Anything is possible when you have ...

Burning Desire!

Have you ever berated yourself for things you haven’t done? Have you ever beaten yourself up for something you didn’t finish? Have you ever put yourself down for something you attempted unsuccessfully? Welcome to the club ... the human club! I am here this week to take some pressure off you and give you the good news ... you are good enough to achieve anything you want and only one ingredient is required ...

It is distressing to me how we often we come to the conclusion that we are not good enough to do something successfully. It is devastating to me how often we believe that we don’t the have the ability, the intelligence, the strength or the know-how to achieve the things that we would like. My advice is to stop thinking!! Stop analysing, stop calculating and stop weighing up the pro’s and con’s! Every person who has achieved great things experienced success against the odds ... not because of their talent, their knowledge, their background, their financial position or their contacts. Their success was achieved because of one simple thing ... a burning desire!

The following excerpt is from my newest e-book, Accidental Author;

... So at this point in my life when I was working 7 days per week in my own personal training business and my own café I made the most illogical decision I have ever made ... I decided I was going to write a book!!

When I cast my mind back to that decision at that time I am incredibly grateful that I didn’t think about it too much. Why? Because it was a totally unreasonable decision for me to make and if I had thought about for even a second, there is no doubt I would have talked myself out of it. I was already working 12-15 hour days, 7 days per week. I was a footballer and a personal trainer who vowed I would not read any more books other than comics or the sport section of the newspaper. I only just passed English in year 12. Who possibly would or could have connected Andrew Jobling with author ... it does not compute!

So it was in my ignorance & naivety, without too much thought and without asking anyone else what they thought about the idea ... I just started writing. I had no idea what I was doing or really how I was going to get it done. All I knew was that this book would be written and that it would make a
difference in the life of others. I have learned that this is one of those principles of life and success ... when you know what you want, why you want it and if you want it badly enough then you will always work out how to get it done.

So two years after I had unreasonably and illogically decided to become a published author, with really no qualifications, no writing skills and no idea how it could or would happen – with only a burning desire - it actually happened! Proud, excited and to be honest a bit stunned I held, in my hands, my first 2 published books; Eat Chocolate, Drink Alcohol and be Lean & Healthy and Simply Strength! Both, by the way, became best-sellers!

With burning desire you will always find a way

How did Bill Gates create the global giant Microsoft without a tertiary education? A burning desire! How did Colonel Sanders, 65 years old and broke, overcome 1009 rejections to start KFC? A burning desire! How did Helen Keller, blind and deaf from an early age, go on write 12 published books and become a symbol of strength & success around the world? A burning desire! How is it that so many people - despite the science, research and the facts - overcome life threatening disease? A burning desire! How will you achieve that thing you are currently aspiring to ... the thing which, right now, seems too far out of reach and well beyond your capabilities? You guessed it ... A burning desire!

When you have a burning desire the facts don’t matter. When you have a burning desire you will always find the path to your goal. When you have a burning desire there is no obstacle too great or challenge too overwhelming that will prevent you from reaching your dream. All you need is a burning desire!

Developing a burning desire ...

It all sounds so simple doesn’t it? I can hear the question you are asking ... ‘how do I create this burning desire you speak of?’ A burning desire comes naturally in your attempt to achieve something that is totally aligned with and contributes to your highest value. In other words you need to identify what is most important to you. Is it your self-esteem? Is it your family? Is it your career? Is it freedom to choose how you live your life? Is it being famous? Is it living a life of significance? It doesn’t matter what it is ... it is totally and personally up to you.

When you are aware of your highest value and when what you attempt to achieve will feed that value ... you will find the key to unlock burning desire. The rest is easy ... you will immediately stop looking at obstacles and start focusing on the object of your desire. You will automatically breakthrough and find solutions to overcome all the things that are currently holding and have previously held you back. You will simply keep going until you have achieved the result you so desperately and passionately desire! Get up, go out and burn it up this week!

November 24, 2013