

"Special" Success Secrets

with Robin Jay



September
2007

Welcome to Robin Jay's e-zine, providing "special" tips, techniques and insights into creating a wealth of success, both personally and professionally.

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Feature Article

The Importance of the Company We Keep

Sometimes we get to learn new lessons and sometimes we just need to **remember** the lessons we already know. One such lesson that most of us know -though we often forget - is the lesson of "Association." I'm not referring to the clubs or organizations to which we belong; I'm talking about the people with whom we associate.

You should never underestimate the importance of the company you keep. It's so easy to commiserate with others who are "in the same boat" as you, especially if it's a miserable little boat. Do you spend valuable time working hard to make ends meet, whining about missed opportunities, or even worse - embracing a sense of entitlement, thinking the world owes you a living?

I had a friend many years ago who had a deep sense of entitlement. He thought that everyone who had more than he did must have been **born** better off or had their riches handed to them on a platter. Most of us know how hard we must work for the things we desire. But, for some reason, some people just don't understand the concept of getting what you **DESERVE** and

the benefits of working smart and hard! This man thought that if you had two of something and he had none, you should give him one of yours. After all, you don't need TWO of anything!

Friends and their influence

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(see: <http://www.time.com/time/health/article/0,8599,1646997,00.html>)
Research showed that obesity isn't just spreading, but, rather, it may be contagious between people - like a common cold. (Bear with me - you'll see where I'm headed!)

The researchers found that when a study participant's friend became obese, that first participant had a 57% greater chance of becoming obese himself. In pairs of people in which each identified the other as a close friend, when one person became obese the other had a **171% greater chance** of following suit. "You are what you eat isn't the end of the story," says study co-author James Fowler, a political scientist at UC San Diego. "You are what you and your friends eat." Note that the feelings of friendship must be mutual.

So, by now I'm sure you have figured out why I brought this up in this column. If our friends can influence our **physical** being, then it stands to reason that friends can also influence our ability to believe in ourselves and our ability to succeed. If your friends talk about not being able to get ahead, how tough the times are, and how the economy is keeping them down, you might want to find some new friends who believe in unlimited potential, the pursuit of happiness and the endless opportunity that each new day presents - and how fortunate we are to be alive.

HANGING OUT WITH WINNERS = Positive Results for YOU!

My late friend Alison was a hot blonde from Australia. She passed away in July from pancreatic cancer that took her from us all too quickly. She sold real estate in Las Vegas for Southeby's. She sold more homes than anyone I know, and did so in an economic climate that has many real estate agents rethinking their careers. She only saw the potential and the opportunity to

sell homes to the 6,000 people moving here each month, along with the buyers looking to upgrade or downsize. I loved hanging out with her because we just didn't ever whine about anything when we were together. Sometimes we didn't get to see each other for a week or two because I was busy with speaking engagements and she was busy with clients or going on investment trips to other markets. I'll take a dozen more friends like Alison.

Remember to mind the company you keep. Are you associating with people who are positive, self-actualized and who embrace the potential of each new day? Are you sharing ideas and resources with each other? Or are you hanging out with other, less positive people, commiserating over your poor financial situations and talking down about other mutual "friends"? We all need to remember the lesson that teaches us that the people with whom we associate will have a direct effect on the quality of life we will be able to achieve. I hope you have friends and associates who will support you with positive feedback and encouragement. If not, it's time to start keeping better company.

In the News this Month

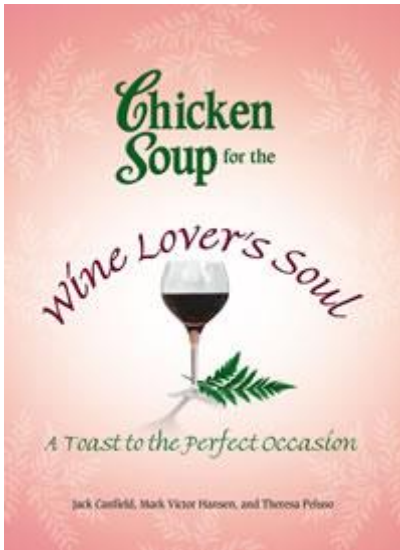
So many exciting things are happening – I couldn't WAIT for 4th quarter to get here! I finished up last week with two interviews on MSNBC TV, utilizing a live satellite hook-up for the morning interview with Alex Witt and then did a taped interview with Chris Jansing. In case you've never heard of a satellite tour, it's how Donald Trump appears to be in NYC at 9AM and in LA an hour later. You just sit in a studio in whatever city you happen to be in and the techies send the signal LIVE to the station. Cover Edge on Dean Martin Drive in Las Vegas hosted me for my MSNBC TV interview.



The interviews were about the Steelcase study I quote in my presentation which indicates about half of us work through our lunch at our desks. MSNBC thinks the "Lunch Hour" may be just a myth these days! Of course I shared the importance of getting out and recharging your batteries...even if you're NOT in sales or going out to a proper lunch! We need to move around a bit. So even if you're stuck at your desk for the entire day, (hopefully never more than one or two days a week), make sure you shake your booty mid-day; get up and MOVE! Run down the stairs or stretch, breath deeply, meditate and take a mental break. You'll find you will be MORE productive throughout the rest of the afternoon if you take a breather.

Featured Product

It's finally coming! "Chicken Soup for the Wine Lover's Soul" is going to be the best Christmas gift ever for the wine lovers on your list. And guess what? I can now offer SIGNED copies - since I'm a contributing author to the hottest franchise on the planet! I am taking orders for this sensational new book which will be released Oct. 15th. The publisher wrote:



"This is the ideal book for anyone who loves wine. Whether an amateur or connoisseur, the stories and beautiful photos of famous vineyards and wine country will enhance one's knowledge and appreciation of wine."

Every wine connoisseur has a story to tell about the best glass of wine, when he or she found that special vintage bottle or how much fun it was that afternoon they all went wine tasting through Napa Valley, California.

Chicken Soup for the Soul has found the most compelling stories about wine tasting, wine making, and its meaning and uses in all cultures. This beautiful gift book is also an insider's view of the best wine-tasting spots, and how to find a vintage bottle of wine at a decent price."

What is MY chapter about? I shared my expertise for ordering wine when out with clients - without getting clobbered on the check! My chapter alone makes this book worth \$1,000.00 - according to my Chicago client who had an employee turn in just an expense check for that amount because he was intimidated...and let his client do the ordering!

I am currently accepting orders for this book - **just \$14.95 each plus tax**. E-mail me at Robin@RobinJay.com with your order. I'll have this up on my website soon, but as a newsletter subscriber, you can pre-order now to be the first to have this remarkable book. If you want to get a copy for your clients...or everyone you know...I can offer a **10% discount** on orders of 20 books or more.