CLASSIC | PERSONAL GROWTH | VALUES | WISDOM

# Mr. Shoaff's Simple Strategies to Success

*Simple strategies in simple language*

by **Jim Rohn**

486 words | 2 pages

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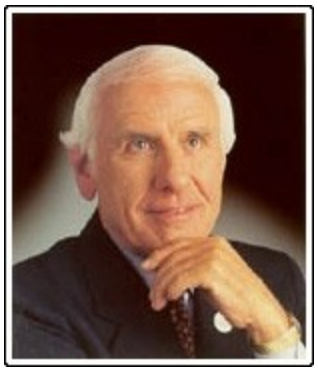

My original mentor, Mr. Shoaff, over a five-year period of time before he died at age 49, taught me some extraordinarily simple things. He only went through the 9th grade in school. He never finished high school, never went to college, never went to a university. So he put his experiences and ideas in very simple language, which, I think for me - kid from the farms of Idaho - was so important.

When I would say, "This is all the company pays." Mr. Shoaff would say, *"No, that is all they pay YOU."* I thought, "That is a new way to look at it."

I told him things cost too much. But he said, *"No, you can't afford them."* Well, that was a new concept for me. He promised that if I would improve, then I would qualify for more money.

## So I learned that we don't have to work on the company, we have to work on ourselves.

If it had been technical, I would have missed it. If it had been mystic, I would have backed away. But it was just basic, blunt "a-b-c" familiar stuff that I hadn't thought of before. For me it was the beginning of what he called "personal development".

## Mr. Shoaff also taught me that life puts some of the more valuable things on the high shelf so that

## you can't get to them until you qualify.

If you want the things on the high shelf, you must stand on the books you read. With every book you read, you get to stand a little higher.

And the "biggie" that forever had an impact on me, *"Success is something you attract by the person you become."* That phrase changed my life. Success is not to be pursued, but to be attracted by the person you become.

## Put your energy into becoming a better you, the best you. Learn the skills. Practice the skills. Attract the success.

Those simple strategies and ideas helped change my life, forever, for the better. Thank you, once again, Mr. Shoaff.

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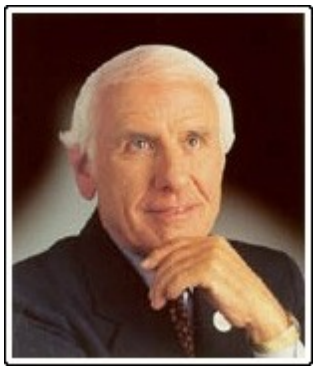

**Jim Rohn** is considered to be "America's Foremost Business Philosopher". He's been delivering his life and work-changing seminars for over 39 years... addressed over 6,000 audiences and four million people worldwide... he's the recipient of the 1985 National Speakers Association CPAE Award... authored 17 different books, audio and video programs... and, Mr. Rohn is internationally hailed as one of the most influential thinkers of our time.

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