

HUNGRY *For* MORE

HOW TO FUEL YOUR
APPETITE FOR SUCCESS



Jefferson Santos

Do you want to achieve big things and make a HUGE difference in the lives of other people? If so, hold on and get ready for the ride of your life.

This guide will help you to KNOW your hunger, GROW your hunger and SHOW your hunger for success! In my opinion, your drive and appetite for success is one of the most important aspects of achieving big things in your life.

Here's why:

If you aren't driven and you're not dead set on what you want to accomplish, it will be almost impossible to achieve it. That may sound disheartening, but its true. Millions of people every eyar say they're going to be successful and do big things, but very few people actually follow through with it.

The main reason people quit is because they've lost their drive. They've lost that heart pounding excitement that keeps them going to do more, be more, and to get out of their comfort zone.

With all that said,
LETS GET STARTED!!!



HOW ADVERSITY CAN SET YOU UP FOR **BIG SUCCESS**

The first time that I can remember wanting to be successful was when I was a kid. I didn't know what success was, but I knew that I didn't want to have to worry about financial constraints when I was an adult.

For instance, I'd always go to the store with my mom and we would have to make decisions based on lack of money. We couldn't even buy the food we wanted because we were strapped financially. Unfortunately this trend continued throughout my entire childhood. I knew that there had to be a better way to live than this! Furthermore, I often saw the difference between my friends' lifestyle and mine. Their parents could afford all the cool things, but my mom couldn't.

One memory that is burned in my mind is seeing my friends after summer break. My friends would come back to school and rave about how awesome their summer was. They would go to the beach, foreign countries, and so many other cool places. I on the other hand was stuck at home. My excitement of the summer was hanging out at the apartment complex pool!

However, there would be a time when this adversity would turn into a BURNING desire to succeed!

SEEING THE VISION AND **GETTING EXCITED!**

During my college career at TCU, my mother introduced me to the direct sales industry and something BIG triggered inside of me. The event was given at a doctor's house, and it was beautiful! It had a large living room, high ceilings, and amazing decorations.

Once they started explaining the concept, I got REALLY excited. I started realizing that even though I'm not the smartest kid, I could team up with some people and we can do this **together**. When I saw the plan, it really expanded my thinking and helped me see a whole new vision.

Now it's time for YOU to see a whole new vision and start getting HUNGRY FOR MORE!

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WHY DESIRE IS THE LIFEBLOOD OF **YOUR SUCCESS**

I've experienced that your ***influence is directly related to your appetite.*** And if your appetite's big, your influence is going to be big as well.

Simply put: **Big** appetite, **Big** influence.

If you want to achieve something big in your life, you have to get your ambition and your hunger WAY up. Because if you don't, then nothing's going to happen for you.

Here's how it boils down:

If you do a poor job, you get no results. Then if you put forth a little more effort and do a good job, you'll get poor results.

A lot of people think that doing "good" will get you by, but in today's ultra-competitive world, you've got to make more jumps.

The next jump is up to **excellent**. And if you do an excellent job, you get good results. Then there is another level above excellent, and that is OUTSTANDING. And a lot of people are like well I can't make another jump. Well guess what? It's only 2 millimeters above excellent. 2 millimeters and it's called outstanding. It's going that extra mile that very few people are willing to strive for.

If you become outstanding at what you do, the whole world is open to you. I know one of the top plastic surgeons in the world and he's got a book about celebrities' faces and what makes a face look good. Guess what? The difference is literally 2 millimeters.

If the woman's eye is 2 millimeters bigger or like if the section between the bottom of her nose and the top of her lip is 2 millimeters bigger, it can't be more than 2 millimeters bigger than her eye. If that happens, then the person just doesn't look as desirable. He's literally got it down to a science and it's all about 2 millimeters.

Another example is when you're standing and you're standing in confidence with great posture. What does that look like? Chest up, shoulders back, good breathing, and that makes all the difference!

You know if somebody is depressed the MOMENT they walk into a room, don't you? Their shoulders, head, and chest are all slouched down. But if they were to just fix their posture by a little bit, they would SEE and FEEL the difference!

So for you it's all about going that extra mile and truly WANTING more out of life.

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HOW TO MAKE SURE YOU'RE CONSTANTLY GROWING PAST YOUR **COMFORT ZONE**



When you want to increase your desire, you'll often experience major resistance from your comfort zone. The comfort zone is a funny thing. For example, I've found that once people start consistently making \$8,000 per month, they start to actually get comfortable with that and that's their new "baseline".

At that point they'll actually get into an "\$8,000/month" comfort zone. Which by the way isn't a bad place to be, BUT we are all capable of so much more! So in order to keep earning more, we have to keep growing our HUNGER.

One of the best ways I've found to GROW your hunger is to **constantly be around people that are hungry and accomplishing big things in life.** You've heard it said that you are the sum total of the 5 people you hang out with most. That statement couldn't be more true! So start getting around people that are on FIRE and making things happen and you'll find your internal inspiration grow as well.

A great example of getting out of a comfort zone is John F. Kennedy. He knew that the Russians were beating the USA in the space race, so he called for almost unreasonable action in his famous "Going to the Moon" speech. He said: "We are going to create metal alloys that are not even invented yet that'll help us get to the moon, and we're going to do it this year."

Once he put forth this huge challenge, he got everyone else rallying around him and they made it happen! People had the belief that they were going to do it and serve mankind in the process! So get outside YOUR financial and success comfort zone and start living up to the God-given potential that you have inside of you!

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ARE YOU A SPECTATOR OR A **STAR PLAYER?**

One question that's always fascinated me was how one person could be SO motivated every single day to make big things happen in their life while other people just sit around and watch things happen. Unfortunately, most people in today's world are spectators. Their standing on the sidelines, too afraid to get into the game.

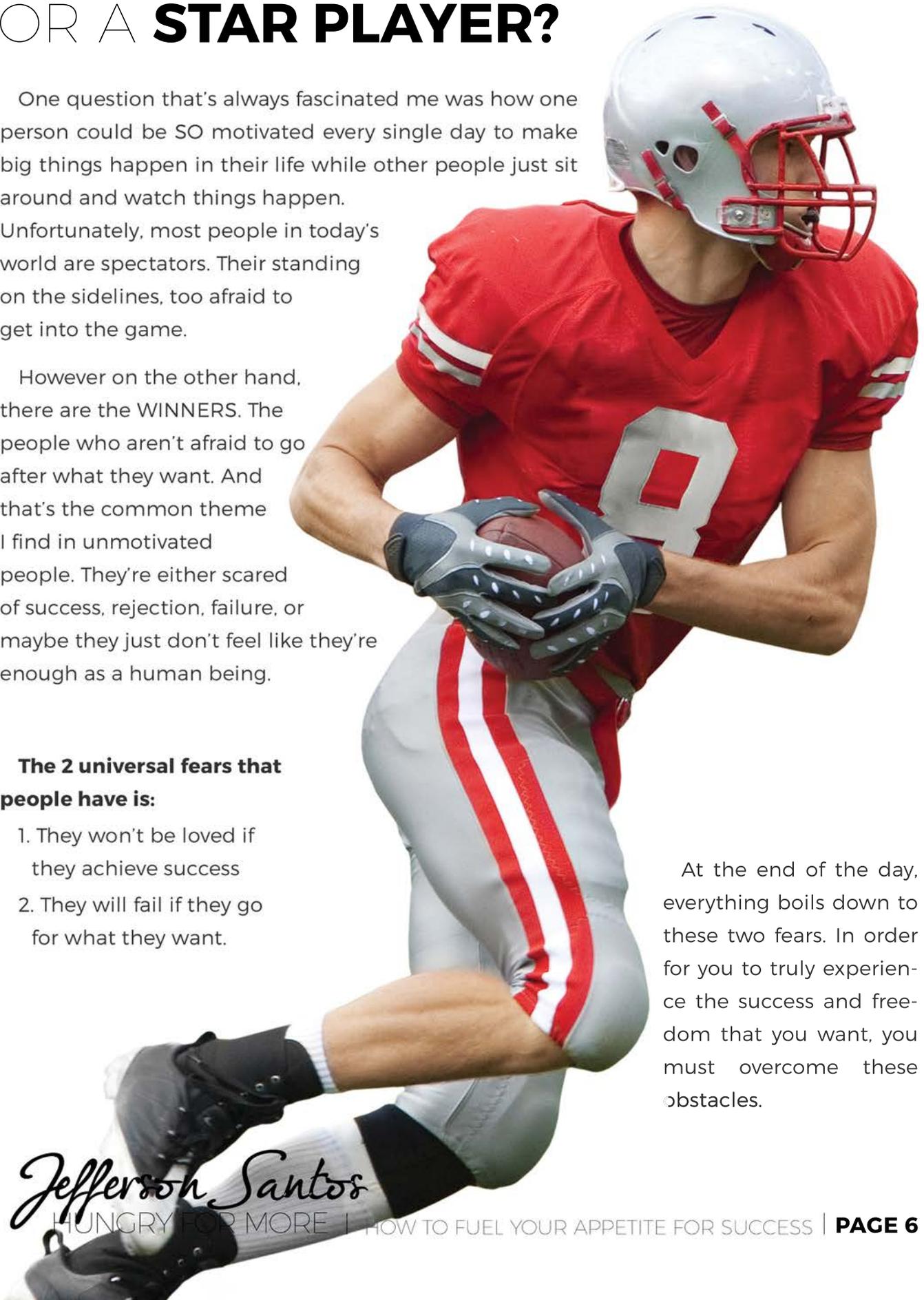
However on the other hand, there are the WINNERS. The people who aren't afraid to go after what they want. And that's the common theme I find in unmotivated people. They're either scared of success, rejection, failure, or maybe they just don't feel like they're enough as a human being.

The 2 universal fears that people have is:

1. They won't be loved if they achieve success
2. They will fail if they go for what they want.

At the end of the day, everything boils down to these two fears. In order for you to truly experience the success and freedom that you want, you must overcome these obstacles.

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YOU MIGHT NOT BE HUNGRY ENOUGH... **YET**

There's a classic story of a man sitting in a rocking chair next to his dog on his front porch. For some reason the dog is lying there on his side howling loudly – "Ah oooooo!".

After some time his neighbor gets tired of hearing this dog howling and he asks "Sir why is your dog howling?"

The man says, "Well, he's laying on a nail but it *doesn't hurt bad enough for him to get up.*"

That's the situation that most people find themselves in. They're lying on a nail but it doesn't hurt bad enough for them to actually make a change in their lives.

These are the people that blame everybody for their situation and don't take any responsibility. Once again, you get what you focus on. What you focus on expands and so their way of thinking keeps them on the same road for most (if not all) of their lives.

The key to truly making it happen is to always be HAPPY and optimistic in every situation. Yes, there will be times when you get discouraged, but that just means you're on the verge of a breakthrough.

So here's my question to you:

"What's the dragon that YOU need to slay in order to STAY HUNGRY?"

What's the "dragon" that is keeping you from achieving your goals? For many of us, it's self doubt. I personally even get challenged with self doubt! Even Warren Buffet, in his new book called The Snowball, he talks about how much self-doubt he STILL has, and he's one of the wealthiest people in the world!

Just because you have self-doubt doesn't mean you have to stay paralyzed. Like I said, I personally have self-doubt when it comes to my projects, whether it's writing my book, launching my book, being a great dad, etc. All these things go through my head but I don't let it paralyze me.

By the way, it's natural to come against resistance. It's healthy to acknowledge it but it's not healthy to sit there and just stop in your tracks.

You HAVE to overcome whatever you're going through so you can share your message with the world. If you give up, then somebody else is going to suffer because they never heard your message. Now, I'm not saying that I'm some grand guru but you know what, it's my perspective and if my perspective and my experience can help someone go a little farther faster in their life then that's what I put it out there for. Not everybody's going to hear it but enough people will and it will impact them.

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HOW TO GET BACK THE DESIRE AFTER LOSING IT

Inevitably, all of us will come across something called a plateau. Maybe you've achieved something, but you're left with a sense of: "Is this all there is?". Part of that is the art of fulfillment. It's finding fulfillment in the daily process of what you're doing.

Once again, maybe you're not playing a big enough game. ***If you're not hungry enough, maybe the challenge isn't big enough.***

I think one of the best ways to raise your hunger is to find a personal development event to go to whether it's your company puts one on or something or listen to a mp3 series or cd series online. This is a MUST if you want to feed your hunger for success.

You have to be exposed to more and more every year. Take my home for example. My first house was a small, humble home. Then I moved into another one and now that I'm married, I have an even bigger one. This house is about 5,100 square foot and we got 2 boys now so we're even starting to outgrow THIS house!

My point is that my hunger for a bigger house is expanding because we're expanding as a family. But your jumps don't have to be so drastic. If you're currently making \$50,000 a year, you don't have to jump to \$1 million a year.

What if you were able to make only an extra \$20,000 over the next twelve months? Just start there and put one foot in front of the other. Many people lose their hunger because they make it too hard to reach that next level.

Remember, your income follows your personal growth and every time I feel like I'm hitting a wall or hitting a plateau, I either pick up the phone and talk to one of my mentors or I listen to one of my mentors through CD's or Mp3's.

The main thing is to not rely on yourself too much. I don't rely on myself. I trust **myself** but I don't trust my own thinking because well, I'm human! If we're really honest with our selves, most of us are bombarded with doubtful thoughts that can really mess up our emotional state.

Our minds can easily turn into a frenzy of negativity IF we don't do anything about it. We've all been there and so it's just a matter of getting the good stuff in your mind on a daily basis.

So sometimes I find myself wanting to de-stress by listening to music. But when I do

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that, it's easy to go almost a whole week without listening to personal development. And when I do that, my ideas and my thoughts are like not as jumpy. They're just not powerful with passion and they're just not sparking. Why? Because I wasn't constantly challenging my thoughts with material that will help me GROW. Does that mean that you have to be listening to personal development 24/7? No.

When I first heard of personal development, I took it to the extreme. I thought to myself, "Maybe I could listen to it in my sleep all night and then I'll wake up and I'll know all this stuff." But I soon found out that you don't have to be that extreme about it.

Either way I truly recommend you spend a good portion of your week learning and growing with books from the experts. There are books out there that could literally shave 20 or 30 YEARS off your learning curve!

That book might cost between \$10-\$15, but it's worth it! All you have to do is pick up that book and read it and now you've got 30 years of knowledge right there all coded for your brain. That's why I get so confused by people who step over scholars to save a few pennies.

In my opinion, spending money on personal development isn't an expense, it's an INVESTMENT!

Doing this every week will feed your hunger and heighten your ambition. You have to expose yourself often and the more you do it, the more your brain will start to spark up some great ideas and that ambition will rise. You just have to trust it but you just have to get in front of the information.



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BOOKS THAT SKYROCKETED **MY AMBITION**

I want to leave you with a few amazing books that truly changed my life forever. First is “The Magic of Thinking Big” by David Schwartz. That was truly one of those books that literally shifted my thinking for good. Another one that really helped me think bigger and also think about the whole concept of like money and business is “Rich Dad Poor Dad” by Robert Kiyosaki. If you haven’t gotten your hands on these books, YOU MUST!

What’s really cool about a book is that it’s just you and the book. When you get that peaceful time where you get no interruptions and you’re there with the book and you’re reading, something special occurs. It’s like those words jump off the page. The author is speaking to you, whether the author is alive or not. It’s just you and that book and you’re taking that information in. I just LOVE to get some momentum in a book.

My wish for you is to get into that zone where it’s like you want to get the next page and the next page, because I think one of the key ingredients to helping us stay happy and be joyful as human beings is knowing that we’re progressing. We’re progressing in our growth to be more, to do more, to have more, to give more.

So yeah, that’s what this whole being hungry is all about.

ARE YOU SHOOTING **TOO LOW?**

We’ve all heard of the quote: “Aim for the moon, and if you miss you’ll land among the stars”.

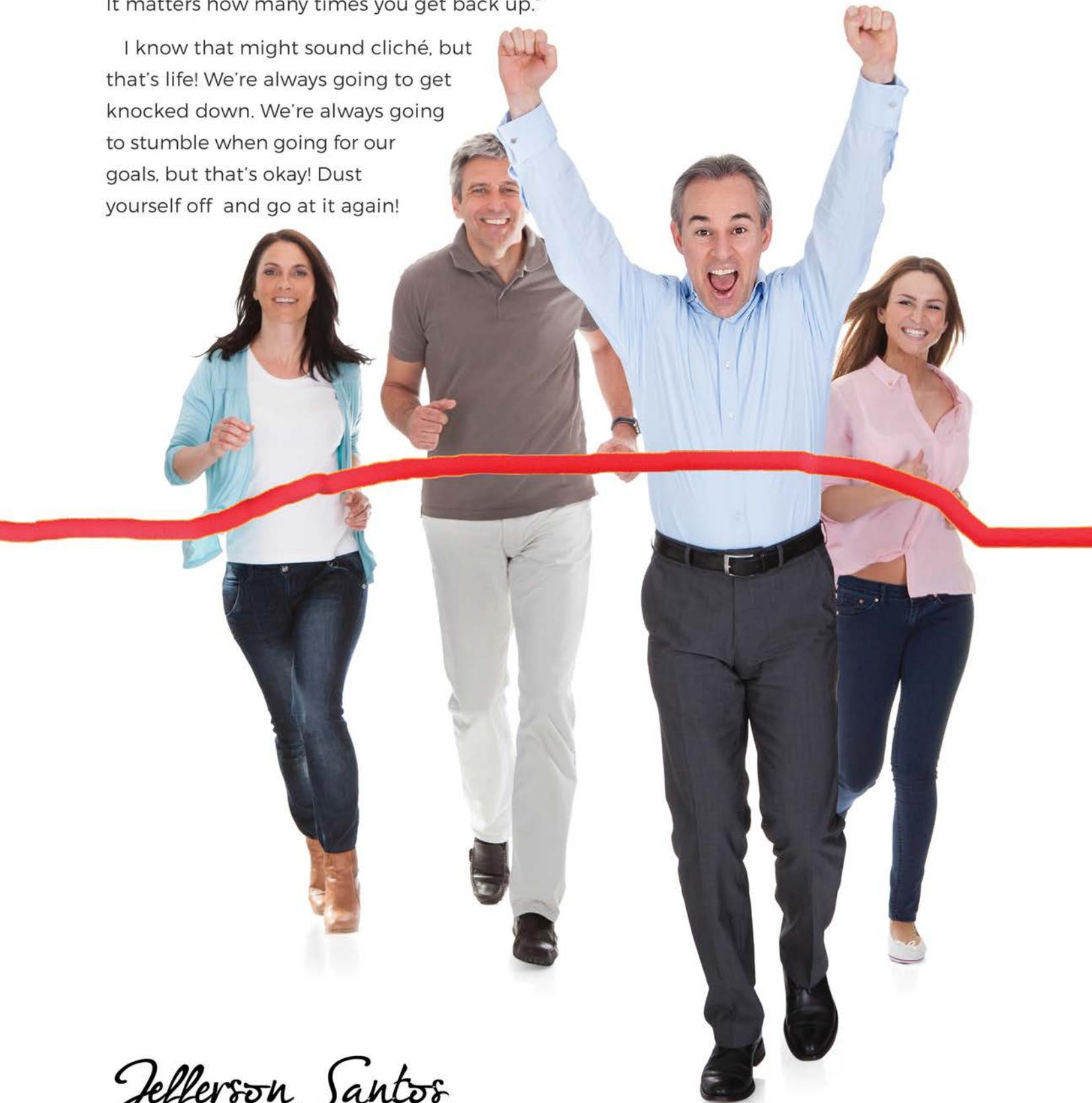
I think a lot of people shoot for a goal that’s way too low and that’s what trips them up. They go for goals that are so low. But if you want to grow, you have to shoot for a goal that scares you. You have to shoot for a goal where you KNOW that you’re going to need to give your best.

Don’t focus on the how. If you’re why is strong enough and your passion to achieve that why is strong enough, you’re going to get there! And if you fall short, that’s okay, you’ve just

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successfully identified a way that would not work. One of my favorite movies of all time is Rocky. He's one of my favorite characters because he never gave up. One of my favorite quotes from that movie is: "It doesn't matter how many times you get knocked down. It matters how many times you get back up."

I know that might sound cliché, but that's life! We're always going to get knocked down. We're always going to stumble when going for our goals, but that's okay! Dust yourself off and go at it again!



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NOW IT'S YOUR TURN TO **TAKE ACTION**

Hopefully this guide has sparked tons of new ideas for you to take action on! Your next step is to ACT on what you learned. Get out there and start to grow your hunger by reading and listening to personal development material. This will keep your mind on FIRE so you'll get new ideas to grow your business and perform better in every area of your life!

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Jefferson Santos grew up in Richardson, Texas, attended Texas Christian University and played football at the Naval Academy. Jefferson is like many entrepreneurs who just decided one day that he wanted to be in charge of his own career. However, at age twenty he was \$1,100 negative in his banks account, \$70,000 in debt and decided he was in need of a change. Through guidance, self-improvement and commitment he turned his dream into a reality. Jefferson is now a multi-million dollar earner and has a team of over 300,000 leaders in 30 countries and it CONTINUES to grow everyday. Jefferson's goal is to help YOU arrive at your intended destination healthy, wealthy and happy]

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