

# SUCCESS

JUNE

THE MAGAZINE FOR TODAY'S ENTREPRENEURIAL MIND

1992

## THE POWER OF MONSTER VISION

*How One Man's Strategy  
Turned a Dull Commodity Into  
A High-Profit Blockbuster*



MONSTER CABLE'S Noel Lee: Master Marketer

**MEET THE NEXT ANDREW CARNEGIE**  
A 33-Year-Old Whiz Plans to Make \$1 Billion – and Give It Away

**HOW BUSINESS IS USING VISUALIZATION**  
The 5-Step Method That Landed a Multimillion-Dollar Deal

**CREATE WORDS THAT SELL**  
Super Software Packages Make  
Writing Great Copy a Snap

U.S.A. \$1.95 CANADA \$2.50



## II. EMULATE THE GREAT

**W**e got in touch with 33-year-old investment banker Peter W. Janssen after he gave \$10,000 to a newspaper's charity drive, saying: "My goal is to be the world's greatest philanthropist." He raises capital for start-up companies at D.H. Blair on Wall Street.

"It came to me that my purpose on this earth is to be the greatest contributor and philanthropist in history. Because I'm focusing on that as my goal, I'm succeeding financially. The Universe is taking care of me. For the last year and a half, I've been reading from Napoleon Hill's *Think and Grow Rich* every morning. I've engulfed my subconscious with it. Even when I'm chewing my food, I tell myself, 'I'm taking this food into my body to build cells that will help me reach my goal.'

"I brought a company public called American Biogenetic Sciences Inc. They make monoclonal antibodies — to remove blood clots. Blood clots are what kill you when you get a heart attack or a stroke, which is 50 percent of everyone who dies in the U.S. These antibodies can find and destroy a blood clot in five to 10 minutes, anywhere in your body.

"If you get involved with a successful company in its early stages, you can make an incredible amount of money. My five-year plan is to have \$100 million in the bank. In 10 years, I'll have \$1 billion — \$900 million of which I'll give to some good cause. I want to be like Andrew Carnegie."

"The next best thing to being truly great," wrote Hill, "is to emulate the great, by feeling and action, as nearly as possible." Carnegie himself inspired the 25-year-old Hill to begin writing *Think and Grow Rich* with a challenge: He offered to introduce him to the great men of the day if he'd write a book telling their secrets of success. Hill found their offices and studies decorated with pictures, busts, and framed quotations of great leaders of the past.

Tony Robbins, author of *Awaken the Giant Within*, calls this sort of hero worship "modeling." Robbins used a version of it to teach marksmanship to U.S. Army sharpshooters — even though he'd never fired a gun. He asked the top



*Investor Peter Janssen's goal: to give away a fortune.*

marksmen in the group how they achieved their results, then took notes as they were shooting. Robbins taught the others to mimic the top marksmen's every movement. The trainees' performance improved dramatically.

It's the same principle as "expert modeling" in sales training: You gain the quickest, biggest performance boost by teaching your poorest performers the habits of your best.

## III. THE GAME

**A**s a young man, Benjamin Franklin resolved to give himself the habits of virtue that would lead to success by making a game out of self-improvement. He wrote 13 virtues in a notebook, one to a page, and checked off each instance in the day when he failed in one of them. He focused on one virtue per week, running through his list four times a year, every year, until he had developed the habit of it.

Some might wonder what, say, chastity has to do with worldly success. The principle is that one who cannot rule his appetites will inevitably be ruled by them. Success demands a will strong enough to go against inclination to gain on an objective. Franklin's 13 virtues and goals:

1) *Temperance* — Eat not to dullness; drink not to elevation.

2) *Silence* — Speak not but what may benefit others or yourself; avoid trifling conversation.

3) *Order* — Let all your things have their places; let each part of your business have its time.

4) *Resolution* — Resolve to perform what you ought; perform without fail what you resolve.

5) *Frugality* — Make no expense but to do good to others or yourself; i.e., waste nothing.

6) *Industry* — Lose no time; be always employed in something useful; cut off all unnecessary actions.

7) *Sincerity* — Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly.

8) *Justice* — Wrong none by doing injuries or omitting the benefits that are your duty.

9) *Moderation* — Avoid extremes; forbear resenting injuries so much as you think they deserve.

10) *Cleanliness* — Tolerate no uncleanness in body, in clothes, or habitation.

11) *Tranquillity* — Be not disturbed at trifles or at accidents common or unavoidable.

12) *Chastity* — Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of your own or another's peace or reputation.

13) *Humility* — Imitate Jesus and Socrates.

Games keep us operating in a just world. In the *real* world, clients welsh on deals, partners have nervous breakdowns, regulators send nasty letters, incompetent former employees file wrongful termination suits, banks deny credit, and children with chicken pox keep you up all night. But the entrepreneur can rise above the clutter and see that courage eventually pays: "Really," he tells himself, "we are in the game." In a game, the mission is clear, points scored are credited, penalties follow from wrongdoing, and the winner gets the cup. The game helps him keep his faith.

Janssen makes trusting people into a game. "The rule of Napoleon Hill's I'm working on now is: Give to people, even when they disappoint you and take advantage of you. My policy is to say, 'He just wasn't ready yet.' So I give again. And again. And either I break you down in the end, or it will come back to me some other way."