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# Three Simple Steps: A Map To Success In Business And Life

NEW YORK TIMES BESTSELLER

*A Map to Success in Business and Life*

THREE

SIMPLE

STEPS



## Synopsis

How many self-help books are written by authors whose biggest success is selling self-help books? Three Simple Steps is different. Despite stock market crashes, dot-com busts, and the specter of recession, the author started a virtual company from home, using a few thousand dollars of his savings. A few years later, without ever hiring an employee or leaving his home office, he sold it for more than \$100 million. As the economy slipped into another free fall, he did this again with a company in a different field. He accomplished this through no particular genius. Rather, he studied the habits of the many successful men and women who preceded him, and developed three simple rules that, if followed diligently, virtually ensure success. Using them first to escape poverty, then to achieve a life of adventures, he finally turned them toward financial independence. Written in a straightforward and no-nonsense style, Three Simple Steps shows you how to take back control of your destiny and reshape your mind for increased creativity, serenity and achievement. While building on the wisdom of great thinkers and accomplished individuals from East and West, Three Simple Steps isn't a new age text or guide to esoteric fulfillment. Rather, it's a practical guide to real-life achievement by a pragmatic businessman who attributes his incredible successes to these very simple ideas. Three Simple Steps is a must-listen guide for everyone who wants to achieve more, live better and be happier.

## Book Information

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## Customer Reviews

I found Trevor Blake through an article on Inc.com on why complainers are bad for your brain.

Something about his voice compelled me to look up his new book, and a few minutes later, I had it downloaded to my Kindle. The mixture of riveting personal history and unconventional self-help advice got me finishing the book in two sittings. Even without the self-help component, the book makes for a fascinating read: Trevor's impoverished childhood in England, with the bullying he endured; his quest to enter England's top military school against all odds; anecdotes from his time as a soldier; his romance with an equally determined young woman; his unlikely early business success; the dream of moving to America; and his subsequent entrepreneurial ventures. Most poignant are the accounts of his mother Audrey, which are alone inspiring enough to be worth the book's purchase price. However, it is as a work of self-help that I'm recommending this book. First of all, I like its simplicity. The three steps are, in fact, simple. Basically: 1. Think in terms of what you want, not what you don't. Corollary: avoid negative people and media. 2. Take at least 20 min a day of quiet time. This is a daily meditative practice to clear your mind and focus on the void, because the void is the wellspring of all creation. 3. Formulate what you want in life in terms of intentions, not goals: "An intention is a goal but with all doubt about its attainment removed." In other words, assume the feeling of your goal already attained. This stuff is simple but far from simplistic. In fact, each of the three practices has precedents in ancient wisdom, from Taoism to Buddhism to American Transcendentalism. Although Trevor doesn't reference those traditions, this is stuff that's been around for thousands of years. He does reference contemporary science to back up many of his recommendations, especially on avoiding negativity, which I appreciate. Second, Trevor has demonstrated real, reproducible business success with his techniques. He makes a salient point that most self-help authors dispensing advice on success weren't successful businessmen themselves (Napoleon Hill being a glaring case in point). There's a certain amount of credibility that comes with being a serial entrepreneur with consistently respectable results, and Trevor has that. Third, the book just has the ring of truth to it -- a certain mystical, alchemical quality which is hard to define. It just seems to resonate with the structure of experience: 'Y'know, come to think of it, the times when I've been successful, that was what I did.' Thus far, you had been doing it unconsciously and accidentally. I'm grateful to Trevor for making that structure explicit so we can follow it deliberately. I just finished re-reading the book, and I'm looking forward to reporting back on the fruits the implementation of its ideas will bear.-- Ali Binazir MD, author of *The Tao of Dating: The Smart Woman's Guide to Being Absolutely Irresistible*, the highest-rated dating self-help book on

I really enjoyed this book. It's the missing link I have been looking for, as I have been in the

self-improvement arena for the past several years, at times stuck and trying to muddle my way out. Mind you, I have read a lot of articles and been to a lot of seminars. Some expound the virtues of meditation and visualization. Others just discuss shifting how you perceive a situation or past history. Because of this, I was able to make much more sense of the 3 simple steps. But I'll digress from going much into what the three simple steps are, as the author quickly goes into them anyway. They are also very simple in practice. One of the important points Blake talks about is setting intentions versus goals. Many of us set goals. But Blake set intentions, assuming that his intention is already fulfilled by visualizing his life as if he already has it. It's based on the premise that you have to first be willing to see yourself living the life you really want before you can finally see it in the real world. Then you work backwards from what you really want and already got in your head. The working backwards helps you figure out different ways to actually get what you want. To see someone actually become successful by implementing these principals lend much more credence to the practice. My goal in studying to become successful is quite simple: I find people closest to what I want to become. I model myself after them. I study daily. I do exactly what they say. And I am now doing exactly what is spelled out in the Three Simple Steps.

As an avid reader, I'm delighted when I find a book that expands on my most meaningful interests in an easy-to-understand manner. At the top of my list of all-time favorites is Trevor Blake's, Three Simple Steps. Understanding how the mind works releases tremendous energy and motivation to maximize the reader's potential. What enhanced the book to the nth degree is the course, The Physics of Success, that I took upon completion of the book. In the course, Trevor explains the actual physics of how the mind works. The steps sound easy enough. The first step is Mentality Control, the most important step. The author warns that we must consider words as magic bullets that carry the power to create or destroy. As Mother Teresa said, "I am not against war. I am for peace." This subtle change can change our worlds. Avoid words such as "cannot" or "hate." Avoid complainers as they motivate us to join them. Nothing unites people more closely than a common dislike. Negativity equals stress which increases the production of cortisol which negatively impacts the brain. These conditions increase the rate of cell death in the hippocampus area of the brain. My "take" from the first step is to vigilantly avoid negativity in any form--people, programs, news, anything over which I have no control. It is human nature to vent when someone or something annoys us, and the venting brings the situation to the forefront of our minds, causing stress. The second step is "Taking Quiet Time," e.g., meditation. Blake's explanation of the effect of quiet time on the brain motivates me to never miss a session. The third step is Intentions--write out what you

want in life, read it every day, and rewrite it every day, right after quiet time. The three steps are timeless. What makes the book so special is Trevor's ability to weave stories between steps in a personal, meaningful way. The stories are his. He came from extreme poverty, witnessed his mother's ability to last far longer than anyone expected with her illness, read autobiographies of famous, "successful" people which motivated him to rise above poverty, start and sell businesses (one he sold for over \$105 million), and now share his knowledge with the world. He refined the three basic principles so people everywhere could benefit from what he has learned. All of his profits go to cancer research! He does this out of the goodness of his heart, so others can live the lives they desire. To read feedback from the course, go to [ThePhysicsOfSuccess.net](http://ThePhysicsOfSuccess.net). Can you tell how impressed I am with Three Simple Steps? I highly recommend the book and the course.

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