

THE HUSTLE HACK

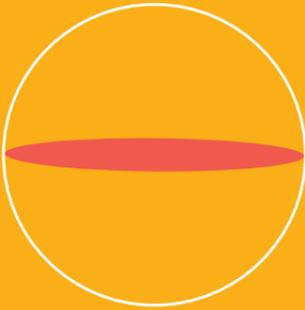
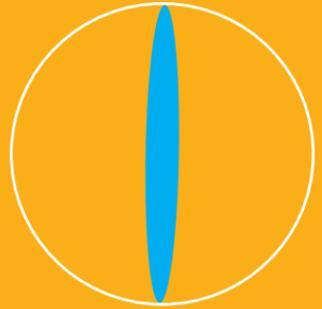
8 LAWS FOR
MASTERING SUCCESS
IN THE NEW WORLD

LISA J ALTON

LAW 3



IMAGINATION
& MIND MAGIC



The one thing we humans have over robots is the power of our imagination. Imagination is the first creative spark of what will become reality; without it we wouldn't have the world we live in today.

Your imagination really is the thing that creates your reality.

Once we have imagined something, all we literally have to do is take the steps and action required to create it. So remember,

imagination means nothing without action.

Dream big - then break down into easy steps just how you're going to turn your dream into your reality.



**Wake up every day and use your
imagination to achieve the unachievable.
You are the architect of your own life
- imagine what that will look like,
and start building.**

We're living in one of the most exciting – and equally terrifying – periods in history. The power and possibility of technology seem limitless, but many of today's jobs may not exist in the future.

Enter someone like Elon Musk, a guy who needs little introduction – but just in case your Wi-Fi at home isn't installed yet, he's the dude behind PayPal, SpaceX, Tesla and the Boring Company, among others. He's changing the very way we live and think, and he happens to be doing rather well for himself in the process.

Musk grew up reading a ridiculous amount – so much so that he made librarians look lazy. One of his favourite books was *The Lord of*

The Rings, which unleashed his imagination and made him dream of someday becoming a wizard. Unfortunately for young Musk that wasn't the most viable career option, but he did discover that he could make magical things through technology.

Fast-forward a few years and some billions of dollars, and Musk has become a kind of modern wizard. No, he's not Gandalf, and he hasn't invented a way to levitate or cast magic spells (that we know of), but he has done things that no-one thought possible before. He has become, in his own words, a "technologist". He's like Tony Stark but with no armour and fewer one-liners. In fact, Robert Downey Jr's character in the 2008 *Iron Man* movie was based on Elon Musk.

Throughout his career, Musk has seen opportunities where others see problems, and through his passion of turning the ideas of magical imagination into reality, he has revolutionised entire industries. Love it or hate it, that we can't deny.

The point is, every invention, business and brand started with imagining an idea, and then taking action to make that idea a reality.

Just like business, this same truth can be applied to life. From understanding the power of your imagination comes understanding the power of your mind.

Thing is, success is not a destination, it's an attitude – and your mind is what creates your attitudes and beliefs.

How often have you blamed other people or your life circumstances when you're feeling like you're not where you want to be?

Here's a truth:

The only thing limiting you is you.

You are your own person with your own mind, and only you can create your thoughts and your beliefs.

The more you have the same thoughts, the more these thoughts are ingrained in your brain to become beliefs – and your beliefs determine your life and how you behave.

In fact, **everything you choose to do is based on some kind of belief.**

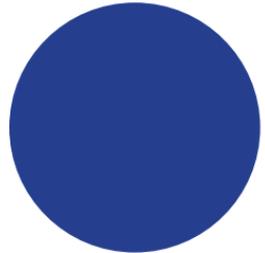
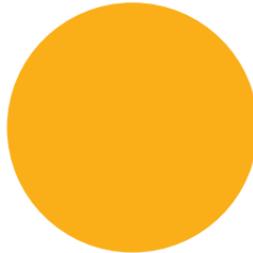
If you want to understand how self-limiting beliefs work, take part in a fire-walking experience. I've done this experience with 10,000 fellow humans, all quite literally fired up and ready to take the walk of faith without burning their pretty little feet to cinder.

How is it that I, a normal human being, could move my body across 10 metres of burning-hot coals? Simply by adapting my belief, from believing that the coals would burn me to believing that they wouldn't – and, happily for me, my feet didn't get burned.

Whatever you believe becomes the reality.

The real magic is in questioning whether your beliefs are empowering you to be the master you want to be, or limiting you from doing just about anything.

What are your beliefs telling you about your life or any given situation? And are they limiting you?





Do you find yourself saying, “I can’t do it on my own, I need someone to do it with me?”

BELIEF.

You don’t need someone to do it with you, if you believe you can do it on your own.

“I can’t speak on stage, because I’m not a speaker.”

BELIEF.

No speaker was a speaker before they became one. You may not be one now but belief can turn you into one.

“I don’t have enough money to start my own business, so I can’t start a business.”

BELIEF.

You can find a way to make the money or the connections, or trade your skills to start that business. **How many people who started from nothing are now something?**

If you want to do something, throw away all beliefs that are limiting you. Focus on what you imagine for yourself, not what you or others think you can't do.

Your vision of where or who you want to be is your greatest strength - and that is the power of your imagination and your mind.

Aim way beyond what you think you're capable of, and do things that you believe you can't do - because the only thing limiting you is your own mind. Nothing else.

THE POWER OF YOUR

MIND

There was a wise man who said, “Imagination is everything. It is the preview of life’s coming attractions.” That guy happened to be Albert Einstein, a literal genius.

If anyone tells you you’re just dreaming or you can’t create what you imagine, you can question their genius quota. I’m no physicist, but I think Einstein knew what he was talking about.

