

"My coach as I began the journey into the speaking world was **Burt Dubin** and I would recommend no other! His advice was invaluable in putting together my business of speaking. He is encouraging, motivating, insightful, and readily available to assist in any way he can. **Burt's wise counsel** shaved years off of my learning curve and easily added tens of thousands of dollars of income to my bottom line. If you want to take your speaking career to the next level and beyond, by all means, have **Burt Dubin** by your side! He has my wholehearted endorsement! I truly am thankful for **Burt's mentorship** and friendship!"

- **Chris Widener, President,**
Made for Success, Issiquah WA 425-444-4625
7-figure income earning International Speaker
www.chriswidener.com



"**Burt Dubin** is a Professional Speakers Mentor. He created **The Speaking Success System**, which has evolved to the huge body of knowledge that it is today. IT is more than a keeper. It is a **classic**. For any marketer it embodies **pure wisdom**."

- **Joe Polish** www.joepolish.com (Creator of the Genius Network® Interview Series, which features the world's topmost entrepreneurs & marketers).



"On Being a Master"

See original quote on Joe's website at:
www.tinyurl.com/jpolish-on-bdubin

**BURT
DUBIN***

CHAPTER 1: PRINCIPLES & PRACTICES ...FOR *ASPIRING MASTERS*

*President, Personal Achievement Institute | www.SpeakingBizSuccess.com | E-mail: burt@burtdubin.com



BURT DUBIN WORKS WITH PEOPLE WHO WANT TO BE SPEAKERS, AND WITH SPEAKERS WHO WANT TO BE MASTERS.

MANY MASTERS CALL HIM "THE MASTER". HE IS...

- THE CREATOR OF THE **SPEAKING SUCCESS SYSTEM™** - KNOWN WORLDWIDE BY TOP SPEAKERS & MARKETERS.
- A 25 YEAR VETERAN MENTOR, COACH, CONSULTANT TO HUNDREDS OF FELLOW PROFESSIONAL SPEAKERS ON 4 CONTINENTS.
- THE PUBLISHER OF THE **SPEAKING BUSINESS STRATEGIES** NEWSLETTER.
- A CO-AUTHOR OF NEW YORK TIMES BESTSELLING "CHICKEN SOUP FOR THE SOUL" (See "Power of Determination" at www.tinyurl.com/bdubin-chickensoup)

AND NOW, QUITE FITTINGLY, HE'S WRITING A BOOK...TITLED "ON BEING A MASTER"!

This is a PDF trailer‡ for Burt Dubin's forthcoming book titled "On Being a Master".

‡Created by Tayo K. Solagbade (Sole Agent for Burt Dubin's Speaker Mentoring Products & Services on the African continent)
Get Mentored by Burt Dubin – See Pages 2 & 7 of this PDF at www.tinyurl.com/bdubin-pdf-trailer



Burt Dubin sent me the PDF version of this first chapter of his new book (on Monday 12th August 2013 at 16.32) with permission to re-publish it with attribution if I so wished.

After reading it, I decided it would be of great value to many who seek self-discovery/mastery, that I make it available as a download in this week's issue of my **Speaking IDEAS Newsletter (Issue No. 103)** published on 19th Aug. 2013: www.tinyurl.com/psip103-sdn

I have one other format planned for presentation of this same material, and once it's ready, I'll send out the link.

If you'd like to be informed when this happens, email me via tavo@tksola.com so I can add you to my mailing list.

Learn to be a Master...from The Master!

As an expert-who-speaks, you share what you know with your target audience. To do this effectively, you need mastery – not only of your subject, but also (and probably more importantly) of yourself.

Without mastery, it would be difficult for you to deliver consistent performances when you meet different audiences.

To achieve self-mastery, you must **discover** yourself...then get to **know**, and be comfortable **being** that person.

How Does One Do That?

It requires diligent effort, and sincere commitment. And it also requires a readiness to be honest with yourself. Otherwise, even when you eventually come face to face with the "self" you seek, you could (unconsciously) reject it – making the mastery that you seek, elude you.

No two persons are exactly alike, especially in terms of their individual personalities. Not even identical twins. It therefore follows that the road to self-discovery will necessarily be different for each of us.

But there are basic guidelines that we can all follow to find our paths in life. Burt Dubin **is** a master. And he has helped hundreds achieve mastery. This makes him uniquely qualified to tell you the "basic guidelines" to follow – via this **verbatim reproduction (on pages 3 to 6 below)** of his new book's "**Chapter 1: Principles and Practices**". Start reading on the next page!

19th August 2013 @ 16:13 p.m Cotonou,
Benin Republic

Tavo K. Solagbade*

SDAc Founder/Performance Enhancement Specialist and Multipreneur

***Sole Agent for Burt Dubin's Speaker Mentoring Products & Services on the African continent**

Publisher of the daily SD Nuggets™ blog & weekly Public Speaking IDEAS Newsletter at www.spontaneousdevelopment.com

Mobile: 234-803-302-1263 | **E-mail:** tavo@tksola.com | **Web:** www.tayosolagbade.com



Burt Dubin now offers his mentoring service, **PROVEN** over 2 decades, to Africa based **(a)** experts who want to be speakers. **(b)** speakers who want be masters.

E-mail tavo@tksola.com for details

0.1 Principles and Practices

...*for aspiring Masters*

By Burt Dubin,
www.burtdubin.com

Welcome, fellow professional. As one of you, I have been ruminating on the principles, the practices, *and the possibilities* before us as we ply the furrows of our respective trades.

Blessed with unearned, inborn insights I find myself uniquely equipped to see our realities from a god-like perspective.

Portrayals and views evidently inaccessible to others are displayed before me like goods in a store window.

To keep these findings to myself would be inappropriate. I am driven to sit at the keyboard and share my observations with you for whatever they may be worth.

For what rings a bell with you as profound truth, I take no credit because I am only the note-taker, keying in what reaches me intuitively.

For the errata you may see herein, I am solely responsible.

0.1 Components:

The Aspirant / Initiate:

Presumably this is you, the new kid on the block seeking to discover how all this works.

The frontal lobes of your brain:

They permit you to think. They cogitate on your behalf. They tend to not believe in the power of the subconscious mind. Your frontal lobes have a mind of their own. They are convinced they alone are King of the Hill.

Your subconscious mind:

Your subconscious mind has boundless power. Your subconscious mind believes anything you tell it. Especially when you are in the play state, when you make believe, when you pretend.

Your subconscious mind owns direct, exclusive access to your Higher Self.

And your subconscious mind has its own inner mind, too. It occasionally sends you, on your behalf, misinformation. It does this to get you where you are to be in order for you to access what you really want.

Your Higher Self: This is your portal to Universal (infinite) intelligence.

Your Helpers: Some people call them their Inner Guides. Whatever terms you use, they are your eager and willing, always faithful, servants in the Higher World.

Yes, there are two of them. They are thrilled to go anywhere for you and do anything for you and for you exclusively. Some Initiates feel they know who their helpers are, even to knowing their names. Some do not. It doesn't matter.

Universal (infinite) Intelligence: Here is where every bit of information, every concept, every thought that ever entered any mind back to prehistoric times, all strategies, all wisdom, especially higher wisdom, may be found and retrieved for you by your Helpers. It helps to regard these ancient thoughts as immortal cloud forms that may be accessed forever.

2. Actions:

Meditate. The sages and mystics, wise beings and shamans, from thousands of years ago, all who left any words to be read by later generations, agree on this recommendation: Meditate. There is general consensus on when to meditate. Do so at dawn and at sunset.

For us, dwellers in the Western world, this translates into meditating before your first food of the day and before your

evening meal. It is best to not be digesting food when you meditate.

The purpose of meditating is two-fold. First, it quiets the mind. Second meditating causes your brain to be comfortable and "at home" functioning in the 11 cycles per second alpha state.

There's more: Those who do not meditate may proceed to access their Higher Self and Universal Intelligence anyway. It is, however, easier and faster for meditators.

Spend alone time out in Nature. Here is why: You learn lessons; you discover wordless insights; you have perceptions and inner awakenings unavailable in any other way.

I have done a lot of this relentlessly. From 10 days of Yosemite trail hiking, over a week hiking the trails of Bryce Canyon and Zion in Utah, to miles in the California San Gabriel's, to almost every Sunday on the trails in Arizona's Hualapai Mountains.

A convenient, if less exotic and exciting, way to do this close to home is to commit time to being in a favorite city park. If there is a park with a stream or brook close by, this is even better. You do not have to hike. Simply

observing whatever is growing around you, quietly tuning in to whatever your eyes behold is enough.

3. The Laws of Nature:

These Laws are inviolate. They cannot be broken. (Try breaking the Law of Gravity!) Recognize, accept, embrace and engage these Laws. Certain Laws of Nature are applicable only in the alpha state. Make yourself an adept at functioning in the alpha state. You may easily do this by creating, being in, and using the resources you place in your sanctuary.

4. The Synapses:

Your mind is not “out there somewhere.” Your mind is physically within your brain. I do not mean that your mind is a component, an identifiable part, of your brain. This is not so. Your mind reposes in the synapse firings within your brain. Mastery and genius repose in these synapses. *A synapse is a neuron firing in the brain. It is comparable to a radio signal from one tower to another.*

Picture one neuron within your brain sending a signal to another neuron within your brain. This may be envisioned as a random “cow path.” Now imagine a lot of such activity between two particular neurons. With more such firing between two neurons,

imagine the “cow path” becoming a trail.

It is no longer random. A pattern is in place. See the process continuing. The trail becomes a lane, then it becomes a road, a well traveled road. In time, the road is so busy moving synapses, (*signals*,) it widens into a major thoroughfare, a Freeway.

This, dear reader, is the source of Mastery, the source of genius.

Anyone, any human, may, with clear focus and resolve, direct their helpers to retrieve desired ideas, insights, methods, ways and means, strategies, answers. They do this by using the synapses, the channels of their mind. All of this, and more, is channeled from Universal Intelligence through the Higher Self to the subconscious mind. There it is accessible and retrievable.

When you do this persistently, relentlessly, tirelessly, you create new synapses on your behalf. Trails become lanes. Lanes become roads.

Roads widen into major thoroughfares. A way is carved through the unknown for you.

This does not mean you are always successful. However, this is the source of mastery, of genius.

5. The Function of Your Sanctuary:

When you envision your Sanctuary, and then imagine yourself using the Sanctuary that you create in your imagination, you bring order into your mental activities. **You simplify the ephemeral**; you endow it with structure; you allow it to be believable.

6. Why Play, Pretend, Make Believe:

This gets dogma, ego, your frontal lobes, and possibly your critic, all sidetracked, all out of your way. Your path to mastery is now cleared. You are allowed to let your unimpeded imagination soar.

7. Your outcome:

You access genius. You release your mastery. You dwell in a bubble of tranquility. You emerge from the mire of mediocrity; you are no longer a lesser mortal; your self-sense causes you to burst out of the chrysalis; you allow yourself to realize your potential. You become, in the words of Jean Houston, **the Possible**

Human.

L'envoi:

This simplified explanation reveals down-to-earth, Higher World truths. These truths are based on my observation of the Laws of Nature **applicable only in the Higher World.**

Ordinary, work-a-day scientists and researchers know nothing of this and may be expected to refute it.

FYI, I have a decades-long history decoding the inner workings of systems and models. I am skilled at research, synthesis, simplification and delineation.



© Burt Dubin
burt@burtdubin.com

“The creation of something new is not accomplished by the intellect. It flowers from the play instinct acting from within. The creative mind plays with what it loves.” - Carl Jung

What you've just read is Chapter 1 of Burt's new book titled "On Being a Master".

To get notified when Burt's new book goes on sale sign up to his
"Speaking Biz Strategies Letter" mailing list at
http://burtdubin.com/tools/signup_form.html

RECOMMENDED: GET PAID TO SPEAK INTERNATIONALLY

If you are an expert or professional working in Africa, this message is for YOU!

Enroll now for 18 months of one-on-one telephone mentoring by Burt Dubin . . . internationally acclaimed mentor of some of the highest paid professional speakers in the world.



Burt Dubin now offers his mentoring service, PROVEN over 2 decades, to Africa based (a) experts who want to be speakers. (b) speakers who want be masters.

www.speakingsuccess.com

I first began following Burt's work back in 2000, when I signed up for his e-course. In 2008, we made direct email contact. On 28th May 2011, Burt Dubin appointed me his "sole agent on the entire continent of Africa" (Hint: Go to <http://burtdubin.com>, & look in the far left column below the satisfaction guarantee)

Purchase Burt's mentoring at any of these three (3) levels

1. Top Shelf: www.speakingsuccess.com/speaking_success_system.html
2. Mid Range: www.burtdubin.com/tools/177monthly.html
3. Budget Delight: www.burtdubin.com/tools/underground_mentoring.htm

Burt's three mentoring packages can be likened to the seating options offered by airlines: Budget Delight (Economy); Mid Range (Business); and Top Shelf (First Class).
At least that's how I like to think of them!

All three will get you to your desired destination of "speaking success-ville" - so long as you meet the requirements/play your parts (i.e. pay your "fare", abide by the set guidelines etc). During the "flight", the seat you have will determine how much personal service attention and preference the provider will accord you. It's that simple :-) So, make your choice!

E-mail your questions via tayo@tksola.com. In the meantime, why not get started by subscribing *at no cost* to get his 7-Part Course (How to Succeed and Get Paid as a Professional Speaker) & Speaking Strategies Newsletter at http://burtdubin.com/tools/signup_form.htm.



Tayo K. Solagbade*

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Weekly Public Speaking IDEAS Page:
<http://www.spontaneousdevelopment.com/blog>
Self-Development (SD) Nuggets™ Blog
www.spontaneousdevelopment.com/sdnuggets

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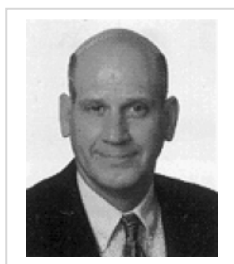
View above flyer as PDF at http://www.spontaneousdevelopment.com/uploads/burt_new_flyer.pdf

Words of Those Who Know

Here are words of some of Burt Dubin's clients. They know and admire the Speaking Success System created by Burt Dubin. They like the difference they make for others . . . as well as the positive change in their income stream.

When you see a phone number, that means your phone call is welcome. In that case, if the speaker is on the road, provide either an 800 toll-free number for the return call you request-- or permission to call you collect. Nobody likes to feed the bandit pay phones in airports.

Thank you for extending the same graciousness and courtesy you would want from others.



*Burt,
There is no way I can ever repay you for all the great guidance I've received from you during the past 10 years.
You have helped me to succeed.*

Ted Garrison, CSP 800-861-0874

(BD note: CSP stands for Certified Speaking Professional. This is the highest earned award in the Speaking business.)

me, is unequalled. You live and bring value and splendour and meaning to my life. I'm a full-time conference speaker now, touching the lives of thousands of people every month. In deepest appreciation . . .

**Claude Moller, claudio@claudemoller.co.za
Pretoria, South Africa**



These words are from a new client only 2 weeks into our working together: Thanks Burt, your fees for your program are covered just by this contract alone and then some.....! And this is just the beginning. I never would

have positioned myself like you had me do and so all I can say is Thank-You, Thank-You, Thank-You!!!! In such a short time of our working together too--like two weeks or so! AMAZING and we haven't even gotten to speaking yet. Sharon

**Sharon Quarmby, Corporate Marketing & Sales Strategist, Margate 4275
South Africa, +(27) 76-197-0770**



Burt Dubin is my mentor and coach. He assists again and again to get my speaking and my business to the next level. I am living my dream because Burt, he is the best! Be Someone, Inc. is the youth development

organization I created. It uses the game of chess to teach youngsters the game of life.

**Orrin Hudson, Achievement Strategy Expert, 678-526-0292,
www.besomeone.org**



Burt Dubin helped me to go from zero, meaning from not working, to an up and going seminar business in one month.

When I asked him how much I should charge, he said "Whatever value you are giving, I was so

astonished when I asked and I got it! Nobody blinked an eye. I started out at \$3000 plus expenses and travel right out of the chute. It's been quite an adventure; my business and speaking career have been climbing ever since.

Burt Dubin is a very gentle soul. He has depth and incredible insights. I don't think that most people realize the depth that he has. He teaches you to find the magic moments in your life, to write them down and then project them to your audience.

One last thing Burt truly cares about you taking care of you. He lets you know you are important. He helps you see how important you are. He speaks to your soul if you let him in - your inner self. He helps you to bring your inner power out. I am very thankful to know Burt and to me a Member of his Inner Circle
Nani Linder 509-467-7714
NaniLinder@comcast.net



If you have ever dreamed of being a paid professional speaker, seeing the world, as I have, making new friends and associates, highly placed people with influence and street-smarts, staying in the best hotels,

being treated like someone of importance—and being very well paid for your expertise—listen up: The man who took me under his wing when I was a brand new, green as grass speaker, is Burt Dubin. He is my continuing guide today. I have invested tens of thousands of dollars with other so-called speaking mentors. All wasted. Nobody holds a candle to Burt. They couldn't even shine his shoes.

Call Burt at 800-321-1225 (928-753-7546)
Tell him I sent you. Get a no-cost initial consultation addressing your chances of six-figure success in the exciting adventure of being a paid speaker. Do it right now while it is on your mind.

Mike Foster, Foster Institute, 888-548-2888



"If I hadn't been mentored by Burt Dubin, I would not be where I am today. I wouldn't be speaking professionally 75 times a year. I promise you that. Burt's got a pulse on what today's decision maker is interested in and what appeals to them. I thank Burt for teaching me the reality of the business end of professional speaking."

"It's simple math:
BDSSS (Burt Dubin Speaking Success System) = CSP (Certified Speaking Professional)

Thank you for your System, belief, friendship and guidance."

- Jeff Rendel, CSP, Corona, California 951-340-3770

(CSP, Certified Speaking Professional, is the highest earned award in the speaking profession. Fewer than 5% of speakers worldwide have earned the CSP designation.)



Burt Dubin is a giant in the professional speaking business. Anyone who is anyone in the industry knows who he is-- and reveres him.

As one of his Inner Circle, I was exposed to people who

have become great friends, information that has made me significant amounts of money and was exposed to resources, strategies, tactics and tools I use every day. Burt believed in me when I didn't always have much belief in myself. I count him as a friend and mentor.

Michael Angier (Michael@successnet.org)



To say that your Speaking Success System is the best would be a great understatement. There's simply nothing else worthy of comparison. I'm being booked by 4

speakers bureaus now. I'd love to hear from anyone who wants to know more about the power of the Speaking Success System.

John Kinde, 702-263-4363, Las Vegas, Nevada



I spoke from my heart, I spoke with passion, I left them wanting more! All by using the strategic platform techniques you showed me.

Thank you, Burt. You are a

master.

Rosalie Moscoe, 416-653-0077, Toronto, Canada



Burt created a condition in which I, as a speaker, took a quantum leap in the direction of my dreams. Mastery became possible. I moved from aspiring to thriving. Specifically, in just the first three months of

Burt's mentoring me, I used concepts he gave me to get a \$15,000 contract from a major State Government and a \$22,000 contract from a major corporation. Anyone with the slightest doubt about the transcendence of Burt's mentoring is welcome to give me a call.

Joyce Pike, Delmar, New York 518-265-1270



It was my pleasure to sit at the feet of Burt Dubin, as part of his Inner Circle group over the past year. His powerful wisdom and practical applications have, and will continue to serve me fantastically.

However there is one reason above all others that I would recommend Burt and his system. Burt taught me the single most valuable thing any new, talented speaking professional needs to learn:

How to actually make a good living at it.

Louie Gravance, 808-250-5133, Orlando, Florida, Louie@gravance.com

Burt, your program gave me the marketing skills and business savvy I needed to create a successful speaking business.

Thank you for the time and energy you invested in me.

Jana Stanfield, CSP, Nashville, Tennessee
(CSP, Certified Speaking Professional, is the highest earned award in the speaking profession. Fewer than 5% of speakers worldwide have earned the CSP designation.)



Burt, you taught me a lot and I am thankful. At the recent Wedding and Portrait Photographers International Convention, I was recognized by Eastman Kodak. I now speak on behalf of Kodak

at State, Regional and National Conventions. I gave 2 programs at this convention.

Got rave reviews. And I sold over \$20,500 in back of the room sales. Even I was blown away. In addition, I have now developed 2 (Photography) Success Systems based on your model. One for wedding photographers, one for portrait photographers.

Thank you. I guess my investment in your program was worth it!

Douglas Allen Box, Master Photographer (Now Speaker), 409-272-0900



Your System is a real indispensable friend, Burt. It's playing a major role in my new success as a paid professional speaker. If I had to describe it in one word, I'd say it's magic.

Patrick Wahl, DMD, MBA (302-477-9450)



You have all the answers, Burt! I feel I'm living the life I was put on this planet to live, serving others and being happy doing it. I firmly attest that you are the genuine article.

If anyone ever asks you for a reference, please send them to me.

Mike Foster, 888-548-2888 Santa Barbara, California, mike@fostersuccess.com



Burt is one of the most genuine people I have met, particularly in this industry. I know because I was in his Inner Circle. His materials are wonderful and they are updated all the time. I think this is well

worthwhile.

David Price, CSP, 1997-8 President National Speakers Association of Australia, 1998-9 President International Federation for Professional Speakers, david@davidprice.com Perth, Australia



Burt,

You are wise and wonderful! I'll tell you the further I get into this speaking business, the more I appreciate the

detail and amount of information you placed in those 3 binders. WOW! Truly a whole world of learning on your part!

And please quote me. I mean every word of this!

**Kristie Tamsevicius 847- 244- 8450
Kristie@KristieT.com**

Burt Dubin, president, Personal Achievement Institute,

<http://www.SpeakingBizSuccess.com>

24/7: 800-321-1225 928-753-7546

E-mail: burt@burtdubin.com

Mail: 1 Speaking Success Road, Kingman AZ 86402 USA

Burt works with people who want to be speakers and with speakers who want to be masters.

Frequently asked questions:

<http://www.speakingsuccess.com/system/faqs.html>



Burt Dubin now offers his mentoring service, PROVEN over 2 decades, to Africa based (a) experts who want to be speakers. (b) speakers who want be masters.

E-mail tayo@tksola.com for details

About TAYO SOLAGBADE

Self-Development/Performance Enhancement Specialist
- Tayo Solagbade provides article and report writing support for website owners, while travelling slowly across West Africa as a **Location Independent Multipreneur**.

He's presently based in Benin Republic, where he's preparing an English-French Language Guide, City Travel Guides, and a Commercial Rabbit Farming Guide.

In a previous life, before leaving to become self-employed, Tayo served for seven years as a high performing manager in Guinness Nigeria. During that period, he rose from Shift Brewer, to Training & Technical Development Manager, then later acted in senior management roles as Production Manager and Technical Manager.

Today, depending on the opportunities that appear in the market place, Tayo earns multiple streams of income in the following ways(using self-taught skills):

1). Developing custom Web Marketing Systems to make websites active sales leads generation tools.

This involves using Joomla! and Wordpress Content Management systems to build FREE dynamic and database driven websites for clients - and then writing response generating content (website copy, articles, reports, newsletters etc) for use in attracting pre-qualified prospects for client's products and services.

2). Delivering Pre-programmed Spreadsheet Solutions - and also providing **Experiential Coaching in Excel** and Excel Visual Basic.

Visit www.excelheaven.biz to learn more.

3). Delivering products/services aimed at helping farm biz owners(& those aspiring) adopt practical and cost-effective systems for starting up or managing their farm businesses at LOWER COST, & with LESS EFFORT.

For instance, he develops custom Excel-VB driven software used in measuring Farm Key Performance Indicators as well as generating Financial Reports for decision making. Visit www.boostyourfarmprofits.biz to learn more.

4). Providing customisable Talks, Seminars, Coaching programs on Self-Development, Performance Enhancement, and Best Practice Systems Development. Visit www.tksola.com and www.tayosolagbade.com for more.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his Self-Development Nuggets™ blog (www.spontaneousdevelopment.com/sdnuggets) , and Public Speaking IDEAS newsletter (www.spontaneousdevelopment.com/blog) - which he publishes to promote Burt Dubin's Public Speaking Mentoring service to experts working across the African continent.

Connect with him on **Twitter** (www.twitter.com/tksola) and **Facebook** (www.facebook.com/tayo.solagbade) . For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@tksola.com.

Before launching his SD Nuggets blog in June 2012, Tayo published a monthly Self-Development Digest newsletter from June 2006 till early 2012.

The SD Nuggets blog (www.spontaneousdevelopment.com/sdnuggets) has since replaced that newsletter.

Tayo has published over 300 articles on his website. Over 170 appear at http://ezinearticles.com/?expert=Tayo_Solagbade as part of a back links building strategy, and his Farm Business guest posts now appear on www.africabusinesscommunities.com.

He is the author of the **Self-Development Bible™** and the popular Practical Livestock Feed Formulation Handbook (for which he developed an automated Ration Formulator spreadsheet software version).

His latest paid e-Book is titled "**WHY YOU KEEP FAILING TO ACHIEVE YOUR WRITING GOALS! (10 Habits that are Holding You Back...and How to Change Them for Good!)**" – see www.lulu.com/sdaproducts.

Tayo believes that development of a positive mindset, mental stamina, and visualization are the most crucial elements required for any person(s) to achieve success in any areas of human endeavor.