

How to Get People to Scream Your Name and Beg For More

The P's and Keys to Living the Ultimate Life

Tom Morrison



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Foreword by Richard Marks PhD, LPC

Dr. Marks is one of the country's premier experts on life, relationships and communication skills. Dr. Marks has counseled thousands of couples and speaks to small companies to Fortune 500 companies throughout the U.S. on building sound life and relationship skills that last.

Having been in the field of psychology, counseling, ministry and personal development over the last 28 years I have learned much about life. Having come from a broken home and having battled challenges in my own life, I struggled along in my early twenty's trying to find balance and success. Fortunately, some great teachers came into my life and I learned a new way of thinking and how to become successful as a man, a husband, a father, and in my vocation. The man I am today has been a composite of the inputs I received from my teachers and my willingness to be teachable.

Along life's journey people come into your life and they go. One such person I met in 1999 was Tom Morrison. Tom came to visit me as he was starting a city wide initiative to help singles find their potential and be successful in their lives emotionally, spiritually and relationally. His passion for helping others was infectious. I would sit back and marvel at this man (who became a friend and an encourager to me personally) who could inspire not only individuals but groups. As I got to know Tom personally and learned of his life's journey (and some of that I got to walk through with him) I found a man who could learn from his choices, from the things that happened to him, and overcome all of these to live out what he calls the Ultimate Life. His ability to

connect with others, network, inspire, motivate, encourage and teach others is truly his gifting. And more than academic, the things he teaches come from who he is as a man, a result of living life and living by the principles he introduces to you in this his first book.

Tom asked me to read his book. I was honored to be asked and was glad to do so. Then I sat down to read it. Wow! As I was reading I could hear Tom talking to a crowd. I could not only hear Tom's heart and words in the book, but I could also picture him teaching others. This book is true to the author. It is Tom Morrison. Through vulnerability, authenticity, humility and his characteristic humor, he takes the reader into not only the various challenges people experience but applies his paradigm for success to each situation. Whether you are married, unemployed, single, a single parent, a leader or a follower, the principles taught in this book will inspire and encourage you to live and experience the Ultimate Life.

All I can say is that as I read this book I found myself screaming "YES!" I so agree. Tom has been able to capture the principles of personal development, psychology, spirituality and put them together in a simple, yet profound message. Yet it is so very practical. And after all, isn't that what we really need today? A practical and inspirational approach to living life to its fullest. By taking the time to invest in reading his insights and wisdom, and applying these simple and practical actions, I hope you find people screaming your name and begging for more of what you have.

Richard Marks PhD, LPC

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Dedication

I would like to dedicate this book to all the people who inspired me to put my hands on the keyboard and share my thoughts on life. These people live life each day grinding out the opportunities and challenges that come before them. Each is seeking to change their circumstances to enjoy a better quality of life, but never seem to know what path to take.

My dedication goes out to:

The person who's life is on the right track, but continues to have a deep desire to keep moving to the next level in life in pursuit of excellence.

The college student who wants a clean road to success without all the bumps that can come along the way.

The single mom and dad who are stressed, feel like their energy bucket is empty and at their wits end to get it all done.

The parents who want to provide their college age kids a good book to prepare them for what's ahead.

The couple who can't seem to get their house in order with all the stresses that come with raising and meeting the obligations of being parents.

The person who is in a bad relationship and needs to understand how to move forward to improve the relationship or get out.

The young kid in a bad neighborhood surrounded by bad circumstances and wants out to achieve the quality of life that will provide a positive future.

The person who feels that no matter what they do, their decisions push them into a deeper hole in life.

The business professional, who feels like they have it all, yet their soul and heart feel empty.

The person who is under the weight of debt and needs a path of hope.

Those in pain who are seeking to overcome their circumstances to feel the pleasure and joy life can offer so many.

Those who want to laugh more, enjoy life more and feel good about who they are each and every day.

I have written this book in your honor in that it provides you a path from pain to pleasure... from anxiety to joy... from desperation to hope.

The first step in changing your circumstances is to take the first step. Good luck in your journey towards your ultimate life.

Chapter 1

Why Do I Need People to Scream My Name and Beg For More?

“Every day people come through your life who can help you create an opportunity or solve a problem, and you choose to let them pass you by.”



So you want to know how to get people to scream your name and beg for more? I will say from the onset that throughout your life, having a big network of people in all walks of life will be your #1 tool to creating success in your life. People pass through your life every day. All of them have the opportunity to have a positive impact on your

circumstances. The question is, will you reach out and allow them to have that impact?

I'll actually make a challenge to you right now on the first page of this book. I want you to buy a punch counter that you hold in your hand, and click every time you speak to someone on the phone, online, or in person. This number is way more than you would ever think it is. Everyday people enter your life who have their own network of people: influential contacts, expertise, talents, and resources, and who can, at some point, help you reach your goals and obtain what I call the **ULTIMATE LIFE**.

Before we get deep into this book, I want you to know my life is amazing. It is amazing because of everything I have learned throughout my many ups and downs, and because of the actions I have taken from those life lessons. People look at my life now and think, "Tom, you live a great life." That may be true today through their eyes, but most don't know the path it took me to get here. You see, it hasn't always been great. I grew up in a divorced home that presented many challenges to me, and I didn't even realize it until much later in life. I didn't study well, and graduated college with a 2.28 GPA. I couldn't get a job out of college because of my GPA, and I had to bartend just to make ends meet. I've been through the pains of divorce. I've been through the painful process and humiliation of having to file for bankruptcy. I went from being CEO of a major non-profit, to working in a sub shop, just so my family could

make ends meet. I've had friends join together to pay my mortgage when I didn't have the money one month. I've gone to bed on Monday wondering if I was going to have enough money for groceries to feed my family, come Friday. I've gone on interviews for jobs knowing I needed to be hired by the end of the month, or life was going to be very different for my family.

I've been in the valley, as many of you reading this book are, or have been at one time. The encouraging news for you is, I came through the other end to seize the moment and achieve the ultimate life I always wanted. When I say "ultimate life," it's not a billionaire's life...it's not a millionaire's life, not even close. I'm a regular guy, who leads a regular company that seizes every moment that I can to experience life no matter what circumstances are in my way. My goal of this book is to help you see that it's not only the movie stars and rich and famous who can live an amazing life. Regular people live them every day. I'm living proof, and I want to show you the path to creating your own ultimate life that rewards and fulfills you every day.

Now you may be asking yourself, "Tom, what is the ultimate life?" My friend, the ultimate life is an incredible feeling! It is a place that is, by no means perfect, because life isn't perfect, but you feel an amazing sense of joy, love, fulfillment, excitement, and purpose. I've seen many living on the edge of financial struggles, and if you didn't know

they were struggling financially, you would think they were rich. I've seen many with everything that money can buy, but their souls are as dry as the desert on a hot day. You see, happiness and being rich aren't about how many zeros are in your net worth, what you own, or what your return on investment is.

Happiness and being rich are about the people you impact, the difference you make, and what gives you a return on life. Return on life (ROL) is a huge shift in thinking as you look at the various ways you can spend your time and money. I have seen many who build monster bank accounts and die a lonely soul. I've seen many who invest their money into making a difference in others and their life is overwhelmed with fulfillment through a sense of purpose.

Throughout this book, as you think about every aspect of your life, I want you to focus on, "What is my return on life?" as we move forward, I want you to think about a series of questions:

- Am I worthy of people screaming my name and begging for more?
- Do I bring positive or negative energy to people?
- Do people like talking to me, or wish I had never joined the conversation?
- Am I concerned with other people's lives, or am I just worried about me?

- Am I open to new innovative thinking and change for doing things, or am I caught up in the same old way?
- When I speak, do I build people up, or do I tear them down?

In my life, I have found that people treat you as you have treated them first. Your first set of comments, actions, or decisions set the stage for how people view you, treat you, and possibly help you when asked. The more people have a positive outlook about you, the more people you have at your disposal to help build and enhance your quality of life. An important step in looking at who YOUR PEOPLE are is to determine what kind of people you are attracting. YOUR PEOPLE are the people you surround yourself with on a constant basis. As you will learn in this book, YOUR PEOPLE have the most influence on who you are as a person and the direction your life takes. The answer to the questions above will help you answer the question of, “Who are YOUR PEOPLE?” If you don’t like the people you are attracting, and you feel they are holding back in living the ULTIMATE LIFE, you might need to look in the mirror and make some changes in you. As you change, you will see YOUR PEOPLE change. Some will leave your life because they are unwilling to grow and change, and others will mature into a group who totally engage your life in a positive way. We will talk in depth about this later in the book.

After you have looked into yourself, you then need to figure out, “who are my people?” I have found in my life that no matter what level of life you are operating in, how old you are, what your circumstances are, or if you work for yourself or a business, if you are going to maximize your quality of life both personally and professionally, it is imperative that you have people screaming your name and begging for more.

Think about it. With the rate of change in today’s environment, it is crucial that you are surrounded by a network of people who you can instantly reach out to, and who can help you achieve your goals when needed. If you work for a company, you need to have three to four companies you can call who have said to you, “If you ever decide to leave your company, give me a call.” If you are ever fired for any reason, you have a place to land and protect your financial position and family security.

If you are an owner of a company, you need to have a dozen or so people who are great at what they do, and that you know would come work for you if one of your key people left for any reason. This will help protect your service to your customers and maintain the financial security to your company.

If you are a college student, you need to network with business owners and executives so that the moment you graduate, you have an immediate job to walk into. Now wouldn’t that be awesome!

If you are a single mom with a job, it is an amazing feeling to have a list of people in your phone that can pick your kids up, babysit, and help you at a moment's notice. I've been a single father with young children and really feel the emotions and challenges single moms go through. It isn't easy and is a full-time job all in itself.

No matter what your mode of life, whether personal or professional, the more people you have around you who want to scream your name and beg for more, the easier and more successful your life is going to be. People are somewhat like money in that "money isn't everything, but it sure makes your life easier the more you have." People are in that context, except I would contend that people ARE EVERYTHING because they can have such an amazing impact on your life...if you let them in. That is what this whole book is about. Along your journey through this book, we are going to look inside and touch almost every area of your life to help you make the necessary changes to reach the ULTIMATE LIFE.

If you are content with your life but desire more, GET READY. If you are unemployed, GET READY. If you are a single mom or dad, GET READY. If you are unhappy with your current circumstances, GET READY. Each chapter will be filled with wisdom, insight, and stories that I have assimilated throughout my life. I've had the fortunate pleasure of having some of the most amazing mentors, business owners, and speakers impart on me

powerful truths that paved the way to my incredible life experiences, happiness, and memories. At the end of each chapter, you will find exercises called, “Application to the Ultimate Life,” and “Action Steps to the Ultimate Life.” These are to help you think through each chapter, and put down on paper practical action steps you can implement to make the necessary changes in your life.

If you want more out of life, **GET READY**. Get ready for an amazing journey. Get ready to roll up your sleeves. Get ready to dig into your life. Get ready to make positive changes in your life that will carry you to the “promise land” called the **ULTIMATE LIFE** that is filled with joy, love, self-worth, and fulfillment.