

Alexander Becker

THE W O W PARABLES
CELEBRATE YOUR B E A U T Y

How to Become Irresistible and Invincible

FREE EBOOK EDITION · Vol. One · 2007

Whether you work on stage, or walk the runways, whether you make things real on the big screen,
behind the scenes, near a microphone, or in the proximity of a camera,
this little book is for you.

Peer pressure, vanity and behavior, motivation tricks and hacks, success and pain, and how to excel,
Celebrate Your Beauty – whatever it takes.

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About the Author

Alexander Becker is a 31-year-old, athletic, diet-tweaking, Germany-based, English-writing designer by trade and by passion; this is an expansion of *creating and enhancing experiences*, it is about designing, redesigning, and living life itself.

Alexander Becker is a standards-adherent web monkey and an old school-taught print producer, often called in for last minute firefighting gigs that regularly involve psychological care and counseling and motivational magic to finally emerge right on time on the deadline. 10 years of ideation, project management, and coaching find their way into the *WOW Parables* for the highest good of a wide audience.

... making you look even better™

For more information see the following site –
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Introduction

They Call You Crazy? You're on the Right Track

Crazy? It passes the WOW test. *WOW* is invoked by true peak performance. Genius. Congratulations.

Peak performance requires a mindset that is – by definition – incompatible with what *everyone else* thinks, let alone does. Sticking to common sense won't get you too far. It's the *common* in *common sense* that precludes it from being suitable for extraordinary achievement. Success is not a mass activity, why then should standard thinking and act-

ing get you there? *Average* is an enemy of success.

Research the exceptional, find the uncommon. A rule of thumb: If everyone does it – in fact, if *anyone* does it – it's not exceptional anymore. It's not for you.

Do you mind what other people *think about you*? About what you do? Ignore them. Ignore everything that is *not your current goal*. If you completely focus on *your one goal*, there is no time nor are there any resources left to notice, observe, let alone worry about what your environment thinks about you. Dive into your project and only emerge

when you are satisfied with the results. You may not be content, although you may be as close as you can be.

Insane? Crazy? Strange? Weird? Did anyone ever use these or similar words in describing you?

“The people who are crazy enough to think they can change the world, are the ones who do.”

The quote is from the famous APPLE ad. The essence is being “crazy enough to think.” Be prepared to be crazy – not just a little bit – but to an extent sufficient to make a real, a lasting impact.

Boldness, audacity – chutzpah, anyone? Doing things *anyway*? If these terms seem foreign to you, then sorry, nothing to see here, please move along. . .

If the mindset required to *change the world* seems somehow unsympathetic to you, well, we are not

chasing sympathy awards. We are not rejecting them either, though.

Focus and concentrate all your insanity on one target, on your current project. Do not show off your crazy mind on each and every *inappropriate occasion*, reserve your chutzpah and your strange ways of seeing the world and dealing with things for the goal you are really after.

Open *the gates of your insane mind* towards your goal. Do not hold anything back. Flood your way with everything you have. Deploy your whole arsenal of unique skills and strange habits and weird behavior and let *the real you* outperform your tamed, civilized version.

It goes without saying that the prerequisite for all of the above is absolute competence, nothing less than pure excellence.

Excellence alone is no guarantee to get you anywhere special. The recipe for outstanding achievement and incredible success is “excellence + chutzpah.”

To stress the difference, here is the recipe for predictable, everyday success: “competence + confidence.” It’s the difference between *excellence* and competence which it’s all about. The other ingredient, *chutzpah* instead of confidence, is the key to broadcasting your message.

Excellence + Chutzpah, that’s the *WOW* formula, where excellence represents the *production* department and chutzpah does the *marketing*. *WOW* is about balancing the two.

Do not ever settle for anything less than *outrageous*. Have your results pass the *WOW* test. Whatever it is, have it evoke a *WOW*.

Understatement comes *beyond all that*.

Celebrate Your Beauty...

“It is better to be beautiful than to be good.
But it is better to be good than to be ugly.”
—OSCAR WILDE

Maintain Your Beauty

How do you think are you going to be able to maintain your beauty during the years to come? Your beauty is shining and legendary. What do you think are you doing right now? Why do you think you can do without sleep? You don't eat regularly, you don't

eat enough, and what you eat is not worth the mention. Then there is your mood, please watch it, for that you attract *exactly* what you radiate.

You play with your life like I used to play with mine. . .

You declare your starved look a beauty ideal and others will follow you because you are their idol, you are a role-model. Take responsibility. You work without rest while you postpone your health and your beauty. . . You expect to get it back after being rewarded. What do you think will be your reward? What do you expect from your reward? What do you plan on doing with your reward?

What you still mistake for your reward will not satisfy your longing. But you know that. You will receive a thousandfold, yet you will be waiting for happiness. In vain. You will crave even more and try even harder when the only right thing to do is to step back and enjoy the show.

Don't trade your beauty or your health for something you're not even vaguely able to describe. What you want lies in front of you, within easy reach, day in, day out.

Let go of everything for the shortest moment of your precious time and feel what is there for you and only for you. Feel what you are missing and what you are neglecting in favor of that fear. Let go and be beautiful. Your reward comes from within.

Surprised?

Succeed through Synchronizing Your Behavior

Behave, when you are alone, *exactly* the same way you behave on the big stage. Avoid splitting your personality.

Will it be harder to adapt your stage personality to everyday life or to try and maintain the everyday personality and translate it to the big screen?

Imagine preparing your food the way you present yourself in public...you do that already? Now imagine a public appearance reflecting the way you relax inside the safety of your home. . .

Synchronize your public and private sets of behavior and you'll notice a more peaceful life, a life that is more centered and with less opportunities for inner conflict expressing itself as anger, accident-proneness, or simply self-propelling, ever perpetuating stress.

You split your behavioral routines, forced to act very disciplined throughout your public day with rules and guidelines for even the simplest of actions. Acting out the opposite side of behavior when finally being alone is a very comfortable form of compensation.

You may find some peculiar manners within *your repertoire of expression* that are apparently *not suitable for the world*. You may also find that your public appearance is somewhat inhibited and for certain reasons *you feel* that some traits of your *inner* personality are not congruent with your public image.

There are great opportunities in matching public and private expressions. Opportunities for growth, for overcoming inhibitions, and for building higher self-esteem. Do you ever wonder why success in certain areas of your life seems to be so hard to achieve? Release that fear of being recognized, uncovered, and discovered the way you really are, because everybody is able to see the real you *right*

now, regardless of how you behave.

Do you still dance in solitude? Come out of the closet already. The streets are waiting for you, dancing...

Positive Peer Pressure

Peer pressure is usually associated with negative behavior and the social dynamics of youth and growing up. Adopt and employ the concept of peer pressure to make a positive difference. Get your tribe to follow your positive lead just as they would follow you blindly in decadence. You are highly responsible for your fellow adventurers, the people around you who read your lips and do exactly what you do. Take good care of them.

Live the best way you can under the best circumstances you can create and do not let your tribe in the dark. Strive to be an idol and carefully monitor every step you take in public; you are always

watched and adored for what and for *how you are*. You are a role-model whether this makes you comfortable or not. Accept being cited as an example.

This is by no means an abstract advice. Look around and observe the people you are with on a regular basis. Everyone influences everyone else. Even the most negligible action can have vast effects when, evaluated in hindsight, through *your initial cause* someone got inspired to do something not so negligible – be it good or bad.

Your network of influence, how far does it reach? How far do you intend to reach out? As a rule, the most *freakish actions* are the ones emulated the most and with great passion. How do you move? Do you eat in certain ways? Do you exhibit any *weird behavior* that supports your public, your stage personality? People will copy exactly that. Use the power of being an example to spread positive and meaningful actions, thoughts, and emotions. Sort through what is expected from you and live up to people's well-meant anticipations. Make

sure to *only meet positive expectations*; everyone will wait for and prey on your negative output – do not give in to lower instincts.

The goal is not to create a uniform, synchronously-dancing, equal-looking tribe which would resemble an army more than anything else – the ideal is the exact opposite, open-eyed, loosely connected, independent and free individuals, given their own, true voice, aware of their abilities and their purpose. You act merely as a catalysator for the people who look up to you.

There are many who strive to become like you.

Strange Vanity: You Are Your Shades

The theory? *Your shades are wearing you* as an accessory. Think about it: Do you actually wear your shades or do your shades just use you to get

displayed? Is it possible that you are your shades' accessory? People recognize and refer to you by your sunglasses' brand. Your glasses are a mask, granting you superpowers while being tightly attached to your face. Try wearing your shades without actually wearing them.

What is the purpose of your shades? Protection from the sun? Keeping excess light off of your beautiful eyes? Or is it the attraction of glances, invited glances, destined to be rejected? Your glasses almost scream for attention, yet, upon invoking even the slightest reaction, their impenetrable qualities all but *prevent the most innocent exchange*.

There are people – your peers even – who recognize and refer to you by the brand and style of your sunglasses. This in fact is helpful at times, I remember you with the help of your shades, unless you change them, that is, in this case I introduce myself to you again, while memorizing your sunglasses for later reference.

Really. Either you hide in or behind the dark or you don't. Tell me. One of the most elaborate and in fact stylish ways to wear shades is to wear them without wearing them at all. It's your vanity vs. their vanity. Next time you go out, leave your tinted glasses *in the closet* and just pretend to wear them when inviting and fending off those – strangely longed for – sights.

By pretending and *only* pretending to wear those shades, you come across more real, more authentic, more honest and more like the person you really want to be. It is more work, though: You have to *invite and reject* all by your self. Just try it to see and feel the difference and the freedom of being liberated from your favorite accessory.

Don't get me wrong, I love my shades. And my shades love me, as a vehicle for them to be shown off. . .

Questioning Your Beauty

Take care of your expression and the impression you make on others is taking care of itself.

“The knowledge of yourself will preserve you from vanity.” MIGUEL DE CERVANTES

Vanity? Consider this: You are exactly as beautiful as you need to be to identify with yourself. Your beauty is only for one person in the world. Your beauty is *“pleasure to the mind and senses.”* It’s all and exclusively for you.

Of course, beauty is highly subjective. The statement “You are beautiful” is revealing more about me than it is telling you anything about your looks.

If you are beautiful in my eyes, isn’t it like an *implicit handshake*, telling me that there is a potential compatibility? You are required, in this case, to see yourself as beautiful as I do. Why is it that you are

beautiful and someone else is not? To me? To you?

How come that on days you feel less than gorgeous, people keep making you compliments about your looks? This may be proof of the objective state of your beauty but on the other hand, isn’t it also showing the difference between your emotions and your expression, furthermore, is this not a sign of the subjective nature of the message conveyed through mimics and gestures, let alone a particular physique?

Please note and understand the correlation between “It’s what’s upfront that counts” and the notion that beauty is your state of mind or an expression thereof which only helps and ultimately addresses yourself.

I would recognize your very beauty even if it was completely invisible. You want to know why? Because it is *my reality* and *my beauty*.

“So what,” you say and I reply “If understood as intended, this should be the end to all beauty-related

insecurities.” You still care about your looks and strive to make the best of your potential but you are not going to doubt your beauty anymore. Since everyone perceives you the way he or she wants to see you, why would you depend on the feedback? The experience of beauty can’t be denied but the reception and the interpretation, the particular effect varies tremendously.

Beauty is the difference between *your expression* and the impression you leave. The former is within your realm of influence while the latter is *simply not your problem*.

Motivation

“Striving for excellence motivates you; striving for perfection is demoralizing.”

—HARRIET BRAIKER

Quick Motivation: You Live in Paradise

The first moment you spent on earth was the beginning of a new world, the world at your fingertips. You grew up and you noticed *the nature of the nature* of every living thing.

You have the most beautiful life imaginable. You have it all. Everything is coming to you. Everybody adores you. You have, at your disposal, some unique, natural gifts that are waiting to get explored.

You indulge in whatever passion you want. You have the capabilities and the potential to achieve it all.

Your mind is more than able to handle even the most demanding questions and to produce answers comprehensible to anybody who would ask. Your presence is shining brightly and your glow illuminates the ground you walk on. In whatever guise

you appear, your light is impossible to dim.

Your talents are unique in their realm. You walk on paths that nobody else has ever touched.

You can have it all. Reach out and grab what is rightfully yours. You deserve it and you won't take it away from anyone else because there is enough for everyone.

You are special. You have the means to have *everything you ever dreamt of*.

Deal with it. Accept your responsibility.

How to Motivate Yourself with One Word

Your own word: *give your word*. If you are a person of honor and integrity, you know what it means to give your word.

One method is *emotional motivation*, pumped up at seminars or at group meetings where the participants leave with *that smile on their face*, only to have their motivation literally fade away over time, another method is “*sans chest-pounding* motivation,”¹ intellectual motivation with the main idea to always set *unreasonably* big and thus intellectually challenging goals.

There are ends to achieve that are important and may be emotionally lit brightly and furthermore intellectually founded and held up by logical reasons and even some scientific evidence. . . Some goals, the really big ones, can't get enough motivational support to be pursued and focused on, no matter what.

Give your word to someone in order to complete and deliver on the promise *whatever it takes*. There are not many events that would make an acceptable excuse *for yourself* showing up with empty hands.

¹Steve Pavlina: Motivation for smart people. . .

This goes beyond intellectual or emotional motivation. If it is promised, it has to be done. **Motivation through honor.**

Now, if you develop a similar sense of integrity in dealing with *yourself*, you may give your word to yourself in order to accomplish any given task even after emotional or logical motivational means are not available for some reason. The emotional momentum may be long gone and logic is hard to employ under certain circumstances.

It doesn't matter *why exactly* you have to do it, you gave your word and that is more than sufficient to change the world around the issue at hand.

Develop that sense of integrity and give your word to guarantee that things get done. Just make sure to be absolutely convinced that you are not going to give up before the defined and promised goal is achieved. *Do not give your word* if you are not willing or able to invest whatever you have in order to succeed.

The beauty of this approach is that you do not have to continuously invoke the whole array of “whys” and “what ifs” and “what if nots” in order to stay focused. *Your word* is a shortcut that lets you switch to autopilot and enables you to work without any doubts or any *further* questions on the current *ob-session*.

The phrase “because I said so” now takes on a completely new meaning.

Instant Exercise: Reinvigorate Yourself

In order to continually and repeatedly perform at peak performance levels, you need to rest properly, reload your creative energies, stimulate your mind, and revitalize your body.

The problem is that all too often, in order to find the concentration and focus to be exclusively with

yourself, you need to have very special circumstances, a special environment or certain settings at least.

Count Dracula had to travel to England with seven boxes of soil from Transylvania because he had to sleep on native ground to maintain and restore his supernatural powers.

In between prolonged times of running on autopilot, you regularly, at best daily, need some *sense of home*, let's call it *active, explicit, conscious rest*, where the mental experience of rest is more important than the physical rest itself.

Does your reanimation procedure consist of certain rituals performed in a specific sequence? *Prepare coffee, prepare vitamin supplement, drink coffee, exercise, log exercise, drink vitamin supplement, or closing your eyes, standing still, breathing deeply for like 5 times*, qualifies, if performed regularly and formed and installed as a habit, as such kind of ritual that delivers a sense of calm,

quiet, and peace. You may only notice the *meaning of the ritual* once it is disrupted or in some way disturbed or delayed.

Examine ways of rest and methods of reloading mind and body. Energize yourself and get rid of stress and back into a productive state of mind. Below is a list of examples that you can use as the basis, the building blocks for assembling your *instant reactivation formula*.

- Sleep, a short nap; *20 minutes, 10?* In a special position, sitting?
- Deep breathing exercises; as in *inhale, hold, exhale, hold*, each to a count of 10, for example.
- Jewels, accessoires, special tools, favorite clothes; I suggest going without any physical objects or talismans that you tie your well-being to. You can though, *playfully* employ whatever you like, just make sure to not create a fetish of any kind for it will weaken and potentially corrupt you.

- A special workout; something like 7 *pushups*, or a minute-long *wall chair*,² or a *wrestler's bridge*³ or two. Please note that the exercises are not meant to challenge you physically, instead, they are intended to help you regain mental focus. *No competition here.*
- Meditation; bring your favorite *thought-exclusion technique*.
- A certain environment or location; this is a rather immobile means, although you can abstract and use, for example, a window of any shape or form, in any location, as your reference point.
- Certain people or the absence of them; again, please do not depend on specific people in or-

²Wall Chair: Stand with your back against a wall and feet shoulder-width apart. Slide down into a crouch with knees bent to about 90 degrees.

³Wrestler's Bridge: 1. Lie on the floor with your head on a pad. 2. Bridge up on your head arching your back with the feet under your knees. 3. Keep your hands off the floor. 4. Stay in the bridge position for approximately one minute.

der to function well or to concentrate properly, on the other hand, the general concept of being alone or not alone, *does in fact, work* very well.

- Real world or animated imagery; invoke your rest through your personal moving pictures inside your mind. Create your very special *mobile home theater*.
- A string of words or a melody; make up your *secret activation code*. It really works; think *lyrics*, for example.

Find something that works for you. Combine as many instances of the above and use your own imagination to create some more. Make it intimate and effective. Design and make up *your personal reinigorating sequence* to take with you – ideally, wherever you go – leaving the soil at home. . .

Your Success is Guaranteed

You finally found your purpose in life. Deep inside yourself, you knew it all the time, you didn't even have to struggle with competing desires within yourself to determine *what it is*. You are a lucky one, *with* your purpose.

You have an adorable goal, beautiful and precise. You have *almost* detailed plans for fulfilling your dream. Your dream itself is – while still intangible – something *you can realize*. And you know it.

You secretly practice your upcoming business habits and rehearse your professional behavior. You have *almost* detailed lists of tasks and broken down to-dos and schedules to kick-start and dive right into your business – grown out of passion.

You are so close. Closer than anyone, ever was. You can rely on *almost* perfect circumstances. Your first steps are *almost* prepared and laid out in front of you. Now, what do you think is missing to finally

start? There is a destination, there is a plan, there is a path – the path itself is divided into segments to not scare you too much – what are you waiting for?

You are faster than yourself and you are waiting for *the rest of you* to arrive where you managed to be right now. I know. You want a proof that your plan works? A guarantee? You want me to remove the *almosts*?

Usually *the world* would proceed with telling you something like, “*just do it,*” “*you have to start,*” “*fear not,*” . . . &c. You know what I am referring to because you receive these *hints* over and over, again and again. You really don't want to hear that.

Let's do something different. You know what? I guarantee that you will eventually succeed. *Almost* unconditionally –

- Stand behind and live your dream, every day.
- Never, ever give up.

Review, memorize, and celebrate the above-listed points. Follow their advice and success will be yours. Guaranteed.

One more thing. Do not fear excellence. Summon determination, discipline, and persistence and always work to the best of your ability, no more and no less.

Remember Today

The most beautiful day in your life. When was it? How was it? What made it so special and different from any other day you can think of? How did that day feel and what was the reason for that feeling? Is it likely and realistic to induce that feeling again, to repeat, if not the day, then at least the feeling?

Although that *one day* is long gone and it won't come back anymore, the memories and the accompanying emotions will never fade away. Take

a look at all your beautiful days in your life so far. What do these special, outstanding days have in common? They are perfect, they are unplanned, unexpected things happen, yet everything feels easy and *like* planned and executed by a divine hand.

What do you expect to experience today? Do you expect an *ordinary* day or do you want a special one? You work today and you have a packed schedule and there is no time for any special moment? You plan on spending a perfect day on the weekend, your schedule will be free of stress and obligations, there will be plenty of time and everything is setup to accommodate *future memories*. . . How come that – that day, the supposedly perfect, prepared, and predetermined day, turns out to be not special at all? No memories to take into the future to remember another *beautiful day*. Why is that?

Let's go back to that day full of work. Full of decisions. Now, *decide to make every moment special*.

Have a meeting? Make it special by choosing a different location, the most perfect location you can think of. Going to introduce yourself to an audience? Make it perfect by presenting yourself in the most special way possible.

Since every moment you are going to encounter will be there for you exactly *once* – decide and resolve to invest everything you have into *every* moment. Accept time and the present instead of resisting it, waiting for a better future. You'll end up waiting forever. Make the most out of every second you have because it will pass no matter how you spend it. Time passes anyway so why not enjoy it in its present, while it lasts?

The most beautiful day? Today.

Understand Pain to Train More Efficiently

It doesn't have to hurt in order to work, especially not on an everyday basis, but an always and *in-finitely comfortable* workout is no guarantee for success either. There is no reason to run away from the slightest air of pain, as much as you don't need to run away from hunger. Enjoy your pain as long as it lasts.

Have you ever trained to accomplish *full splits*? *This hurts* and it has to.

You can choose from three different kinds of pain.

First, there is the pain of muscles that are brought to their maximum in a controlled training situation. Your workout is breaking up the muscle fibers which subsequently heal and grow bigger and stronger as a result. *You want that pain.*

Then there is the pain of injury: it hurts and at the same moment you know that you should stop your

workout immediately. You certainly don't want it but *you need that pain* in order to prevent further serious damage to muscles, joints, or ligaments.

Another form of pain, the most stressful and the most desirable one, while at the same time the hardest, is the pain of endurance, where the mind offers to shut down the muscles long before they are technically due. Your body would thankfully give in. It is an art in itself to signal the mind that you understand that there is still a long way to go – sometimes literally, *think marathon* – and that the body is physically capable of working the load. You convince the mind that its efforts in telling you to stop will be ignored.

The pain stays the same, whether you run the double or the quadruple distance, the trick is to surrender to the continuous pain and to proceed anyway. The reward is a solemn state, which is achieved when this *royal pain* is conquered with marathons for example, with wall chairs, with willpower plus discipline. Nothing more.

It is this pain that you *don't really want nor need*, in fact it is – to a certain extent – a game that your mind is playing with you. The more you resist and endure, the more *your mind will respect you* and finally cooperate with you in your effort to excel.

You need willpower to successfully finish heavy, painful workouts, you are even able to overcome the pain of injury with sheer willpower – take care though – but in order to conquer the pain of endurance you have to combine willpower and discipline. This is where *real training* with massive results begins.

“Pain is weakness leaving the body.” Mental weakness, that is.

Excellence Beyond Competition

Competition is the quest for achieving superior results, the best results in a specific field, in busi-

ness, in sports, or in social activities, the best results compared to others. Competition is the fight for a limited resource, for a prize or for an award. The fighting around abilities and skills often takes place as a somehow organized contest with rules that are agreed upon to be followed in order to accurately measure the results. Other competitions are based on rivalry – two parties are fighting to dominate a market, or they are fighting for the first place in a race in sports, or in science.

Competition usually involves two or more competitors with the goal of determining a clear winner. It is the simultaneous demand for a reward or for a resource that *causes* competition.

Now, what about competing with yourself? You are the winner in every competition you participate in and still declare yourself the loser. This is where excellence comes into play, success in competition is about being *the best* while true excellence is about being *your best*.

The main difference between being *the best* and

being *your best* is the lack of competition. You are only competing with yourself, specifically with *your past self*.

Competition is about finding out who is the best. But you don't have to find out. I tell you who is the best. You are. You wouldn't participate in any competition if you weren't sure that you are the best? Would you participate when you knew you wouldn't be able to give your best? In order to compete you have to prepare yourself for the competition. You train and you strive to excel. *The goal is to be your very best*. Now, being your best, why do you need to compete with others? You aren't getting any better anymore, anyway. And since you trained until achieving *personal excellence*, you aren't getting worse than yourself either.

You are the best. That's it. There is no competing with others. What is the point in finding out who is better when the competitors are each at their absolute, personal best? Other than vanity?

Find out your best. Build on top of past successes

or, even failures, competing only with yourself. It's the most humble form of competition and the hardest one at the same time.

Discover how to *be better than yourself*. Chase excellence in whatever you do. In pursuing excellence, creativity is freed from competition and everything is focused on the act of creating. Only then do you arrive at your very best.

Do not hesitate to help your competitors achieve their best as well. In order to determine *the real best*, do everything to have every participant in any competitive situation to excel. Do not celebrate rivalry. Participate in any competition *only for fun*.

Excellence *beyond* competition is not being better than anyone else. Excellence beyond competition is the necessity of giving your very best in every situation and *without competing* for an award or profit or whatever reward you are usually fighting for.

Excellence beyond competition is boxing without weight limits, it is small business competing with

big business. You are not going to abstractly win but to give all that you are, whatever it takes. Win not against somebody else, not even against yourself, but *win being yourself*.

One more thing: Never say "I give my best," never use giving your best as an excuse, never mention that you are in fact and always giving your best. Just do it. And win.

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