for yourself and others who are trying to open their businesses.

The question we should be asking ourselves is this, do I like to be ripped off? Do I enjoy being cheated? And if you answer no, which is a normal human reaction, then what makes you think it's okay to do it to other people?

Just what are values?

Values are what separates us from animals, we are endowed with the freedom of choice, we do not live by instinct, but by conscious choice.



If you can learn to treat all people like they are a part of your family and that they can trust you to do the right thing, you will find how the world starts to change for you and your business. There is nothing worse than cheating on your family and that applies in business, in fact, most businesses fail as do families from cheating!

Choosing values is the highest form of wisdom!

If it were possible to SHOUT this one lesson out to all the world i would stand on the top of a mountain and

scream to everyone, please people, learn values, be honest, be honourable, have respect for yourself and others. This is the quintessential factor for success in life and business.

When you sit down with a client and shake hands on a deal, this must be binding, no matter what happens, you must not, ever, renege on a deal. Be a person of your word, if you say you are going to do something, DO IT!!! It takes a long time to build a good reputation but only a few minutes to lose it entirely.



This is a very small world and it does not take long for people to learn who they can and cannot trust, and the moment you break that trust you can start to count the days before you are going to be broke and begging in the streets for bread.

Be honourable, FOR YOU, be honest for you, then you will not be tempted to cheat anyone, because your motive is not profit but honour and dignity.

Try to think of business as a lifetime exercise and not just for a few short years. Think of building your business so that one day you can leave it as a legacy to your wife and children. Go to the chapter on CONCEPT to see what is meant by building a business.

If you are going to build a house, then you cannot do so successfully if you do not follow plans and RULES. The plan tells you what to do, rules ensure that the whole structure is safe and will last a lifetime. If you break the rules, despite what the plan says, like not laying a foundation, or using half the cement ratio to save money etc then the house will collapse. What a waste!

Business and life are the same, there are RULES in both. If you break the rules, collapse will follow, it is guaranteed!

So it is imperative that all of us learn the rules and OBEY them for our own good!



Nobody likes to be in jail, so learn to be honest!

More on honesty at this [link](#).

What are some of the values that will enhance our chances at good business and good relationships?

FAITH...

Let me start with faith, not in the religious sense but in the human sense.

Another word for faith is extremely confident belief.

Do you mind if we get a little personal here? Do you have faith in yourself? Do you believe in yourself? If you do then you have a great advantage and I will show you how to use that faith in business. If you do not believe in yourself, then no one else will either, so you better start making a change in the way you view yourself!!!

When you read the book by Napoleon Hill on Think and Grow Rich, you will notice that he devotes an entire chapter to FAITH and his teaching on this matter is profound. He makes the huge connection between BURNING DESIRE and FAITH in such a way that it unlocks a tremendous secret to success in EVERYTHING!

The trick here is to understand what he is saying and to recognise the full importance of using faith by the deployment of your two brains and your HEART! Your head brain uses thought and reasoning to “see” your vision (your BURNING DESIRE) your heart is the seat of emotion and so it will LOVE your burning desire (VISION) and your gut brain will make it all happen!

Allow me to use the analogy of a young man with a BURNING DESIRE to play the guitar. Most of us can relate to this. Consider how this young man will spend his time? If he does not have money to buy a guitar, he will make friends with people who have a guitar, he will watch all the famous guitarists, he will take lessons, he will spend a lot of time on YouTube seeing how other people teach guitar playing. He will try to get a job to earn money so as to buy a guitar, and when he gets it, he will spend every available hour practicing until he can play it. And you can bet, he will learn to play the guitar fantastically because he LOVES it and BELIEVES he will be a guitarist! His FAITH did it! Do you see it?

Now ask yourself, what are you willing to do to succeed at being an entrepreneur? Will it consume you? Will you have the FAITH that you can do it and that you will do it, no matter what the sacrifices and effort required?

Did you know that there is a way to develop faith?

Faith is defined as the “absolute certainty of getting the thing you desire, even though you cannot as yet see it in reality you can see it with your mind”

For you to feel the absolute certainty of becoming a successful entrepreneur, means there is no doubt at all in your mind that it is going to become a reality, it's just a matter of time and practice. Your faith is unwavering, you are totally convinced of the outcome, and are willing to do what it takes to get there!

Here is a little fact for you, every entrepreneur started out not being an entrepreneur! How's that? If every business owner started out with just a dream, then you too can do the very same thing, there is nothing under God's heaven that can stop you! If you dream it, you can do it. These are not my words, they are written everywhere all around you and me. In every country of the world, businesses are owned by someone who started with a dream, some started in a backyard garage, like Microsoft or Apple, others started in a poky little one-roomed cheap flat like Elon Musk. But these guys had a dream and they turned it into reality and you can too!

SELF CONFIDENCE

I have included self confidence in the VALUES section because it should be an intrinsic part of every business person!

Clearly you have a vision, a dream, a goal that you want to achieve but if you fail to have the confidence to take action, then your dreams will only be a whimsy wish. To be confident, you need to adopt an image of yourself that says you can do it! Here is how Napoleon Hill stated it... *“First. I know that I have the ability to achieve the object of my Definite Purpose in life, therefore, I DEMAND of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.”* From his book “Think and Grow Rich”.

The great philosopher Ralph Waldo Emerson said something similar... *“Do the thing and you will have the power”*

There are libraries full of books on this same fact, ACTION translates into power!

No doubt, the question you are asking now is, WHAT action is needed to develop self confidence?

What I am about to share with you now should become the most important new habit you will ever need to master, so pay very close attention and DO IT!...



There is a well-guarded secret that successful people use to break through barriers that hold most people in poverty and ignorance.

What is the secret?

They have learned to develop self-confidence!

Now hold this thought in mind, YOU are the one who has no confidence, and only you can fix that!

Start by writing yourself a letter...

Dear me,

I have come to the realisation that I need self-confidence and I am now DETERMINED to gain self-confidence through a change in my habits, the first of which is to read this letter to myself each and every day.

I am doing this because it is tried and tested by all the successful people that I admire and it WORKS!

1. I am convinced that i have the ability to achieve this
2. I understand that thoughts become things and if i concentrate on the person i want to become, then i will become that person!
3. Every day i will spend ten minutes telling myself that i am confident
4. Every day i will repeat, over and over again what my main vision is in life
5. I promise to NEVER cheat anyone or tell lies, i will not hate anyone, this is critical.

This is the simple formula that will transform me into a self-confident and successful person.

I am proud to be me.

.....

Signed my me on this date.....

Footnote to myself...

The above 5 point plan is not simple even though it appears to be so, there is a powerful spiritual and mental process taking place between the two minds and my heart which take time to evolve into a reality that is truth. This truth has eons of time behind it that cannot be faulted. *You become what you think and believe of yourself!!!*

This truth can work for you or against you, so change your mindset, URGENTLY!

To help me in this understanding i must read the book by James Allen "As a Man Thinketh"

As part of my determination to become self-confident, I will put in every effort, such as reading this book, to help me apply and understand the path to self-confidence.

We will now continue to explore the other VALUES so crucial to your attainment of the better life, the life that promises you peace, joy and security. It's the difference between living in the dark damp basement of your life as opposed to living in the penthouse of delights. Where would you rather live?

HONESTY

In a programme I wrote which you will find at www.coolvalues.co.za we made particular note of the far reaching effects of both honesty and dishonesty and it will pay you handsomely to give personal attention to the reasoning and in depth wisdom of being honest, intrinsically!

Here is the link to the page where the extended benefits accrue to a widespread audience.... <https://coolvalues.co.za/why-learn-values/>

Honesty is not about being a goodie-two-shoes nerd, it is about being street wise to a degree that assures success.

How?

From presidents of countries to presidents of pension schemes dishonesty appears endemic and even pandemic. Where did these people learn to be dishonest? What forms the basis of dishonesty?

If you are under the impression that COVID is bad, dishonesty makes it look like a walk in the park. There was a time, and I remember it well, when dishonesty was a shameful thing, now it appears to be hailed as a strength and you can even rise to become a president of a country with millions of supporters for being dishonest. Does that not strike you as pandemic?

What then could possibly be a motive for being honest?

Firstly, as mentioned before, there are two different ways to live your life, one in the basement of horrors and the other in the penthouse of delights. Believe it or not, those two are choices we make, if you are living in the basement, it is your choice and



if you are in the penthouse then that too is a choice, and dishonesty versus honesty is also a choice. So if and when you choose to be dishonest, you must know there are bad consequences. It may take a little time before you are caught, but whether you are caught or not, you *KNOW* you have been dishonest and that knowledge is in and of itself a consequence! Something happens inside your body, like a cancer that at first you are not aware of until

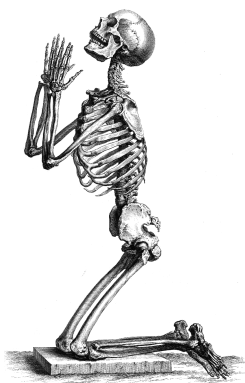
later when it manifests as a pain or death. Doctors call it stress or latent stress, a stress that impacts the physical via the subconscious mind, or in this case, the conscience. So your conscience will trouble you despite you living an apparently carefree life.

Now if you were caught being dishonest at your place of employment, then you can expect to get fired...



That is what is known as direct consequence.

But if you were in business for yourself, and you decided to cheat a customer, then he will find out and tell his friends and family and slowly but surely you land up wondering why you are not getting any new business or even old business and you go into bankruptcy.



And when you are bankrupt, you will be forced to get down on your knees and start begging.

This is called living in your basement and I hope you can see how this was your choice to live here?

If you want the best advice that money can buy - NEVER be tempted to be dishonest!

It takes a long time to build a good honest reputation and when you have it, it will serve you like a king in the Penthouse.

There are other values in business and your personal life that will serve you well as an entrepreneur, let's start with courage...

COURAGE

Courage is not about being a hero, it is taking action in the face of fear.

Most people have a fear of approaching other people when that approach requires you asking for business. "Please may i have an order sir?" No! Go away!"

That is the most popular narrative that plays in the minds of the cowards.

The lazy make excuses for not seeking business, they say something like, "there is a lion in my path" or, it's raining now, or, it's so hot today, or, I am not in the mood today. Sound familiar?

An entrepreneur, above all else, MUST have the courage of his convictions.

The killers of courage are doubt, ignorance or guilt.

If you are in doubt of your vision, or your product, or service or of your knowledge of your business then that will weaken your courage.

If you have a guilty conscience about your business or person then that will indeed destroy any courage you might have had.

Now, to address the issue of lack of courage, or put another way, how can we build courage, here is some stern direction for you to follow...



Since having courage is paramount to building a successful business, you cannot skip over this exercise! Listen carefully... PREPARE, incessantly, you need to know your product backwards, Know yourself and know your market. YOU are the only expert on your business, show it, tell it, live it!!!

Have unwavering FAITH in your vision. It's **your** vision and you are absolutely convinced of its value to your market, you have no doubt whatsoever regarding all the good it is going to do for all the people you approach.

Have the best and most honest of intentions for your customers.

When you are duly convinced of the value you intend to bring to your customers, you will be amazed at the level of courage you have summoned to serve you. You will in fact be eager to get out there and tell your story to anyone willing to hear you.

There is no fear in honesty, there is no fear in love, you have nothing to fear because you have nothing to hide!



[Here is a link to a video that will help you develop courage...](#)

The next vital value to have as an entrepreneur is...

SELF CONTROL

To be the owner or master of self control is to be a giant, in your own image and that of others and as regards circumstances and consequences.

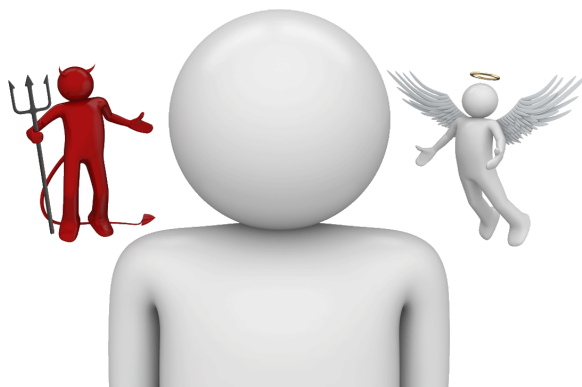
Self control ranks among the seven most powerful values or human traits you can attain to and for exceptionally important reasons.

Firstly, if you can control yourself, you then have the world at your feet. Because what this means is that you will not be a slave to any vices that have taken over most of the planet. Drugs, illicit sex, theft, smoking, drinking, lawless behaviour, greed, reckless anger, self pity and traditional stupidity. Traditional stupidity has become a pandemic of such major proportions that the “so called” top levels of government and media have lost (or never had) their intellectual capacity. We see fools governing countries and institutions who you, in your normal capacity, would not employ to even mow your lawn. And to think that these idiots can make laws that adversely affect millions of people’s lives is beyond a normal person’s comprehension.

A person who lacks self control will be open to bribery, can you think of masses of people who are open to bribery? Yes, they are known as politicians, municipal workers, police etc. We in South Africa live with this on a daily basis, we are not even shocked anymore by the wanton corruption without limit of criminals posing as politicians etc.

But you?

What is your genuine attitude toward such corruption?



Which voice influences you most?

As you know, on one shoulder you have a not-so-honest guide and on the other a guide who may appear to be a bit of a spoilsport.

The business person who listens to the

little red fellow will pay heavy penalties in his career. He will for all intents and purposes be living in his basement.

Your only choice is to develop Self Control and live in your Penthouse!

If you are not sure how to develop self control, then follow these simple rules...

1. Make an indelible note in your heart and mind, that reads, "There are only two choices for me, the first is to control myself, or second, to allow other idiots to control me"
2. Write this question on your mirror where you shave each morning... "Am I in control of myself?" This is a powerful methodology to invoke a mental consciousness to which you are subject to find a solution! It must in the form of a question which stays with you all day. When you lose your cool in traffic, did you hand over control of your responses and emotions to an idiot in the other car? Or are you better than that?
3. Be aware of your most vulnerable areas of lack of control, then determine in advance how to respond when those circumstances arise. Such as the traffic scenario. If you determine that you will be more patient in the traffic and not succumb to a burst of anger at stupidity or ignorance or arrogance by other drivers your trip in traffic will be more peaceful and you can wear the cap of victory for conquering control by others! Well done!
4. It could help a lot to write on a little yellow Post it note that says... "I am in control" and stick it to your dashboard. Or on your computer screen!

Without making a conscious effort to change and improve you will never be a successful entrepreneur or businessman.

Waldo Emerson said... "Do the thing and you will have the POWER!"

You do not get the self control before you actually do the hard work to achieve it!



You can break bad habits by working hard at it every single day!

Let me assure you of this one most important thing...

To be master over yourself will pay you in ways you cannot, at this point, even imagine.

So please put in the needed

effort, practice this until you can be confident of not falling victim to other people's control over you.

RESPECT

This value is in dire shortage in our modern world!

When I was a kid in school I was all too often in the principal's office getting a beating with a long cane for being “naughty”.

My father would beat me for the same reasons.

Ever so slowly it dawned on me that I was the cause of my own demise. If I did something wrong or behaved badly, I would suffer with the pain of being beaten.

So I had to find ways to avoid the pain, and finally I learned the best way to escape the pain was to behave according to the “rules” of “society”. In other words, show respect for people and their property.

For far too many years now, kids grow up and the adult world of today is now filled with people who never had enough discipline to teach them that there are consequences to their actions or words. This, I believe, is a major disservice to our youth, we let them believe they can “express” themselves any way they wish and they will get away with it. So as parents and teachers, we abdicate our responsibility and let these little brats become big brats and when the world disciplines them, as the world will do and sometimes rather cruelly, they are dismayed.

Before I could actually get any good at being respectful, I had to improve my self image, it turned out I had a poor image of myself and thus it extended to a poor opinion of other people. What I suffered from was a large dose of self disrespect!

In my adult years I undertook to research human behaviour more deeply and discovered that everyone really wants to be respected, no matter how poorly they may deserve it. Since that is the case, let us determine to find ways to respect ourselves and other people.

When you are respectful, you are simultaneously not judgemental. Think this over for a few minutes... imagine you are on a street in town, you are lost, or cannot find a certain building or shop, you approach a stranger and respectfully and politely ask for help, the person responds kindly and points you to where you should go, you thank that person with a friendly and respectful smile and walk off. Little did you know that that person was a serial killer. If we were judgmental we would limit our joy in life and success. Let's be brutally honest, EVERYONE has some trait that does not merit respect. All your future customers are imperfect, as are you, so steer away from being a judge and start showing people respect. Their personal lives are none of

your concern! Finally, the converse is also true, EVERYONE has a trait you can respect!

Looking for the good in others is a wonderful and easy way to find reasons to respect others. Now if you make it a habit to look purposefully for something good to say about the other person, then you have begun to find a way to succeed in life!

Something deep will happen to you, you will slowly start to find how enjoyable life can be, and when you find life enjoyable you de-stress and a calm and peaceful person is far healthier in his mind and body than stressed out angry people! Also you will be more welcome in the company of other people if you are always finding the good in them! You may notice they use a pleasant perfume, then say so... "Hey what's that wonderful fragrance you are wearing?" People really appreciate being noticed in that way. Be genuine in your praise, it is very bad to use flattery, that is a cheap knock-off of praise and it does not go down well.

Look around their home or office for clues, maybe there is an award hanging on the wall, or a trophy on the desk, or pictures of their family. Be respectfully curious about those items around the room, they are there for public display and some pride on the part of the person you are talking to.

Never waste a customer's time, so if you make an appointment to see someone at a certain time, make absolutely sure you arrive a few minutes before your actual time. It is a sign of disrespect if you are late.

You can respect people for the work they do, for the way they dress, for the awards they have achieved, if you look you will find!

Here is the kicker, if you respect others, they in turn will respect you, respect begets respect!

EMPATHY

This is perhaps the one great value that every human should have in abundance!

The reason for this should be common sense, the Sermon on the Mount has gone down in history as the most powerful advice ever given to man and the advice was this...

"DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU!"

With a little careful thought you will notice your benefit in being a master of empathy,

because if you treat people as you would like to be treated then just before you say anything or do anything, simply ask this one question, is this something i would like to hear about me or done to me? In fact Mahatma Gandhi said we could cure all the world's problems if we all followed this sage advice! Imagine that, living in paradise if only we had empathy?

In business empathy is a relationship builder, it is a trust enhancer, it is the oil in the engine of success. If you want a good life all around then learn to master EMPATHY!

An entrepreneur is someone who gets into business because he wants freedom from slavery to a master, he wants to build his own career and his own wealth. He wants a better life for himself and those he loves. He wants a better education for his children, he wants to live in a better neighbourhood, drive a better car, go on good holidays, eat well and be healthy and in order to achieve these lofty goals he must learn to be empathic. He will see the need of other people and build his business around those needs and help people with their needs. Yes he is in business to make money, but if his journey in making that money fills the needs of people, then he has embarked upon a noble quest for his fellowmen and can be assured of a greater chance of success. The man who invented the wheelchair, or crutches made a lot of money, but his inventions helped people enormously. How many lives did the man who invented penicillin save? He made money but the difference was the WAY in which he made his money, it was built on serving humanity.

Are you thinking of a similar empathetic way of making money?



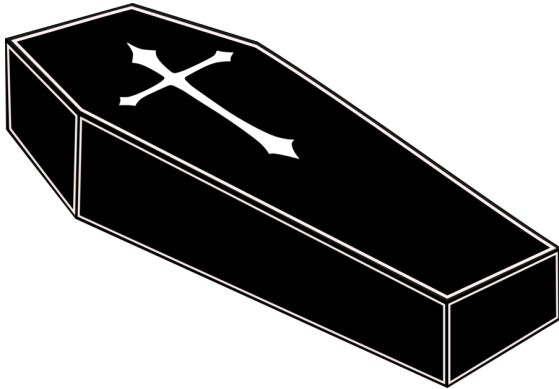
Are you empathetic?

Will you find ways to help other people?

Do you really want to be successful?

A final word on VALUES to every business person...

Do not underestimate the power of values in business, you may well have a “worldview” on how things work and you may even think that business is “Dog eat Dog” and you must cheat and lie in order to succeed in the rough jungle of commerce and industry, but you would be grossly wrong!



Greed is poised on the sharp edge of the precipice of disaster! The prisons and graves are filled with people who spent their lives in the miserable pursuit of greed.



Learn to be patient and build your business slowly and surely based on honesty and decent human values and like magic, opportunities will open up to you if people can trust and rely on you!

One brick at a time, well laid, will eventually build a solid structure, do the same as you patiently build your business and your future!

There is no substitute for human decency and moral values, don't kid yourself if you think there is, the whole world is busy disintegrating due to a lack of values, do not be a part of the problem, be a part of the solution!

TOOL 4

CREATIVITY

There are four major steps toward developing creativity for the entrepreneur

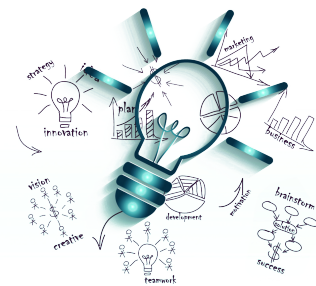
1. Preparation
2. Incubation
3. Illumination
4. Verification

These are the steps used by the brilliant creators and inventors of the past and today.



Every person gets good ideas but very few people ever do anything about their ideas.

But there is a way to harness your ideas as per the methodology above it is designed to clarify what you want and lead to focus as well as action that turns your idea into a tangible outcome.



“Thoughts become things” is the principle behind the methodology, by spending the right time in the right space with your thoughts, you bring everything into focus. Now at this point let me assure you there are mountains of books written that expound at great length regarding this subject. It is somewhat related to the law of attraction, however, there

are other laws and forces at play when you take the time and space to deeply consider your way forward and the life you really desire.

Simply stated, an entrepreneur does not look for a job, he or she **makes** a “job” or a career, or a business. It is an entirely different mental process and in fact is the essence of this whole book. Every tool in this book is designed to alter your mental process from slavery to a job, to a world of freedom to choose how you live.

Read the original book on this subject by Graham Wallas entitled “The Art of Thought” it is an education into the magic workings of our minds and will help you understand the process of creating your life and desires and goals.

Here is a repeat of thought, there is a process you must undertake, a little thought journey you must embark upon to get from point A to point B! Most people today do not understand this powerful secret and so they go about their lives in blissful ignorance of this formula, they bump into things in life rather than plan them and just like a bullet that ricochets all over the place, never hitting its target.



Getting from A to B is not automatic, it is a very carefully planned process.

Please pay close attention to the four stages of creativity that follows, namely:

1. **Preparation**
2. **Incubation**
3. **Illumination**
4. **Verification**

We will start by explaining the first of these stages...

PREPARATION

Let's say you have an idea, or a desire to open a certain type of business. Now from that moment and commitment you must do your homework, you must PREPARE, this is called the PREPARATION stage of your process. You should now set about doing research and we have already provided you with the tools to do research with the VPA maps system. You spend a lot of time and energy finding everything you can that relates to your new venture. This will not be a few days' work, it might take many weeks or months before you have exhausted, and I do mean exhausted every avenue you can possibly think of to know about your new idea.

Once you are exhausted and fully prepared then rest...

Yes rest, this is called the incubation stage.

INCUBATION

By rest we do not mean go on a long holiday, of course you can if you wish, but essentially we mean, rest from the research and preparation, DO NOT think about it or revisit it, or talk about it. REST from the PREPARATION stage. This is critical!

This is also known as the subconscious mind stage, it is a second brain, or a gatherer of information and whilst you are doing other things, this “mind” is germinating all your research and homework, it is filtering it, making sense of it, examining it as if it were a problem and remember this brain is a problem solver far superior to your conscious mind. So give it the space it needs by stopping the work on this subject and just know that it will come alive at a time you do not and cannot predict, suddenly it comes to you what your next move should be, the solution presents itself, this is called the ILLUMINATION stage. And just like that Genie in the bottle, your wishes are granted.

ILLUMINATION

You will be both surprised and shocked, in a very pleasant way, when your solution to your problem is illuminated, light has arrived, you now “see the light” as it were. This is what is called the lightbulb moment.

This illumination can come in the middle of the night, you wake up and think, wow, that’s the answer, that’s it, i must write that down before i go back to sleep. Always have a pen and notepad next to your bed.

It could come while you are in the shower, or sitting drinking coffee at a cafe. It may even come while you are driving or watching a movie.

Be prepared to recognise this moment and have paper to write it down or dictate it into your voice recorder in your phone.

Once you feel confident that you have at last found the answer, you will need to verify the details of that solution by doing another set of exercises, this is called the VERIFICATION stage...

VERIFICATION

At this point you are ready to ensure that the solutions presented to you are in fact doable and usable and practical.

So what this means is that you are going to do a due diligence exercise, you are going to check against the original problem or desire to see what would happen if you implemented the solution and make adjustments to align the solution and the

problem and take action that will result in your business taking off to a good start.

This system for enhancing your creativity is an indispensable tool in your TOOLBOX and you really want to spend time understanding how this tool works and practice the stages until you become a master of its efficacy.

Be patient and be persistent. It is the only way to success.

This chapter on creativity should be taken seriously, it is easy to do and easy not to do, you can neglect it because you may not fully understand the methodology or the most astounding psychology behind it all. This 4 stage system is built on mountains of mental science facts and experience and yes, i agree, it seems a little magical, but believe me, it is as straightforward as planning a holiday. The only difference here is we are putting a natural gift of the power of our minds to work for us in business and in personal growth. We are doing something with our minds ON PURPOSE, rather than a random usage of thought.

I sincerely hope that before you proceed to the few pages from the book which follows, you are somewhat familiar with this concept of making use of your mind?

Let me remind you at this stage that your mind is a tool! You get to use it any way you choose! You can daydream your life away or you can make a determined choice to be in charge of your thoughts and take the journey to a better life by means of the manner in which you use your mind.

I have a book, and there are many, that show the process and you are welcome to read it from my website at www.toolboxacademy.com Its entitled “The Art of Thought” by Graham Wallas. Here is an excerpt from the book pages 79 to 83, it is written in old style english so you will need to concentrate a little harder to follow the authors gist, but his message is clear, you develop creativity, over time, using a tried and tested methodology of Preparation, Incubation, Illumination and Verification.

Read it, then re read it until it all makes sense to you, then practice it, over and over again until it is a habit, a good habit of not only gaining control over your own mind but being able to direct it as a useful and powerful tool.



It is at this point where you will really want to examine the material with a fine tooth comb, make it a matter of study because the message is in three dimension, it is not a face value lesson.

Spend time here and think seriously about what you are reading, because the great minds like Albert Einstein, Thomas Edison and

Salvador Dali used this very method to discover, invent and create astoundingly important solutions to mankind's perplexing problems.

The ball is in your court, play to win!

seventieth birthday, described the way in which his most important new thoughts had come to him. He said that after previous investigation of the problem 'in all directions . . . happy ideas come unexpectedly without effort, like an inspiration. So far as I am concerned, they have never come to me when my mind was fatigued, or when I was at my working table. . . . They came particularly readily during the slow ascent of wooded hills on a sunny day.'¹ Helmholtz here gives us three stages in the formation of a new thought. The first in time I shall call Preparation, the stage during which the problem was 'investigated . . . in all directions'; the second is the stage during which he was not consciously thinking about the problem, which I shall call Incubation; the third, consisting of the appearance of the 'happy idea' together with the psychological events which immediately preceded and accompanied that appearance, I shall call Illumination.

And I shall add a fourth stage, of Verification, which Helmholtz does not here mention. Henri Poincaré, for instance, in the book *Science and Method*, which I have already quoted (p. 75), describes in vivid detail the successive stages of two of his great mathematical dis-

¹ See Rignano, *Psychology of Reasoning* (1923), pp. 267–8. See also Plato, *Symposium* (210): 'He who has been instructed thus far in the things of love, and has learned to see beautiful things in due order and succession, when he comes to the end, will suddenly perceive a beauty wonderful in its nature'; and Remy de Goncourt: 'My conceptions rise into the field of consciousness like a flash of lightning or the flight of a bird' (quoted by H. A. Bruce, *Psychology and Parenthood*, 1919, p. 89).

coveries. Both of them came to him after a period of Incubation (due in one case to his military service as a reservist, and in the other case to a journey), during which no conscious mathematical thinking was done, but, as Poincaré believed, much unconscious mental exploration took place. In both cases Incubation was preceded by a Preparation stage of hard, conscious, systematic, and fruitless analysis of the problem. In both cases the final idea came to him 'with the same characteristics of conciseness, suddenness, and immediate certainty' (p. 54). Each was followed by a period of Verification, in which both the validity of the idea was tested, and the idea itself was reduced to exact form. 'It never happens,' says Poincaré, in his description of the Verification stage, 'that unconscious work supplies ready-made the result of a lengthy calculation in which we have only to apply fixed rules. . . . All that we can hope from these inspirations, which are the fruit of unconscious work, is to obtain points of departure for such calculations. As for the calculations themselves, they must be made in the second period of conscious work which follows the inspiration, and in which the results of the inspiration are verified and the consequences deduced. The rules of these calculations are strict and complicated; they demand discipline, attention, will, and consequently, consciousness' (pp. 62, 63). In the daily stream of thought these four different stages constantly overlap each other as we explore different problems. An economist reading a Blue Book, a physiologist watching an experiment, or a business

man going through his morning's letters, may at the same time be 'incubating' on a problem which he proposed to himself a few days ago, be accumulating knowledge in 'preparation' for a second problem, and be 'verifying' his conclusions on a third problem. Even in exploring the same problem, the mind may be unconsciously incubating on one aspect of it, while it is consciously employed in preparing for or verifying another aspect. And it must always be remembered that much very important thinking, done for instance by a poet exploring his own memories, or by a man trying to see clearly his emotional relation to his country or his party, resembles musical composition in that the stages leading to success are not very easily fitted into a 'problem and solution' scheme. Yet, even when success in thought means the creation of something felt to be beautiful and true rather than the solution of a prescribed problem, the four stages of Preparation, Incubation, Illumination, and the Verification of the final result can generally be distinguished from each other.

If we accept this analysis, we are in a position to ask to what degree, and by what means, we can bring conscious effort, and the habits which arise from conscious effort, to bear upon each of the four stages. I shall not, in this chapter, deal at any length with the stage of Preparation. It includes the whole process of intellectual education. Men have known for thousands of years that conscious effort and its resulting habits can be used to improve the thought-processes of young persons, and have formulated for that purpose an elaborate art of

education. The 'educated' man can, in consequence, 'put his mind on' to a chosen subject, and 'turn his mind off'¹ in a way which is impossible to an uneducated man. The educated man has also acquired, by the effort of observation and memorizing, a body of remembered facts and words which gives him a wider range in the final moment of association, as well as a number of those habitual tracks of association which constitute 'thought-systems' like 'French policy' or 'scholastic philosophy' or 'biological evolution,' and which present themselves as units in the process of thought.

The educated man has, again, learnt, and can, in the Preparation stage, voluntarily or habitually follow out, rules as to the order in which he shall direct his attention to the successive elements in a problem. Hobbes referred to this fact when in the *Leviathan* he described 'regulated thought,' and contrasted it with that 'wild ranging of the mind' which occurs when the thought process is undirected. Regulated thought is, he says, a 'seeking.' 'Sometimes,' for instance, 'a man seeks what he has lost. . . . Sometimes a man knows a place determinate, within the compass whereof he is to seek; and then his thoughts run over all the parts thereof, in the same manner as one would sweep a room to find a jewel; or as a spaniel ranges the field, till he find a scent; or as a man should run over the alphabet, to start a rhyme.' A spaniel with the brain of an educated human being could not, by a direct effort of will, scent a partridge in a

¹ See Sir H. Taylor in my *Our Social Heritage*, Chap. II.

What you have just read is not known by most of the people in the world today, most people are fumbling through life in a state of confusion and largely in depression.

The reasons for this sad state of being is too numerous to mention here and is in fact not part of this curriculum, suffice it to say, whether through nature or nurture, those who have lost their way in life can most definitely find it again, or find it for the first time!

Imagine that you comprehend the above lessons fully, you practice them until you master them, now you are equipped to help the people you love to rise out of mediocrity and into a fuller, more meaningful life filled with joy and purpose.

Tell me this is not worth putting the effort into?

What would you rather do with your life?



Help others with your new skills and the Universe will pour abundance into your lap!

HARD WORK

Work hard, and you will be a leader; be lazy, and you will end up a slave. (Ancient proverb)

This tool is vital in your arrangement of skills, but it is not what you think!

Hard work in the hot midday sun digging holes for fence poles can drain you of energy and is the picture most of us think of when we use the words, **HARD WORK**.

But hard work is not done by the body, it is done by the mind and this is the great difference between successful people and poor people.



Let me explain...

When a person is employed by a company, that company has all sorts of infrastructure in place to assist you to complete your job description. For instance, most companies have a telephonist who takes all the incoming telephone calls and directs them to the person needed, whereas in a self run business you must answer every call, which means you must know how to answer any question the caller asks. If it is technical or accounts, or service related you must be able to answer the questions. In order to know all this information means you need to study every aspect of the business. Studying is really hard work, more particularly when you know that unless you REALLY know how things are run, you will fail at your business. Being an entrepreneur is not like being a public servant, where it doesn't matter if you even answer the phone at all!

Many of us suffer from a debilitating disease called lethargy. The dictionary describes this as...

“Lethargy is a state of tiredness, weariness, fatigue, or lack of energy. It can be accompanied by depression, decreased motivation, or apathy” (Wikipedia)

Others say it is a form of laziness, or a lack of desire to work.

When you feel this way, and you will feel like this, be aware it is your biggest enemy. SAY NO TO LETHARGY!

It is usually caused by a lack of direction, or you have arrived at a difficult problem to solve, or you are dealing with a setback or failure. Know this, if you give in to this feeling, you have become a slave. It means you are easily beaten, you are soft, no backbone, coward and the life of the master and entrepreneur cannot abide cowardice.



Denzel Washington nails it perfectly here... [WATCH HERE](#)

DO NOT lie down and give up!!!

GET UP and FIGHT BACK! Everyone suffers from setbacks and hardships, **SO WHAT!** It is called life, it happens. What life is saying is, try another way or try harder, work at it for longer, find help, read and research until you find the solution. If you are working for a boss, he will expect you to work, and if you work for yourself, you must expect yourself to work harder!

Fight to stay in the game, fight for your family, fight for your business, fight to win!

Lethargy will beat you unless you **FIGHT!**

Drink lots of water, do some exercise, watch a motivating video clip, have these weapons at your disposal so that you are prepared to beat the enemy called **LETHARGY!**

Sitting for too long in front of a screen will induce lethargy, get up, walk around or run around the block. Learn how your enemy operates and deploy countermeasures. Remember, you are the master, not the slave. You can't call mommy to come wipe your nose, you are on your own, so man up and **FIGHT!**



This guy gave up and look where he is...YOU do not want to be in his shoes, so fight!

It takes all the tools in this book to help you win!

PART TWO

The Robots are Coming

Working from home, or working remotely

This is the new reality for many and a marvellous opportunity for you.

The requirements call for a little extra infrastructure at home, such as a good internet connection with relatively high speed and bandwidth, since this type of work often finds you on a video call.

Working remotely calls for skills and especially if you want to start your own business from home within this category.

For those of you who may not be aware, the whole world is rushing into Artificial Intelligence or AI and built within this rush is a huge threat to most working people in mundane jobs.

If you want to learn just how big this issue is, please listen to Cathie Wood of ARK Investments here...[Youtube video clip](#)



Also visit my site at www.aisouthafrica.co.za

So, as this technology comes rushing in, like a galloping herd of elephants threatening to absolutely crush you, you will need to know and understand how to work with it, or work around it.

You cannot wish it away, it is coming and it is merciless, so get yourself prepared fully.

To be clear, we are in South Africa, but that makes no difference, do not be lulled into thinking we are far away and safe, THINK, this country already suffers from an ugly, over fifty percent unemployment rate. And it will get worse, because machines are going to take your jobs!

The new world has little or no need for unskilled labour, they will get robots to do that work!!!

I sincerely hope the first part of this book was taken seriously, DEVELOP YOUR BRAIN!!! Study, learn, research and become conscious of the world around you. Forget politics it will not save you, it has not saved you from unemployment, crime, or starvation, so forget it, move on and move upward to becoming a master of your own destiny and prosperity.

There are people online, they call them YouTubers, who have a daily video show that helps people in different ways, YouTube pays them for doing this if they get enough views, and some of them have earned millions of dollars. This is obviously a somewhat specialised form

of skill but you can do it if you do your homework properly and put in the effort. This is one way of outsmarting the robots but there are other ways as we shall soon see. Millions and millions of people are leaving their jobs all around the world, can you imagine that tens of millions of people will just walk out of their jobs? Here we are looking for jobs but in all parts of the globe companies are in dire straits looking for people to come work for them.

Why are so many millions of people leaving their jobs?



Watch this news channel to understand it better... [Wion news of resignations](#)

Learn what all these millions of people are going to do.

Its a wonderful new world that is starting to grow in all directions.

One of the directions in which it is growing is called **the Blockchain**.

Blockchain is an online worldwide immutable ledger of trusted transactions using crypto currency as the trading medium or money.

The blockchain opens up possibilities for a totally new world.

Get a simplified understanding of what the blockchain is [here at TED talks video clip](#)

If you want a full free University education on the blockchain and crypto currencies start with YouTube education from [MIT with these video lessons](#)

If you want the link to all the courses, which are free, [go here for the whole list](#)

In short, the blockchain will eventually render banks, lawyers and a host of other intermediaries obsolete, yes we will not need to use a bank to pay people, and there will be no need for money.

WHAT? No need for money, really?



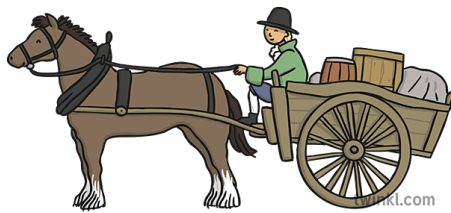
We are in part two of this book, "The Robots are Coming" and blockchain is a robot that will replace transactions as we know it!

This is what a Bitcoin looks like and one of them is worth, at today's date, November 2021, over R900,000 Rand each.

It would pay you to start learning about this new currency and how you can become prosperous!

The rapid changes taking place around the world will get to South Africa sooner than you think, in fact, it is already here in countless different ways, unfortunately for most of us, we are still trapped in ancient history, in old fashioned thinking, our paradigm of ourselves and our world is outdated and in desperate need of shifting if we are to survive.

The ToolBox Academy is here to help you shift your paradigm!



< This became this >



Which became this today >



The Tesla Roadster, the fastest car in the world and its electric, no petrol!

Are you beginning to see the changes yet?

Now imagine a car or taxi or truck that can drive anywhere without a driver? Can you imagine it? You will be able to summon a driverless car with your phone and it will be cheaper and 100 times safer than a human driver.

So, you don't believe me? [then watch this](#) here is a car that is driving by itself and there are

scores of similar videos you can watch. By extension can you see the problems this will bring with it? All truck and taxi drivers will be out of work. You do not need to own a car, nor do you need to get a drivers licence, because the car does all that for you. The car then becomes a robot which takes away your jobs.

Should you worry?

Yes, I believe you should worry, you should start taking action now to find a new way to earn a living, to prosper. If you leave it for some time in the future, you could well become a victim of the robots.

The chances of you reading this right now and fully understanding the content or import of its message is rather thin. I don't mean to be alarming or condescending but i have done a huge amount of homework in real life, i have been researching information for this book as well as for my other businesses so as to stay ahead and be relevant in this rapidly changing world of business and social contact and i have to admit, it is overwhelming. So i respectfully assume you have not been doing a lot of research in all these diverse categories and this sudden exposure to a new world can be a little intimidating.

I will do my best to keep all the information digestible and in bite size portions so as to make it simple and enjoyable but still practical for your personal use.

Farming with AI

Water is becoming scarce and some very clever people are starting to farm with the absolute minimum of water and get spectacular results.

Imagine using intelligent dosing systems that suck up just the right nutrients from tanks in the exact dilution at the precise time for the stage of growth in the plant?

Coupled to this great robotic farming method is the precise amount of the proper light for optimum growth and rapid maturation.

Imagine you can do all of this in a cargo container parked in a city parking lot on tarmac or concrete? Would you like to see a video of this miracle? [Here is the video of an AI farm.](#)

Do you see the opportunity for a business for you?

Visit www.farmkits.co.za and or www.canutrients.co.za to see the opportunities that are presenting themselves for new industries in real food, that is REAL FOOD!!!

There is a new wisdom emerging on the horizon that promises grand new futures for those willing to see it and capitalise on it.

Farming was and in some places, still is, rather laborious and unpopular but what if we could progress to something easier, faster, healthier and more accessible?

Its not only possible it is real...



From ox to tractor



To something that no longer uses land or soil but only water sprayed onto roots, can you believe it is quicker and healthier without the pest factor or weather dependency?



This massive farm is inside a huge tunnel with no soil, no pests, and no need for rain!

Now a new and profound version of this is being created in a mobile farm in a shipping container fitted with hydroponic systems of recirculating nutrient rich water...

These containers can be parked in rural areas, or city suburbs, they can be a source for super fresh produce for restaurants and grocery stores.

They will grow fast healthy food in storming rainy weather, or in a super hot desert sun and not suffer loss of crops. There can be a troop of monkeys, or birds or locusts in an area but they cannot harm your crops.

If you are not seeing how wonderful this idea is and how you too could be a part of supplying superfoods to people in your area, please have a closer look at the possibilities this actually presents for you...https://www.youtube.com/watch?v=pl5Qtjl7zWw&ab_channel=TEDxTalks



Artificial intelligence is making this possible, this is already run by robotics in some countries

Do not allow yourself to get left behind by the robots, start maneuvering yourself in front of this new revolution by educating yourself in its technology and become a master!

There are amazing opportunities surrounding us now in South Africa but we have to learn to see this, to embrace it, to adopt it and to make it work, starting in your own back yard!

It will call for a paradigm shift, away from politics and race and getting stuff for free and turn to becoming an entrepreneur who is willing to sacrifice stupidity at the altar of prosperity.

Think of hard work as a pleasure, a way to contribute to humanity, a way to say thank you for your health and life and spread happiness all around.

This is the new world that is emerging from places all over the globe!

Watch this short clip on [RETHINKING HUMANITY](#) it will show how we are moving away from traditional and useless thinking and behaviour!

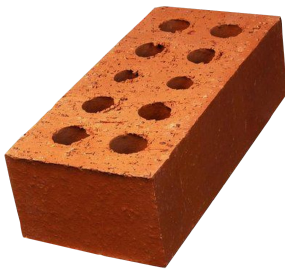
Before we move on, please remember that everyone on earth needs to eat regularly to stay alive, so food is not a luxury, it is a necessity for us all. The business is there the methods of using the latest technologies coupled to innovative vision could turn things around for you and your prosperity.

TOOL 5

CONCEPT

A concept is an idea or a dream or a vision, or even an imaginary picture of something that conveys a lesson, it could convey the thought of how to see yourself and your business starting and then growing into something great and prosperous.

Here is one example and we will look at a couple more before we end this chapter...



Most of us recognise this as an ordinary brick but what is the concept behind this brick?

If you take a long hard look at this brick what do you see?

Do you see a brick? Or is it a weapon? Could it be a doorstep?
Maybe you see it as a paper-weight?

But what if you see this brick as OPPORTUNITY? You may have heard the saying, “one-brick-at-a-time” right? What does that mean?



This guy is laying “one-brick-at-a-time” but what for?

Is he building a wall?

Is he building a house?

Could he be building a huge shopping mall?

Do you notice he is holding only one brick?

Could he be building a castle?

As this man works, maybe he has this castle in mind as he lays each brick.



His CONCEPT of bricklaying will end up looking like this picture of a castle, this could be the picture in his mind as he works, hard, every day, to achieve his dream.

Can you see how a concept is a most inspiring, motivating force for a person to work toward? It gives you purpose and a reason to work hard, to work honestly and to work with your brain. Use all the tools you find in this TOOLBOX, learn to MASTER them for your success!

Here is another concept that will help you to develop a mindset of purpose and hope and concentrated focus for achievement and prosperity...



We are all familiar with what this is right? It is an acorn!

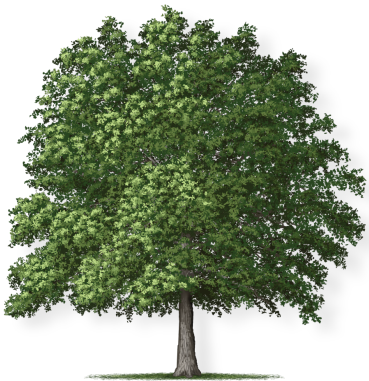
But here again, what do you see in this acorn?

Is it squirrel food? Is it decoration or an art possibility?

Maybe you see it as a seed? So what?

But, what if you saw this acorn as POSSIBILITY?

What if you realised this acorn has a super POTENTIAL?



Do you see that this acorn could be planted and become a tree? That would be awesome right?

And now, do you see any more POSSIBILITIES?

What has this tree got?

Can you see it has hundreds of acorns?

So, instead of cutting it down to make furniture, you do this...



You collect the acorns and plant hundreds of trees.

Now you have a FOREST full of trees.

Just imagine what you could do with all these trees?

This is an EMPIRE!

It all started with an acorn and the vision of a CONCEPT!

By now you can see what a concept is and how you could introduce this type of

thinking into your own life and goals.

Think BIG is the title of one of our books in our TOOLBOX ACADEMY LIBRARY. And this is just a sample of how you can start to think big yourself.

TOOL 6

MARKETING

If you do not have a customer, then you do not have a business!

To get customers you must market yourself, your product and your business.

Here are a few ways this should be done in our modern world...

1. Get a website and have it optimised, try [spiderwebdesigns](#) for help.
2. Get a Facebook page and Instagram and make your own video on YouTube.
3. Develop a VPA map just for marketing so as to be truly focused
4. Use friends and family to test your product and recommend you to their contacts
5. Perfect your packaging, your brand must look professional
6. Read Dale Carnegie book on “How to make friends and influence people”
7. Dress very smartly and always wear perfume or deodorant.
8. Learn to listen very carefully before you talk too much.
9. Be excited and enthusiastic about your business and product.



Marketing is personal, in other words, YOU are responsible for the marketing of your own business. Feel the deep pride you have in your product or service and go out into the market telling everyone about it!

Be lively, be enthusiastic, be credible, be honest, be attractive, be of service, be helpful, be confident, be nice, be kind, be an expert, be generous and soon you will have customers crawling all over you.

If you do not believe in yourself, then others will not believe in you either!

Listen very carefully, this bit of advice here is absolutely golden, do not skip over this HUGE piece of wisdom!

Go read [“How to win friends and influence people”](#)

If you fail to read the book you will fail fullstop!

Calling on people is difficult if you are not sure of your product or service, but if you love what you do and you are truly skilled at your business, then it is most definite that you will start to build a solid business. It becomes a pleasure rather than a burden to call on people. And when you are calling on people, you are marketing.

Here is a top secret road to success: start marketing BEFORE you start your business, in fact, it is much easier to succeed if you get customers who are willing to pay you before you actually open your business officially. In other words, let's take the hairdresser who wants to open a salon, it would be much better if she started doing weekend work and evening work to get known and build a reputation, then when it grows big enough, she can leave her job and go full time into hairdressing.!!!

1. **WEBSITES** There is a lot of misunderstanding regarding websites, be very careful in this regard. A website is like a book in the library, if nobody knows that book is there, then no one will take it to read. A website that works for you must be very skillfully constructed using the right words and sentences with pictures and videos etc. so as to be visible for people to find. So do not rely on just having a website, it is useless unless it is OPTIMISED!

What is meant by SEO or Search Engine Optimisation? Simply stated, if you go to Google to search for a product, Google wants to show you the best site on the internet for that product. Pretend you want to buy a fishing rod, so you type the words "fishing rod" into Google and hope that a shop close to you will be displayed with lots of choices of fishing rods. If you find a website with all those offerings, then Google has done their job well by finding the right site for you, but how did that magic occur? Well, Google ran through all the websites on the internet and chose a site that was fully optimised for fishing rods in your area. The designer of the site was a very clever person, they made sure they used all the proper tools to ensure that Google would find them and show it to you. How do you optimise a website? Follow this link to learn how it is done... [optimising a website.](#)

2. **SOCIAL MEDIA** like Facebook, Instagram, YouTube, LinkedIn, etc. will extend your visibility on the internet. If you make a little video and upload it onto YouTube and embed it into your website, it will help a great deal in getting your site seen. There are a number of helpful sites to get you started on using social media ... follow this link ... [how to use social media for business.](#)
3. **VPA CHARTS** for marketing is a brilliant method to clarify your way forward for action on how, when, where and what to do. Use a blank VPA sheet by downloading it from here [VPA9CHART](#) You already know how to use use this but if in doubt, click here for the how to video.

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"

TOOL 7

DESTROY THE ENEMY



Whenever you decide to lift yourself higher, there will be people who will try to pull you down, and there are other enemies deep inside of you as well.

“Know your enemy” Sun Tsu - from the book, Art of War

Do you know who your enemies are?

What is the intention of an enemy?

Yes, to do you harm!!!

Self defence against these enemies is essential if you do not want to lose the game of prosperity for yourself and your loved ones.

Once you become aware of the enemy, it is up to you to take action, self defence action, I hope this makes sense? **Self** defence because no one in this world is better equipped to defend you than you, and particularly with these types of enemies we are describing, remember we are not talking about a physical war with guns and knives we are talking about attitudes, habits, motivation, slander, self management, discouragement, time, distractions, excesses (of anything), drugs, drink, laziness, TV, phones, tablets, laptops, games, “friends”

family, entertainment, vices, tardiness, dishonesty, aggression, ignorance, entitlement, food, lawlessness, cowardice and there are many more.

If you are to master your life, your business, yourself and your future, then you cannot be a slave to the enemies mentioned above! We will now set about helping you build an arsenal of weapons to defeat these enemies.

Weapons of the Masters:

We need to learn from the masters of the past and the present who have conquered these same enemies in order for us to succeed.

We will make a list of the enemies and the weapons to use to defeat these enemies...

1. ATTITUDE:

You could have a good attitude or a bad attitude or an indifferent attitude all of which will either help you or hinder you.

In order for you to get an idea of what kind of attitude dominates your character, ask as many people as you know to describe to you how they see your attitude. ONLY the brutal truth will be of any use to you!

If you get a few negative reviews, then consider you have a bad attitude or an attitude that needs readjustment.

If that is the case then please follow the suggestions on how to destroy this enemy...

What is a bad ATTITUDE:

A bad attitude is described in the dictionary as... "Your **attitude** to something is the way that you think and feel about it, especially when this shows in the way you behave." Collins Dictionary. "His attitude made me angry" - if you are making people angry around you, then you have a bad attitude. If people do their best to avoid you, then you have a bad attitude. If you THINK you are better than everyone else, then you have a bad attitude. If you feel jealous about other peoples prosperity, then you have a bad attitude. If you feel hatred to another's person's culture or race, then you have a bad attitude.

Do we need to describe more or are you getting the picture?

What weapons should I use to destroy my bad attitude?

Weapon 1. Your very first weapon is to admit you have a bad attitude!

Weapon 2. Make a list of the top ten things where you have a bad attitude.

Weapon 3. Start by identifying the worst one and then dismantle it. If your car is broken, take it to a mechanic, he will find the fault and use tools to fix it. You have a broken character, or a bad attitude, now let's use tools to fix it. Your bad attitude may well be something that is deep inside you, maybe someone or something hurt you in your past and you have developed an attitude toward that thing or those types of people.

Weapon 4. Your most powerful weapon to destroy a bad attitude towards something is to find the good in that thing or person/s. Now listen, EVERYONE has good traits

all you have to do is look for them and acknowledge them! Keep close in mind, you are doing this to improve who you are and your chances of becoming a master. If you remain a SLAVE to your attitude, how in the world do you think you can master other things? As they say “out there” - “Catch a wake up mate”! He who can do the small stuff can most certainly do the big stuff! BECOME A MASTER!!!

Weapon 5. Use the VPA charts to Visualise yourself doing good things for and to the people who annoy you... “If you can go there in your mind, you can go there in your body”! Do not give up, try it in small things, like maybe give them a compliment, but be sincere. (*You should have learned this in the book “How to Win Friends and Influence People, by Dale Carnegie*)

Weapon 6. Do research into other methods for success in this regard, Bob Proctor has some good ideas here... [Link to Bob Proctor](#) The idea is for you to be absolutely convinced that you can become the MASTER over any weakness you may have by putting in the EFFORT!

Now let's give attention to a second enemy, it's called HABITS.

2. HABITS:

These are very difficult enemies to destroy, in fact, the only way to destroy these enemies is to replace them!

Everyone on earth has habits and this is a good thing if the habits serve you well. But if you have bad habits, and again, everyone has them, but some bad habits will keep you in poverty and slavery, whilst others will make you sick and could cause your death.

Habits, and in this case let's focus on those habits that are our enemies, are created from birth, through childhood and on into old age. Smoking is a bad habit, and it starts at birth or earlier than birth, the cause of this need for nicotine starts with your mother smoking during her pregnancy and passing this addiction on to her fetus via the bloodstream. Other habits like playing games on the computer can eat so much time out of your life and out of your brain improvement that you cannot progress into mastery.

In business or in the life of the master entrepreneur, there is little or no place for bad habits and there is a critical need to replace your bad habits with good habits that will help you succeed in business and in life. You will need to equip yourself with effective weapons to destroy these enemies and here they are...

Weapon 1. Know which habits are stealing your time, your money and your attention. Make a list of all of them!

Weapon 2. Brian Tracy wrote a book entitled “Eat that Frog” and in it he gives you a secret for attacking the enemies in order of priority. Do the most difficult or the most feared things first, then after that, the rest will be a lot easier. Excellent advice because, again, you want to be a master not a slave, so be brave and take the lead and go tackle the worst habit first.

You can download a [free copy of his book here](#).

Weapon 3. Now to destroy your worst habit which you have chosen to defeat first, you must find a replacement. If your bad habit is watching too much TV, then make a serious conscious decision to replace the time spent on the couch with a book to read at the dining room table or other quiet place of your choice. You may be DESPERATE to know what is going to happen in the next episode of “Poor Peoples Paradise” but unless you want to join them in that barren wasteland, tear yourself away from the screen and dive into the book!

YOU are the MASTER of your destiny and your time and your decisions, do not let some soapy TV programme treat you like a dribbling slave!!!

You will be amazed at your own strength and what follows, I promise you, there is no better feeling in the world than to know that you are in control of your own destiny and you show it by taking control of your bad habits and replacing them with good ones.

Attack all of your bad habits in the same way and soon you will have developed a whole bunch of useful, good habits that will carry you to success.

The next enemy is...

3. LACK OF MOTIVATION.

MOTIVATION is what gets you doing things you would not ordinarily do. If you are motivated to mow the lawn because you have important visitors coming to your home, then guess what? You are motivated to mow the lawn. But if there is not a strong motivating force to get you to do the work, then it will not get done. SHAME!

Masters, or entrepreneurs or business owners MUST OF IMPERATIVE NECESSITY be **SELF** motivated without which you are not a master but a slave! A slave is someone who must be TOLD to work or what work to do, are you that type of slave?

It is easy to see now how the lack of motivation will hold you in chains for the rest of your life! Therefore, it is an ENEMY and must be destroyed!!!

What weapons are available to defeat the lack of self motivation?

Weapon 1. Ask this uncomfortable question of yourself... "Why do I need to be told what to do? Am I so useless that I cannot think for myself what to do?"

Weapon 2. As soon as you start to feel a little ashamed of yourself, make a decision to find a solution to this shameful trait.

Weapon 3. This is your bazooka to blow this enemy to pieces... VISION! Ah yes, you may not know this secret weapon, but it is the one thing that most people who are currently slaves have not yet discovered, they do not have a VISION! How can you possibly be motivated to do anything if you have no idea why you are doing it? Are you working on someone else's vision? WELL THEN, no wonder you are not motivated it is not YOUR vision, it is THEIR vision! Get it?

Weapon 4. Go back to the chapters on VPA and master those tools to gain REAL vision!

4. SLANDER

Slander is suicide! You know what slander is right? It is when you speak poorly of someone else. When you kill another person's reputation by bad-mouthing him or her, you are in reality killing your own reputation! It does not matter whether what you are saying is truth or a lie, it is not up to you to bad mouth someone. And all the more so in business. NEVER say anything negative about someone or their product or their business.

Have you heard it before? Someone tells you how rubbish that product is or how untrustworthy a certain person is etc. There are two things that happen here that not going to work in your favour, one, the person you are telling is worried you will talk about him the same way to others and will therefore want to distance himself far from you, killing any chance you have of doing business with him and the other thing that happens is you are developing a very nasty habit that NOBODY appreciates and in fact is a sign that you are trying to elevate your own status by trashing someone else. If you are in the habit of saying bad things about other people, STOP IT IMMEDIATELY! You will fail in business if you don't!

Here are the weapons to destroy this bad enemy...

Weapon 1. Make a point of never talking about other people unless it is to say something good.

Weapon 2. Focus all your energy on being as knowledgeable on your product and business as is humanly possible, show all the benefits of what you have to offer without comparing it to other people or their products.

Weapon 3. Ask yourself these questions; am I a business person or a newspaper journalist? Am I an entrepreneur or is my name CNN? Will my customer pay me extra for slander?

5. SELF MANAGEMENT (OR THE LACK OF IT)

The lack of self management is the sign of the slave, it hangs on your chest like a chain or it is branded in your forehead like a tattoo. LOSER is what the sign says!

Children and slaves must be told what to do, when to do it and how to do it and be constantly reminded, otherwise they "forget" or are too weak to manage on their own.

Just what is self management?

It means you take responsibility for who and what you are. It means you have the maturity to schedule and maintain your different lives in personal and business matters. If you cannot manage yourself you cannot manage your business, full stop! You will NEVER be a successful entrepreneur if you cannot manage yourself!

You need these weapons to destroy this critical enemy...

Weapon 1. Buy a diary and learn how to use it, [go to Youtube](#) and learn how to use a daily diary/planner.

Weapon 2. Develop a schedule that caters to both personal and business activities, this will keep you prepared in advance for each day's obligations.

Weapon 3. Learn self management skills, [here is a good example](#) Peter Drucker is world famous for his advice and training on how to manage yourself.

Weapon 4. Think seriously and deeply about your respect for yourself, tell yourself everyday that you are worthy of respect because you can manage yourself.

6. DISCOURAGEMENT

Discouragement is a sneaky and dangerous enemy, you need special weapons and a distinct resolve to destroy this cancer that kills almost fifty percent, yes at least half of all would-be entrepreneurs give up on their dreams due to discouragement. The word should give you a clue, dis-COURAGE-ment. Or without courage, or cowardly. Now this enemy is

both self-inflicted and it comes from friends and family. “You are crazy to try this, you are not a salesperson, you don't have enough money, there are already other people doing this thing.” “Get a job where you will be secure” - “This is too difficult” and a whole bunch of other negative remarks from people you know or love. Man, this is a tough enemy.

Here are the weapons to outsmart discouragement...

Weapon 1. If you are prepared in advance for negative comments from other people then it will not come as a shock or with sadness, simply because you are expecting it and have prepared for it.

Weapon 2. Here is the best advice and most powerful weapon to destroy discouragement [watch this for a few minutes](#) and practice it and you will not be discouraged again.

Weapon 3. This simple statement is potent - “Keep your eyes on the prize” You know why you started on this journey, you have a prize in mind and in heart, so simply keep that prize vividly in your sights.

7. **TIME is an enemy**

or a friend, but WASTING TIME is what poor people do!

When we are young, we waste a lot of time on trivialities, in fact, we are setting ourselves up with bad habits when we waste time. If you think that lounging around corner cafes or sitting watching the world go by is a wonderful pastime then i already know you are poor and always will be! Poor losers have no clue about the power of time, or the VALUE of time. That is the reason they feel they can waste it!

And we can include procrastination in this enemy's camp, time is a one way street that continues, relentlessly, to get shorter by the second. You cannot afford to be a tourist on the time bus, because by the time you reach the end of the street, it is coffin time and you wasted your life in the bus of leisure.

Your purpose in life is to use your time wisely and make a contribution to humanity. That's it, you do not need to visit a guru in the Himalayas to discover your purpose, i just gave it to you for free!

Here are the weapons to counter-attack the **TIME** enemy...

Weapon 1. Get up early in the morning. If you are in bed by 9pm (a good habit) and awake by 5am, then you will have enjoyed about eight hours sleep, enough for most of us!

Weapon 2. Write a schedule for the next day so that when you do awake at 5am you know what you need to do and can immediately go about doing the tasks you set the day before.

Weapon 3. View time as if it were money. Give your time a value, say every minute costs R10.00 yes ten Rand. So if you waste ten minutes, that would be like throwing a blue hundred Rand note in the street. Imagine that you employ a technician to fix your TV and he charges R10.00 per minute, now you see him sitting on the veranda smoking a cigarette, what would be your reaction? Time IS money, whether it is your time or someone you are paying for their time, it costs.

Weapon 4. Imagine you are an olympic track runner and you are running against the fastest people in the world, the starting pistol fires and you burst off the line with a great dash of speed, every split second is critical for you to win the gold medal, now you slow down to check your messages on your cell phone, REALLY?? That in the world of olympics is called a true loser. And in business the same label applies to time wasters.

Know this, there is a time for relaxation and a time to work, do not mix the two, certainly not if you want to be a success and a MASTER!

Let's give attention to the next enemy... DISTRACTIONS

8. DISTRACTIONS

Our world today is suffering from TOO MUCH, too much of everything, and everyone wants a piece of you, they want you to see their advert, or their email, or their Whatsapp, or their telephone call, they want you to watch their YouTube video, or the latest TIK TOK etc. Is your phone filled with other peoples pictures and videos they sent you thinking that you will be so happy to see their "funny crap"? Then welcome to the new world of distractions. Every distraction will cost you, you will pay in time, which is money, and you will pay in mental theft. Mental theft is when you want to do something specific and someone else steals your time with a distraction. What can you do to place burglar bars on your attention and concentration?

Fighting the gang of distractions with these weapons...

Weapon 1. Imagine you are a heart surgeon operating on a person's heart in the theatre and your phone pings with a message? Do you wipe the blood off your hands and check your messages? REALLY? While your patient dies on the table? REALLY? Get your priorities in order, that is the first weapon!

Weapon 2. Be the MASTER of your attention, don't be cheap, don't be a slave to every ping and ring and flashing light. You are on a mission, to build a wonderful future for you and your family, maybe other people have time to waste, but you don't! Make a courageous decision to only check your messages when it suits you, NOT THEM! You are the boss, you own your time and attention, not "them"!

Weapon 3. Let everyone know how you respond to frivolous messages and in particular, let your family and friends know that unless it is a matter of life and death, not to contact you during certain hours of the day.

Weapon 4. Make every minute count for something valuable in your life! Do not allow yourself to be distracted! Focus on your dream!

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"

9. EXCESSES

Certain habits are sneaky, these habits are controlled by a little voice that reasons with you regarding what you deserve or need to cope with life or the day or with a relationship or a lousy boss etc.

Living the good life is easily compromised by succumbing to such habits.

What is an excess?

An excess is bordering on gluttony. If you like a beer now and then it may be considered acceptable, if you must have five beers every night, that is excess.

The same can be said for chocolates, hotdogs, cokes, snacks, etc.

When you feel the need to indulge beyond what is normal and healthy and it happens rather often, then you will realise that you are becoming or are already a SLAVE to a bad habit.

The problem with reaching for a “crutch” to help you cope is that it robs you of the ability to cope on your own strength. The added danger of reaching for external “assistance” is that it grows in its needs, in other words, snacks and beer become less satisfying and now you need to try “weed” or cocaine, or ecstasy or heroin and eventually you find yourself stealing to feed your drug habits and not too long after that you land up in prison or dead in the street.

By learning to cope on your own strength will help you avoid the sad consequences and here is how you can destroy this bad habit...

Weapon 1. Take a few minutes to examine what your own excesses are. Write them down and next to each one, answer the question, why do I do this? If your answer is “because it tastes nice or makes me feel good” then consider what the consequences are? Will i get fat and obese and develop diabetes or heart problems, and if so, is that my aim in life?

Weapon 2. Write down the time of day or night that you overindulge. Is it after dinner? While watching TV? After an argument with a friend or spouse? Perhaps when you get home after your boss chewed you out all day? When you can define what the triggers are, you will slowly begin to see a pattern emerge. Once you are aware of all the triggers, its time to go to the next step to destroy this unhealthy enemy.

Weapon 3. There comes a time in all our lives when we have had enough of taking other people's bullshit. We want to live a life of self achievement and self determination. Now that is great, except for one little thing... How can you EVER break free when you are a constant snivelling slave to bad habits that have been controlling you? If you do not have the balls to take control of your bad habits, then your chances of a successful, happy life is very close to zero! Say NO to over indulgence in unhealthy habits, get a grip on your eating, or drinking or drug dependencies and start to live life on your own terms! If you can gain mastery over these bad habits, it means you can overcome any other obstacles, of which life is full.

Weapon 4. Besides the mental strength and determination to rid yourself of these artificial crutches, take some practical steps to ensure there is no easy access to junk food or drinks or drugs. Also prepare yourself in advance to adopt a more positive attitude toward bad

situations, like arguments and criticism. Be humble and apologise, it costs you nothing and it goes a hell of a long way to diffusing “hot” situations! (take this advice it is pure gold)

10. PORNOGRAPHY

I am always amazed and deeply concerned about the flippancy of this subject. Have you noticed how men particularly think this is funny and tacitly acceptable? For most people this is a taboo subject but allow me to issue you into the dark side of this “force” dominating the minds of humanity... did you know that the mind is like a sponge that once it absorbs images and information it is impossible to eradicate it? Did you also know that the type of person who watches porn is irreparably affected by it? Did you know that porn has contributed to rape and murder, and to broken homes and divorces and to pedophilia and all sorts of evil behaviour? And it could be that you think it is just some harmless entertainment?

From ancient times we are told that any and every crime is not half as bad as unbridled and unnatural illicit sex. This one weakness of man is his greatest threat because it cleaves his soul, it matters not whether you believe this but deep down in your very core you will contaminate the essence of what you are and who you are. It leaves a stink in the midst of you that you cannot wash off.

If this is something that plagues you, this is how to gain control over this poison...

Weapon 1. For the most part porn involves men and women, and although there exists a host of other participants, we will just feature this form of it. We say it is a poison because just as surely as drinking or eating poison has a most detrimental effect on your body, pornography will damage your mind in the same way. How? As with all advertisements, it is designed to entice your senses so that you go out and buy the product, porn will affect you in similar ways. It contaminates your view of women, in fact, when you see women, where do your eyes travel? You start to see women as naked “things” to satisfy your lust. And there is another side to this poison, what you see on the screen you want to imitate with your wife and those depraved acts are not what she signed up for in marriage. Decency disappears.

Weapon 2. Now remember, this poisonous habit seems to have infiltrated most men in the world, so when you see these men looking at your wife or daughter, how does that make you feel? It's not so funny for men to lust after your family is it? Then why do we think it's harmless fun?

Weapon 3. This is a pernicious mental disease that will weaken your chances of success as

an entrepreneur, how you might ask? Simply by your habit of seeing women in this light, you will conduct business with women who can see you looking down their cleavage and be rest assured, women are NOT impressed with sleazy men of this nature and you will not get the business support you would hope for. Remember, we made the statement you cannot unsee what the brain has been exposed to, so your body will obey the lust developed by your mind via the pornographic sites you visit.

Weapon 4. Self control is an attribute of the highest order and belongs to the most refined of gentlemen around the world. If you cannot control yourself then how can you control a business, or a family, or in fact anything of value? Self control is the prize of the mightiest men on earth, Take the time and put in the effort to gain self control and walk tall.

11. ENTITLEMENT

This is a particularly dangerous enemy. Just because you belong to some culture or organisation does not entitle you to anything, let's take a policeman for example, just because he wears the uniform does not entitle him to respect from the community. If he is a corrupt police officer, does that mean he is entitled to respect? If a religious leader rapes children, does that entitle him to respect from the congregation?

Obviously not!

So under examination, we find that if someone feels entitled to something, it is an enemy to him. Life and the law of decency dictates that we are all equal, and if we are all equal, then we must equally strive to attain our own prosperity. If i do not have a car, i cannot simply go into my neighbours property and take (steal) his car. If i do not have a wife, i cannot simply come and take your wife. If i do not have money, i cannot come and take your money.

But if you have been enslaved by an attitude of entitlement, then you do feel that "other" people owe you something and taking it or stealing it is justified. Now stop for a moment and see if that is okay if it were reversed. How would you feel if someone came into your home and took your wife, or car or furniture? Would you be happy with this?

Let's develop some weapons to destroy this dangerous enemy...

Weapon 1: The first weapon is designed as a question to ask yourself... What is it that makes me feel i am entitled to take other people's belongings? Once you have the answer to that question, ask this question, am i happy to have the same happen to me? I come and

take your stuff, then you come and take mine, then i come and take yours etc. etc. etc. Does this sound like a way to prosperity and a good life of peace and happiness?

Weapon 2: Entitlement is an excuse to cover your own laziness or stupidity. Are you admitting that you are too lazy or too stupid to make your own money? In order to master the use of this second weapon, you are compelled to confront your own self image or weaknesses and get off your couch and become skilled and industrious. This is a VERY BIG deal, it takes a real courageous look into yourself to beat this enemy.

Weapon 3: Where did you learn that you are entitled to free stuff? STOP and examine where you heard of this monstrously bad idea? Did you hear it from school? Church? Politics? Ancestors? The newspaper? Friends? Family? The pub? Or the neighbours dog?

Find out who is telling you this stupidity! Confront this evil source of lies and ask why would they tell you this? Because if they wanted to do you a favour, they are doing the opposite. People who tell you to sit in the sun and father christmas will bring you food is lying to you and if they are lying to you then they are not your friends, they are the ENEMY!

Weapon 4: always remember you are on your own! It is not the duty of the state or the church or the spirits to make sure you have food and housing. It is YOUR responsibility to earn your own money and make your own life and prosperity. NEVER rely on other people, and that is what this book is all about, to teach you how to become your own boss and become prosperous!

12. ANY BAD HABIT

Think seriously about your life in general, why are you here? What is the quality of your current life? Are you in Zombie mode for the major portion of your waking hours? Are you aware of how good life could be if you lived more consciously? If you could eradicate negative thinking of any nature and replace it with happy thoughts, thoughts of love, purpose, sharing and learning you would start to discover the paradise island written about in fantasy books.

The way to look at it is like this...

Unlike animals, we humans were created with the privilege of choice. We can choose to be sad or happy, we can choose to be good or bad, we can choose to be nasty or kind, and believe it or not, but we actually choose to be poor. Imagine that, you choose to be poor?

Really?

How do I choose to be poor?

By your habits!

Habits govern who and what you are, full stop! You have developed, over many years, a worldview, a way of looking at life and at other people and at opportunities and lastly at yourself. You have a little dialogue going on inside you constantly and the trick that is seldom mastered by the Zombies, is to analyse those views and thoughts of yourself. If you were sufficiently brutal with yourself you may discover that you are wrong, oh dear, that's a terrible pill to swallow!

If someone else told you how wrong you actually are, you may resent that quite a bit. You may even resort to telling them just how wrong they are! And there it is, you failed the opportunity to improve, instead you defended your "precious" habit, even if it were bad! Now give thought to that statement, because if you have bad habits then they are your enemy and yet you keep protecting them. Why? Why would any sane person defend his habits that are destroying him? Remember they are YOUR habits and they are NOT serving you well. So why do you hang on to them?

Allow me to tell you why... because you have no other replacement for them!

You are without direction, you have no purpose of a noble nature. You are both ignorant of how to live your life and too weak to change for the better. Please note when I say you, I do not mean you the person reading this book, but you as in the Zombie people of this earth. I could not be referring to you because I do not know you and for the most part you would not fit into that category simply because you are reading this book for self improvement.

However, if you do have habits that fail to serve your better life, then follow the guidelines we have presented above of breaking free from slavery to a cruel and unforgiving master.

There is no better feeling than to know you have purpose and are in control of your own life and that you can master your journey into the future.

Say this over and over every day... "I AM WILLING TO LEARN, I AM PROSPEROUS"



Break free from slavery to bad habits that bind you and hold you captive!



Graduation

Before we continue onto the next chapter [PARTNERS](#) please note that all these partners will entertain your request for an opportunity ONLY if you are a TOOLBOX ACADEMY graduate!

What does this mean?

The bonus for being a serious member of the TBA is an introduction to our willing partners around the country.

It means you have spent time and energy learning the skills of how to master all the tools in the TOOLBOX and have passed the final test examination which we issue to all members at the end of a given period after enrollment.

A sample question for the exam will be like this...

Please submit a full VPA chart on your future vision? This will be evaluated on the basis of your work and understanding of the principles of VPA. If you fail, then we cannot recommend you to our partners as worthy of consideration. I think that's fair don't you? If you cannot use a tool, then why should anyone pay you to use it?

These opportunities are not for jobs, please, please understand, we are not offering jobs where you get a salary.

YOU DO NOT GET WAGES OR A SALARY!!!

You get an OPPORTUNITY. That's all! Please do not contact us and tell us no one wants to employ you. There are no jobs on offer, only opportunities to become entrepreneurs in your own time and at your own cost!

TOOL 8

The Toolbox Community

The Toolbox Community is you and me and all the other members who have bought a book and are putting in the effort to gain mastery in their lives and each and every one of us has a story to tell, to share, and to encourage one another to keep their focus and determination going toward prosperity.

Some of us have taken the bold steps and are already experiencing success in our small businesses, others are struggling and could benefit from words of advice from the TBA community.

If you wish to be such an interactive member, then put your name forward for inclusion and we will let others know that you are now one of us.

We strongly encourage all members to be absolutely respectful of each other's privacy and proper decency and consideration be afforded the community members. This will only work if we make it work. Be helpful, remember you will be receiving help so be gracious and accept the help with the view to also helping others where you can.

Please remember that this community will be made up of influential people in all walks of life and you never know how your attitude could be the gateway to a wonderful future among people of substance.

It is better to fly with eagles than dig in the dirt with turkeys!

TOOL 9

Since it is up to you to decide what business you would like to be in you will realise also that it is up to you to market that business and today most people are shopping online, so they search for the goods or services via Google and if you do not have a presence on the internet, you will not be seen, so consider the next bit of advice as critical, we have expounded on this in the [“Marketing”](#) chapter.

With regard to how you will sell your products and services, you will need to know how to build your own website, start here for lessons...

https://www.youtube.com/watch?v=8AZ8GqW5iak&ab_channel=TylerMoore

(Listing of potential partners for later use)

1. Bitfarming <https://www.bitfarming.co.za/>
2. Cement rock clad tiles and pavers
3. Custom woodwork of toys and novelties, chopping boards
4. Bakkie lining www.bakkielining.co.za
5. Reasonable delivery service micro short distance, bike or bakkie
6. Micro manufacturing, unbundling large industry
7. Hair and nail salon (nicely done with website backup)
8. Hats for sun and beauty and fashion (create new designs)
9. Sneaker artwork
10. Make plant pots
11. Propagate seeds and sell seedlings with booklet on tips (home farm ideas)
www.farmkits.co.za
12. Build small greenhouses to protect plants from pests.
13. Make furniture from old tyres (help recycle/reuse)
14. Home farming service to help your neighbours grow food www.farmkits.co.za
15. Install a high quality water filter at your home and charge people for good drinking water and add some good fruit juice concentrate as cooldrink
16. Make cool insulated hats from polystyrene and grass
17. Make cheap furniture from pallets
18. Become a waterproofing contractor
19. Lay specialised pathways using pebbles or other coatings
www.kote.co.za/pebblekote
20. Make fire retardant fabric for home protection. www.firefabric.co.za
21. There are new materials for making useful items and ornaments
www.kote.co.za/gypsunite
22. Sewing services offers many opportunities.

23. Home farming, think balcony size farms,
https://www.youtube.com/watch?v=57HBTpEn7KQ&ab_channel=TheStraitsTimes Here is one small example of teenager at home with farm.
24. Fish farming at home
https://www.youtube.com/watch?v=FvHhUt3mtHg&ab_channel=RobBob%27sAquaponics%26BackyardFarm It may take a bit more thinking and money to be spent but it is a cash cow, you will earn good money forever.
25. Super Spaza, a spaza shop with a difference, open early for traffic on its way to work and school, sell baked potatoes, hard-boiled eggs, roasted mielies, polony rolls, hotdogs etc.

Ideas, Patterns and Potentials

What follows are ideas in picture form for you to investigate further, to “see” the potential in each of these possibilities and opportunities.

The list hereunder is random and has no other purpose but to plant seeds in your mind so that it will inspire you to see what could be possible for you, as an individual or with a group of people you may want to gather together to make your idea a reality.

LOOK SERIOUSLY AT THE OPPORTUNITIES WHICH FOLLOW AND SEE WITH THE EYES OF UNDERSTANDING!



Do you “see” the possibilities?

FREE YOUR MIND FROM OLD HABITUAL MENTAL PATHS THAT HAVE BEEN TRAPPED FOR SO LONG AND ENJOY THE NEW JOURNEY OF A WONDERFUL NEW FUTURE!

STOP SAYING THINGS ARE IMPOSSIBLE OR DIFFICULT, JUST DO THEM!



CONCRETE

What could be done with concrete?



This is easy and rather beautiful, you could make this in your back yard.





Very durable garden edging make by using PVC downpipe as mold



How about this easy firepit idea?



If you want more such amazing ideas, visit this website...<https://www.backyardboss.net/best-diy-concrete-furniture-ideas>

Or here is another site you could glean ideas from...
<https://www.backyardboss.net/easy-affordable-diy-concrete-projects-for-your-garden/>

Or how about making concrete wall panels that look like face brick finish, there is a very big market for this in South Africa. <https://www.youtube.com/watch?v=B3CCiFgwwtg>

GYPSUNITE

The wonder powder

Gypsunite is a modified gypsum powder that allows you to make anything your mind can imagine.

It sets hard like stone in twenty minutes, see below for some starting ideas...

Some of the ideas are best illustrated by visiting YouTube such as this link to a beautiful display item...

<https://www.youtube.com/watch?v=mBPJz464Vrl>

Or make tiles, like this...

<https://www.youtube.com/watch?v=Xtodw2zWFyA>

OLD WOODEN PALLETS

How could old pallets be transformed into furniture?



This is a huge opportunity in South Africa



Think of transforming old pallets into colourful fencing.



How simple is it to make and sell these?



Cannot believe this is made from old pallets



Every garage owner needs this storage space



What a great cheap desk



This is particularly useful on wheels



This entire layout is done with old pallets, very smart.



For many more ideas for pallets visit this site...

<https://www.loveproperty.com/gallerylist/87021/65-cool-wood-pallet-ideas-for-the-home-and-garden>

OLD TYRES

How to use old tyres to make very useful items for people



This set will last forever



Clever lighting idea, for restaurant or reception area



Not difficult to make these



Simple but great for bikers bedroom



This is a great idea for a pub ornament

Here is a link to 100 ideas for old tyres...

<https://www.ofdesign.net/interior-design/100-diy-furniture-from-car-tires-tire-recycling-do-it-yourself-39888>

This could be a really good business making sandals from old tyres





Or search Google for more, there are too many to list here.

OLD CARDBOARD BOXES

It is really cheap to collect cardboard boxes and make useful things like these



Easy to make and useful around the house



Make little trays

DIY cardboard box lap tray



This is a winner and most useful

- make it yourself -

Scrapbook Paper ORGANIZERS



InMyOwnStyle.com

Simple and necessary

HOW TO MAKE FAUX METAL LETTERS!



Make signs for a fraction of the price.

Remember you can make cardboard stronger and waterproof with KOTE products
www.kote.co.za

Have a look at this chair made from cardboard and see if this does not get your imagination running wild...



Now imagine covering this with foam and fabric.

If you type cardboard furniture into Google and choose “images” you will be flabbergasted at the array of ideas for making useful furniture from cardboard which may have just been thrown away.

More ideas here... <https://diyjoy.com/diy-ideas-cardboard/>

SCRAP FABRIC

What can you do to make a business out of scrap fabric?

A quick search on Google will reveal many sources of ideas, like this one...

<https://www.diyncrafts.com/15703/repurpose/100-brilliant-projects-to-upcycle-leftover-fabric-scrap>



You could do very well with this idea

Let me repeat, you can use one or all of these ideas to build a local business. As you start with the low cost ideas and learn to make them work, you will be training yourself for bigger things later, so get started!



Make slippers for kids and adults

Use old towels as fabric and make comfortable cheap slippers for when you get out of the bath or shower. Everyone needs these!

There is a world of ideas and uses for scrap fabric and if you are resourceful you can find really cheap sources of scrap fabric or even get it for free.

Its up to each one of us to be innovative and search out the many opportunities that exist in this lucrative field.

HOME FARMING

This is one of the biggest opportunities of the future in South Africa!

Everyone needs to eat every day and often more than once per day. That equates to over one hundred million meals per day. Can you see the potential?

If you visit www.farmkits.co.za you will see the business models available to just about anyone who is willing.



These are raised bed gardens or home farms

Very briefly, please consider doing research into home farming, you can grow any crop and you will be amazed at what you can do at home with a small space, all you need is some

guidance and some determination and you could easily start feeding your family and with a little extra effort you could start feeding your neighbours and making money doing it.

As you continue to learn how to grow food, you will start to discover great things about this field of business. Besides being highly rewarding and purposeful, you could start a movement in your area to grow community farms, a most exciting new way of living.

You will find many different types of farming methods from aeroponics, hydroponics, aquaponics, vertical farming, container farming, tunnel farming and many more but the common thread in all farming is to know the soil and how to enrich it. This you will learn at www.farmkits.co.za and also at www.canutrients.co.za.

If you do your own home farming here is a little taste of how cheap it is...

A lettuce in the shop costs about R15.00 each. If you grow it yourself it will cost you less than R0.25 cents and that includes the nutrients for the soil over the entire growing period. Are you beginning to see how to thrive in this business?



Imagine growing your own food for cheap and it's all fresh and healthy and in your garden?

If this appeals to you, please give it serious thought, talk to your family members about this idea and see if you can motivate them to help you build a business from your own home.

OLD STEEL DRUMS

There are so many useful things you can do with old steel drums...



This is a smart and comfortable chair perfect for garden furniture or pubs and outdoor tea rooms etc.

Simply type into Google steel drum ideas and choose “images” to see hundreds of ideas that you could turn into a business.

Some of these ideas will need some simple skills and a few cheap tools like an angle grinder with metal cutting discs etc and there are many YouTube videos showing exactly how to make these useful items.

These drums are cheap and some are even available for free.

The list of what you can do with these drums is extensive, some websites show over fifty things you can make with these 200lt steel drums.

Here is a link to Youtube showing over 35 uses for old steel drums...

https://www.youtube.com/watch?v=9DoFBadc_sY&t=67s&ab_channel=FoisyAquatics



All you need is a little imagination, some simple tools, and a web page or facebook and you can start a little industry from home.

People and businesses are looking for unusual and new ways to use scrap and reduce the carbon footprint of waste. This is an excellent way to reuse and recover old waste items and turn it into a lucrative business.



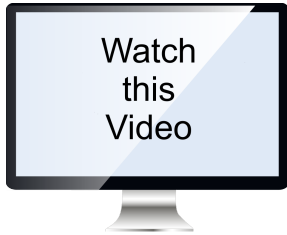
Do you see the opportunities now?

VIDEOS

When reading an instruction gets to be a little difficult to follow, then it helps a lot to have a video explanation, some of us learn much better from a video.

At TBA (Tool Box Academy) we have spent a lot of time and research into creating short videos that get straight to the point and explain in simple terms how each tool works. You will find these videos on our website www.toolboxacademy.com

We have added to the many videos by giving links to YouTube clips that inspire us to keep going and to think differently and creatively.



When you see this image please take the time to watch the videos we have created or recommended as they are most helpful and inspiring.

Videos on VPA charts

Videos on Values

Videos on Concepts

Videos on Creativity

The Masters Books from History

We have discussed at great length the need to read, now we want to show you what to read and how to absorb the contents for your maximum benefit. The list goes like this...

1. **Think and Grow Rich by Napoleon Hill**

We chose this as your first book because of the mindset so crucial for further learning and application of all other books you will ever read.

Napoleon Hill reveals almost everything you will ever need if you can grasp the enormity of the wisdom within the pages.

I personally have studied this book five times over the last thirty years.

2. **The Master Key System by Charles F Haanel**

Charles Haanel will take your mind from mediocrity to greatness as he takes you on a journey of mental training to see the mysteries that have kept the ordinary man poor for hundreds of years. Learn to break free from poverty and poverty thinking by practising the Master Key System.

3. **The Science of Getting Rich by Wallace D Wattles**

Our minds are a treasure unto us. If we can use it effectively, Wallace will show you how to build your mind into a most useful tool to serve you richly for the rest of your life!

4. **How to Win Friends and Influence People by Dale Carnegie**

Business is about people, and your skill and art in getting on with people will determine how well you do in business, Dale Carnegie teaches exceptional skills in how to become successful by understanding the “rules” of engaging with all types of people.

5. **How to Stop Worrying and Start Living by Dale Carnegie**

For most entrepreneurs, we go through periods of deep concern or worry which has the effect of “freezing” us to inactivity and this is totally unproductive. Learn to stop this bad habit by following Dale's good guidance and advice.

6. **The Magic of Thinking Big by Dr David Schwartz**

The effort it takes to think small is the same effort to think big, so why think small? You are endowed with a wonderful brain and Dr Schwartz unlocks the methods of how to think BIG and like MAGIC you become a big thinker with a big future.

7. **As a Man Thinketh by James Allan**

In this all important book you will learn of the power of your thoughts. Your mind is a receptacle for good or bad, your decision is what to fill that receptacle with! What you sow you will reap, so junk in equals junk out. Filling your mind with regrets of the past instead of hopes for the future will ensure you never have a good future! Read the book!

8. The Power of the Subconscious Mind by Joseph Murphy

We have already mentioned the fact that you have two minds, the conscious and the subconscious and that they work in concert to your benefit, but they need to be trained to work correctly and this book will train your two minds to deliver to you the best possible outcomes for your prosperity.

9. How I Raised Myself from Failure to Success in Selling by Frank Bettger

Frank Bettger was a failure until he made a new discovery that turned him into a very rich man. This book is a classic and everyone should read this book as one of the major steps to a better future.

10. The Tipping Point by Malcolm Gladwell

If you ever wondered how some people can rise to great heights of success this book shows the patterns in life that impact on our growth. It also shows the different types of people who help to get new trends up and running, if you want to know how life works for success, please read this book, it is a huge education.

11. How to Own Your Own Mind by Napoleon Hill

There is an obstacle to prosperity which you should know about, it is called human nature. Human nature takes short cuts or the path of least resistance, and that is where mediocrity lives, very comfortably, but poor. It is the nature of slaves to wait to be told what to do, but to own your own mind is where the rich masters live.

12. The Edinburgh Chronicles by Thomas Troward

This book is a profound education, starting with the style in which it is written and the message it contains. Learn of the powerful workings of our mental capabilities.

13. The Richest Man in Babylon by George Clason

You will learn how to make money and to use money and how to protect money in this very enlightening book along with some history of Babylon.

At this point I would like to make a promise to you... if you read, with understanding, these thirteen books, your life will never be the same again. You will be different and you will have added immeasurable value to your prosperity.

You bought this book, which is the gateway to prosperity for a reason, you REALLY WANT or deeply desire to have a life of prosperity and this is one of the MAJOR actions you MUST take, READ THE THIRTEEN BOOKS!

For those who find it difficult to read, put in the hard work and read, do not give up or think that you do not need to read, you will not progress unless you read, so *FORCE* yourself to develop the wonderful habit of reading.

The Website

We need to explain what the website is and how to use it.

If there were only the book, it would be enormously valuable, but there is only so much you can fit into a book, so we built the website as a platform to provide added value to the members of the TBA.

In the website we provide sections to enhance your experience as a student and a business owner. Each page on the website has been carefully constructed with a particular purpose so please spend a bit of time absorbing the contents, this is what you will find and how to use it...

HOME PAGE

You get a link to a preview of this book as well as a quick explanation for members and non members to the community of Tool Box Academy. And from the outset, you are encouraged to read and be prepared

VISION PAGE

This page deals with your power source, it is the wind in your sails, or the engine in your car, without it you are going nowhere, It is critically important to design and create your VISION for your future.

TOOLS PAGE

The entire thrust of this academy is to train you to use the powerful tools, so understanding the tools and how they are used is obviously paramount to accomplishing your VISION.

The Members

This is very exciting for every student of The Tool Box Academy.

Members are those who decided to join the website as members rather than just stopping with just the book.

Yes membership costs another R250 per year, but what you get in return is invaluable.

Why do we have a members section and not make everyone members?

In this world there are those who want to take it easy and not go the extra mile, they want stuff for free and do not realise how self defeating free stuff is.

TBA members are people who want more out of life and are willing to invest in their own growth and prosperity.

It is for these reasons that we are willing to spend more time with such prosperity seekers than with people who simply are looking for some free stuff.

Being a paying member sets you apart from mediocrity, it instils something of great value within your soul. There is a confidence of self-worth and mastery in being independent in your journey for the better life.

The Community

Belonging to a community provides a network of like-minded people from all walks of life whom you can help or they could help you.

Think of how important this is.

There are different communities that have their own economy such as the township community or Kasi business models that have a full spectrum of products and services to offer commuting crowds from taxi ranks to train stations and a whole new rise in Spazarettes or spaza shops that have grown in size and offerings.

We also refer to the Jewish community, the Muslim community, the immigrant community and many more who have established themselves on the world economic stage.

As more and more members join The Tool Box Academy they could form a network in which they share ideas and resources, this will come with some confidence that they are all well - informed regarding the values of hard and honest work ethics.

This community will emerge organically from within and we encourage members to chat with one another to see if there would be any grounds for cooperation and growth.

All community members will have a similar knowledge base with regard to The Tool Box Academy and its direction, this commonality could be a great start to developing ideas and forming new friendships.

When all is said and done, the best values in life are those shared with like-minded people of substance.

Success is not counted in bank balances, it is counted in true friends and a solid reputation!

Be determined to add value wherever you go and to all whom you meet!

The Graduates

Yes you will graduate from the Academy and receive the recognition for your efforts.

This is not a government recognised certificate of education, there are already millions of unemployed university graduates walking the streets.

No!

This is far more valuable!

Graduating from The Tool Box Academy is like being set free! You are now set free to explore life on your own terms and at your own pace and wherever you like. You are no longer one thing, you are now EVERYTHING!

You have learned to learn, one of the greatest gifts man could ever receive!

There is an ancient proverb that says “The Almighty opposes the haughty and arrogant men and women but he gives lots of profits to the humble ones who are willing to learn and apply what they learn”

Always remain humble and ready to learn, it is the lifeblood of success!

PARTNERS

“Partners” are companies and people we have contacted to give consideration to our graduates at the TOOLBOX ACADEMY because we all need help from other people and we like to think of them as partners in our success. Learn how to leverage the power of good relationships with companies who can help you reach your dream.

When we talk about partners we are referring to companies who have products or services and who are willing to help you get on the road to your own business by offering you advantages over the general public. They are not offering jobs but are in powerful positions to help you make a go of it on your own.

By this time you will have come to realise that there is no such thing as a free lunch and every Rand you make you will have to earn!

Remember, do not ask people for fish, rather ask them to teach you how to fish!

WHAT IS YOUR VALUE?

This question may well be the most important question you will ever ask yourself and it is for good reason I have chosen to leave it until last in this book, because it will be the first thing you remember when you wake up tomorrow morning.

Here is a link to a video you simply must watch to understand how to arrive at realising your own value and why some people are worth billions and others just a few rands...

[Watch Jim Rohn explain a person's value!](#)

What are you earning per month?

Is that all you are worth?

What does Elon Musk earn per month? He earns more than \$100 million per month, that in Rands is R1.5 billion per month.

Why the difference?

It has to do with a person's VALUE!

A labourer in a factory may earn R8000 per month, whilst a manager in that same factory may earn R25,000 per month and the director in that company may earn R150,000 per month and the owner of that factory may earn 1 Million Rand per month.

Did you know that the owner of that factory was once a poor labourer and he used his time and money to add value to himself until one day he opened his own factory and now earns millions?

This story is true the world over, and it can be true of you also!

Adding value to yourself is what this book is all about.

You are today of more value than when you first bought this book, particularly if you applied and practised everything it has encouraged you to do.

If you have embarked on a life of adding value to other people then you are far more valuable than if you were a labourer in a factory. Remember what we mean when we say you are more valuable, it is to the MARKET PLACE that you are more valuable, your mommy or wife or children may think you are more valuable than your neighbour, but in terms of what the market place values, you are not really valuable as a labourer.

So what is the MARKET PLACE?

It is where business is conducted, where buying and selling is the main activity. The market place has a life of its own and it has demands of its own. If you make cupcakes from home then you will not really become rich because the marketplace is very small for homemade

cupcakes, But if you started a factory to make cupcakes for world consumption, then you would have a shot at becoming very wealthy if you can compete. Your value to the marketplace as a worldwide supplier would be much greater than a home industry, can you see the difference? You may sell R5000 worth of cupcakes from home per month and if you traded with the whole world you could sell R50 million per month. However, with a little thought, you will start to realise the massive difference in responsibility and effort to achieve R50 million. And just like that you begin to understand why there are very rich people in the world, because they handle more, much more, than the poor people.

Growing your value should be the most important goal in your life!



But it's not what you may think...

Growing your value has to do more with what you do than how rich you can become. There is an old saying that may help you understand why... "a fool and his money is soon parted" So the goal then is to be wise and not a fool. YOU must develop value for YOURSELF, or in other words increase your knowledge and understanding of how things work!

The value in this case is wisdom...



The ladder to success is built on books, read, read and read some more in order to create value within yourself. There is nothing worse in this world than stupidity and reading can change that, reading can turn your life around.

But reading takes time, so where do you get this time from?

Please be honest here, how much time each day do you spend watching TV and or YouTube videos? For most people it is approximately three hours per day and others spend more time glued to the screen.

Did you know that a slow reader can read one page in a book every 5 minutes which means that in one hour of 60 minutes a person could comfortably read twelve pages. So in ten

hours one could read 120 pages., if you took two hours of useless TV time each day it would equate to reading a whole book of 240 pages in 20 hours. Or 10 days. So literally, with ease you could read two books per month with time to spare.

Now think what value you would add to yourself every month!

And if you keep this new habit going it means you would be able to read 24 books per year. WOW!

The other area of time to read can be found in sleeping habits. Did you know that the human body requires a good solid eight hours of sleep per night. So if you went to bed at 9pm and slept for 8 hours you could get up at 5am each morning with enough rest.

Now if you took 30 minutes to stretch and exercise etc. and then sat in a comfortable chair and took your book and starting reading for an hour, you would be ready to start your normal day of activities by 6.30am. Do you agree?

Now add the two time slots together and you have found three hours in which to read.

At this point it is good to remind ourselves of the law of nature, if you want a better life, then YOU must have better habits! You reap what you sew.

Nothing in your life will change until YOU change. And the way to change is to read, read and read some more.



Yes, (*what*) you read is critical, but every good book has wisdom and nuggets of gold to add to your VALUE!

Now recall that we are discussing your VALUE to the MARKETPLACE.

What is the marketplace willing to pay you for your value? (what is your monthly salary?)

If you own your own business, what can you save per month? (net after tax disposable income)

Now you know what your value is!

If you want more, then you must bring more value to the marketplace! Simple right?

But if you keep doing what you have always done, then you will keep getting what you have always got!

Make a list of the reasons you want more. Be very specific about your reasons, do not be vague and generalise like “i want to be rich” that is not a goal or reason, it is far too vague.

Once you have made your list, ask what it would cost in money terms and then ask if your current value will pay for your goals and desires.

If not, then...

Start immediately adding value to yourself to the marketplace. Now you have a powerful reason to grow yourself to attain the list of desires you so badly want. I sincerely hope this makes sense to you? You cannot earn more unless you have greater value for that earning!

Here is a piece of golden advice, “Replace negative thoughts with good thoughts”

Stop reading the news and start reading inspiring books!!! That is the secret, fill your mind with good stuff, practical stuff, useful stuff, happy stuff, inspiring stuff - this is the great secret of the better life! You cannot be happy and valuable if you fill your mind with bad news, and there is plenty of that going around, no, you cannot enjoy your life when you fill your thoughts with unhappy news. Note: YOU BECOME WHAT YOU THINK!

The minute you start filling your mind with the good stuff, good stuff is going to come rushing into your life.

EVERYTHING begins in the mind, so guard your mind with every fibre of your being. REJECT bad news and negativity, it is a disgusting disease!!! This includes the “dumpsters”, you know, the people who dump their negativity and junk into your mind and start finding new friends who are positive thinkers!

Here is a promise: if you follow the advice contained in this book and particularly in this chapter, you will add ENORMOUS value to your life which will be of enormous value to the marketplace and it will show up in your bank account!

Most of us want more money, that's true, but we don't want to give more value, isn't that a shame, or more than shame it is the very reason we don't have enough money! Does that

make sense? You want more but don't give more? But on the day you grow up and decide to do things coupled to wisdom instead of greed, you start to win, you start to prosper!

For the most part, we were never taught these invaluable secrets of life, we went through school, college and other institutions and no one ever taught us about becoming more valuable to the marketplace. Yet it is as simple and obvious as the nose on your face!

Most of us were raised in families that were struggling financially due in part to them not learning these secrets either, so how could you know about it if you were always living in a world of ignorance?

Our view of money was also totally incorrect, we were always under the impression money was scarce, that is a big lie, money is everywhere, there is an endless supply of money, more than we can even imagine but because we grew up with the wrong information, we adopted it, we made it our "truth". You no longer have to be poor, you can be rich, all you have to do is become more valuable.

How to become more valuable

Most of this book, as we have already stated, is designed to add value to you and your future but here are some last few hints at growing your value...

1. **Stop looking for free handouts:** this is a disease that enslaves your mind to thinking that other people must feed you. Stealing, cheating, looting, may very well provide you with free stuff, but for how long? What does that do to your mind and character? Other people can tell what your character is and they will not give you a job, so you are very fast becoming unemployable. There is a place for charity in this world but if you look for charity you are looking for poverty and the worst lifestyle of them all!
2. **Do not complain about your life, fix it!** Unless you are paralysed in hospital, you can fix your life and its conditions. Ask why you are so poor, then listen very carefully to the answer you arrive at, it will reveal a lot about you. Are you poor because you are too lazy to learn how to be more valuable? You always make excuses instead of learning to be better. I often see long lines of people sitting on the pavement unemployed and not one person in all those people is reading a book!!! Do you get the message?
3. **Stop looking for sympathy!** When you adopt the "poor me" attitude you will remain poor! Be aware that EVERYONE has difficulties in life, most people have had very poor beginnings and many have suffered terrible circumstances outside of their own control. If you see yourself as a poor slave, you will be a poor slave.
4. **Know, emphatically, that it is worth the effort!** When you make up your mind that you are going to do all that you possibly can to add value to your life, there is one thing you must know for sure, it is going to pay dividends, BIG time, so do not give up and keep in mind every minute of your day that you are marching to VICTORY!
5. **What else is there?** Let's be clear, if you do nothing, you will get nothing! Ask yourself why should anyone give you money if you are not worth it? If you are struggling financially then listen carefully, you will always struggle financially, UNTIL

you decide to add value to your life, what else is there? What else is out there for you? Do a trade with yourself, trade in your excessive leisure time for upgrading who and what you are! Earl Shoaff the great mentor to Jim Rohn once said, “don’t send ducks to eagle school” it matters not how good the school is, ducks will NEVER learn to be eagles, we do not want to be ducks, lets learn how to add value to ourselves and enjoy a life of flying above the “ducks” and poverty!

6. **Set goals every day!** Spend some time in the evening setting goals for the next day. If you skip this, then you will be lost, no achievement is possible. It’s like travelling to a new city without a map, how will you possibly find the place? If you wake up in the morning not knowing what you want to achieve for the day, man, that is living like a “duck” scratching around in the dirt for some grub. Your goals list could have many items on it for achievement, like, reading for two hours, drinking two litres of water, stop eating junk food, phoning specific people, helping someone in need, keeping a journal and many more. As you develop this wonderful habit of setting goals, you will automatically be adding value to yourself.

Bon Voyage!

THE END GAME

Congratulations you have reached the end of this book and the beginning of your endgame.

What does your endgame look like?

I am confident that you have a vision to pursue and add meaning and value to your life that will impact positively on those around you. You have developed a new self image and self respect with an eagerness to turn your life into one of prosperity and happiness with loads of real security.

Starting small with the minimum of money and the maximum of effort is the best way to get on the road of entrepreneurship, thinking big is essential but starting small is a safe and marvellous way to “feel” the waters of your market. Too many of us have been so eager to “make a big business” only to come unstuck and regret the cash we have lost on the way.

Your greatest assets will be research, patience and testing, then when it shows weaknesses, start the process over again, research, patience and testing. This is the solid path forward.

NEVER GIVE UP! That's right, you have a dream, make it happen, only you can, so do not be put off by people who fail to understand the new you, the determined you, the new man with a DREAM.

Keep rubbing the Genie's Lamp, he will appear and be a guiding light to your path.

Go forward, keep going, and may the lamp be with you.

THE END