

# HOW TO BECOME BETTER THAN AVERAGE

AND ACHIEVE ANYTHING YOU WANT



Success Mindset In **YOUR**  
Pocket

(A Book Series) - By Ray Newland

In my series of ‘Success Mindset in your pocket’ books, so I can get right down to giving you sound advice, I do not waste pages on explaining who I am.

Instead if you need to know more about me and how I have helped thousands of people around the world, and more importantly how I can help you, check out

[www.raynewland.com](http://www.raynewland.com)

My pocket books are designed to be read ideally in one sitting and focus purely on one success topic.

Also in all my book’s there is an action plan designed to make sure you implement these success traits, so you can reap the benefits.

*'If you want to be better than  
average, you must be prepared to do  
more than the average'*

***Ray Newland***  
***Author***

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## **HOW TO BECOME BETTER THAN AVERAGE**

I do not care who you are, what challenges you have had in the past or the challenges you are having right now, if you are lucky enough to live in a developed country where you are free to go about your life without a dictator limiting your chances in life, you have **NO EXCUSE** to do what I am about to tell you.

Literally **ANYONE** can do what I am about to teach within this book.

This is how I have lived my life for as long as I can remember.

Even as a young kid, I unknowingly did this and it was simply...

**I worked harder than my peers and I ALWAYS did more than the average!**

I am not sure where I got this determination from but thankfully I had this in me as a child.

Growing up in my home town of Liverpool, England, everyone lived, ate and breathed soccer in my city.

With having one of the most successful soccer clubs in the world (Liverpool FC) on my door step,

myself and the other children on my estate, and in my school, all aspired to become a professional soccer player.

Our city is split red and blue, with the red half supporting Liverpool FC and the blue half supporting Everton FC which is also a very big soccer club.

Because every kid in my city wanted to play professional soccer, as you can imagine, the competition was high.

Growing up as a child I was not particular talented.

Everything I did from my school work to playing soccer, I was joe average.

There was a lot more naturally talented players than me who I was competing with, so deep down I thought I had little chance of achieving my dream to become a professional soccer player.

However thankfully my parents drilled it in to me, if I wanted to achieve anything in life, I had to give it 100% effort.

They would say ‘Just as long as you give it your best shot, this is all you can ask of yourself Ray.’

When I was in my teens and I played for my local boys team, after soccer training when all the other players would go home and sit and watch tv, I would go home and either go for a jog or get my ball out for



extra practice, even if I was on my own I would do another 1-2 hours practice.

In school, when the school bell rang for break time or lunch time, as my fellow pupils were already out of their seats before the bell finished ringing, I would be frantically trying to finish off what I was doing.

There were many times when the teacher would scream at me...

*'Newland, you might want to remain in class, but I want to lock up and have my coffee break, shut your book and follow your school friends!'*

When I achieved my dream of becoming a professional soccer player, training with the team was

normally morning times then we would have the afternoon off, so by 1pm we were finished most days.

(What is ironic, the team I supported as a child was the red half, Liverpool FC but I ended signing professional forms for the blue half of the city and rival team, Everton FC, and I had 2 very happy seasons there.)

When my fellow team mates would either go home, go and play golf, go the pub, I would go out in the afternoon for additional training with a handful of other like minded dedicated players.

In fact, one club I played for (Torquay United FC) myself and fellow goalkeepers Ashley Bayes and Matt

Greg (Matt who was to become a business partner of mine in later life in my Just4keepers business) we actually got banned from doing extra training by the management because they said we were going to burn ourselves out.

Now even though our management were correct, we were over doing it, but when we got banned from the training ground, this did not stop the three of us, we simply found a training area away from the soccer stadium and trained there instead.

I know you are probably getting my point by now, but let me explain what I did in business.

When my professional soccer career finished through injury, I started my goalkeeper coaching business and when the average goalkeeper coach was failing to make a decent income, this was not the case with me as I was earning an excellent wage.

But I had to work hard as there was (and still is) a lot of competition.

So I would get up at 6am then would then work right through to 1am sometimes 2am the following morning more or less 7 days a week.

I had to work for nearly two years solid, while working a full time job before I started to see the fruits of my labour.

So when goalkeeper coaches were leaving the business because they were saying there was no money in this sector, I had that much business I could not cope.

I believe the only difference between me and the other coaches was about 16.

By this I mean 16 hours a day.

So when the average goalkeeper coach was putting in about 2 hours per day to build their business, I was putting in as much as 18 hours... this 16 hours difference, was the difference if this makes sense.

A lot of these goalkeeper coaches who competed against me were for the most part more experienced than me and were also financially better off than me.

So really, I had no right to not only beat them as competition but I wiped the floor with them.

But I just simply outworked them and were I lacked in experience and finances, I made up for in pure hard work and determination.

And last example before I am in danger of milking this point is when I started my sports apparel business, especially my goalkeeper gloves.

Again there was and still is a lot of competition in this sector, not only new people trying to start their

own goalkeeper glove range but also well established companies already developing goalkeeper gloves, monster companies like Nike and Adidas, so I am not talking small competitors here.

However there was room in the market for a new goalkeeper glove brand and I knew there was about another 6-7 new goalkeeper glove brands who like me, spotted this same opportunity, so the race was on.

Now out of these new companies, I was last to join the race so I was behind by a long way, a long way in some cases by 3-5 years!

So I had my work cut out.

I knew if I could get a range of goalkeeper gloves together for the up and coming soccer season in England, I would have a chance.

The only problem was, I had less than 3 months to get them ready.

Now 3 months might sound a long time but if anyone you know is in the product development business, they will tell you it is normally about 12 months to get a product from thought to the market.

So to say I was up against it was the understatement of the year.

Even as my peers were saying to me to forget it and wait for the following season, I just knew I had to



make this forth coming window otherwise I would have missed the boat.

So what did I do?

**Well I did more than the average.**

Most days I worked 18 hour days and on the days I had to get designs to my new supplier, I got out of bed at 6am, worked all day, then **all night**, then all the following day before collapsing into bed about 10pm that night.

On more than a few occasions I was working more or less solidly 38 hours straight out of 48 hours that were available and I would have done more but sleep beat me on all occasions.

Would I recommend you do this?

Definitely not, because it did have an effect on my health for a while but from knowing absolute nothing about the sport apparel market, dealing with suppliers, importing and the mine field of rules and regulations, to getting an online sales website ready... I managed to get not just one goalkeeper glove design ready but **eight designs ready** with 2 weeks to spare before the start of the season.

And the result, my goalkeeper gloves are now one of the leading goalkeeper brands globally and I have overtook other brands that had been going much longer than my Just4keepers brand.

Check out my goalkeeper gloves on the internet,  
J4K Goalkeeper Gloves.

Now I have been asked many times, how did I  
manage to get my gloves onto the market so quickly,  
what was my secret, was I a marketing whiz kid, had I  
got the gift of second sight etc etc

But the answer is much much basic...

**I simply worked harder than the average!**

***‘Not doing more than  
the average is what  
keeps the average  
down!’***

***William Lyon Phelps***

I came out of school with none, zilch, zero qualifications so I just winged it to be honest.

I made mistake after mistake but because my work rate and determination was so great to make this deadline, it paid off better than I could have imagined.

I was also mocked by companies and their directors who were already successful in the market, guys with marketing and design degrees, who stated I was a fool to even try and compete against them, with many of them stating I would not last 12 months in the market.

So it was not only a bonus to not only prove these guys wrong but it was such a satisfaction to watch their

faces as I rocketed passed them as my goalkeeper glove company exploded onto the market!

I think I have more than made my point in this that if you are prepared to **do more than the average** you will give yourself a fighting chance to become better than average.

I do not care who you are right now, no matter what occupation you are in, business owner or employee, if you want to improve your life, whether, personal, financially or spiritually if you applied my point in this book, you will 100% improve any section of your life you desire.

I honestly believe if you just follow and apply this one powerful trait in your life you would see results within a few short weeks.

I know it may sound that I have over simplified how to get success but I can only write from not only my personal experiences but from other people I have helped, or people I know who have gained success.

And the reason for their success for the most part, was not finances or education, they just simply worked harder than their peers.

Sadly most people give up after two or three attempts but the key to success is just keep going.

Or as Dori says in Finding Nemo ‘When you are lost, just keep swimming’

Really the only difference between people who succeed and people who fail, the person that succeeded just tried that one last time.

Like I stated earlier, I know it sounds like I have simplified success but really when you think about it, people make success a big taboo topic and as a result they talk themselves out of success because they think it is something magical and beyond their limits.

When in reality if you just simplify success, just work hard and do not give up on what you are trying to achieve, this is really what you need to do.



Just work hard, and harder than your peers, until you achieved what you have set out to achieve.

Yes, you will have your ups and downs (you will 100% have more downs) but put every mistake, failure as just a learning curve...

‘And just keep swimming’

If you work harder the average, I cannot see why you will not eventually become better than average, in your chosen field.

Hopefully you will be saying, ok Ray I get it, I know working harder than my peers can get me the better things in life but how can I implement them in my life?

Or you might understand this success trait but you may just lack in self-confidence, and this lack of confidence is holding you back.

If this is the case, do not worry, I am going to do an exercise with you now that if you do, will 100% help you.

The key to your success with this exercise, is once it has worked for you once, you have to implement it time and time again in other parts of your life.

And you must implement on a daily basis.

So, please do not think doing this exercise once will do the trick because I will be honest, it will not.

You have to be doing this on a daily basis, in different aspects of your life.

But I am hoping once you have successfully done this exercise and you have seen that it has worked for you once, you can do time and time again.

**Action Plan: How to become BETTER than average!**

Pick one part of your life that you want to improve?



Now commit **just one extra hour** per day on improving this part of your life.

This hour is for one purpose only, and that is to **fully focus** on improving that one thing you have just written down.

Do this for just one month and judge how this has improved this section of your life.

I want you to monitor where you are now at present with the thing you want to achieve, then monitor yourself in one month's time to see how things have changed positively for you.

Please do not skip this step because when you can see the positive result with what you have achieved,

this should give you the confidence to simply duplicate this exercise into other aspects of your life.

Once you see how this extra one hour per day focus helps you, commit to another month, and another, until you have achieved more of your targets.

Now before you make the excuse and say you have not got an extra hour a day, I am going to say nonsense. **Get up an hour early.**

When I was building my Just4keepers business because I had no money at the time, I had to work in a dead end job working sometimes 10 hour days.

Most days, on top of a 10 hour day working in a job that I HATED, I still managed to exercise, read self

help books or listen to inspiration audio programs  
AND still build a business that eventually put me in a  
position to resign from my job.

Was it hard?

I cannot express to you how hard this was for me  
but as the old saying goes, you do not get nothing...  
for nothing!

Was it worth it?

At the time, I felt like I was on a treadmill that was  
never going to end and I honestly did not think it  
would happen for me and that I would not make  
enough money from my own business so I could quit

from my mediocre job, and I did think a few times of giving up.

But looking back in hindsight, I would do it all again to have the life that I have now created for myself and my family.

So yes it was worth it.

**Remember, you can make a new life for yourself  
or you can make excuses... but you cannot do both!**

Will it be hard for you?

Yes of course it will be, but you get nothing in this life the easy way.



But you have to ask yourself the question, if you are not happy at this present time in your life, *‘What is the alternative?’*

But if you do more than the average, your life can only improve.

If you are still struggling what to do with this one hour each day, let me give you an example.

**Let’s say you want to quit your job and do something that inspires you.**

In this hour, can you.

Look inside yourself to see what you would like to do that inspires you.

Once you know, can you see if there are jobs in this sector you can apply for.

Can you read up and get further educated on this potential new life style move, so you will be of more value to people.

Can you create a blog on this topic, so people start to see you as an expert.

Can you start a you tube channel offering education, again so people start to see you as an expert.

Can you also do the same by opening up social media platforms, like facebook etc.

Can you just start talking to other people interested in the same topic. This in itself can bring opportunities.

Can you volunteer one hour per week to work at a company that is to do with your goal. Again this can create opportunities

Can you start reaching out to other leaders in the same field, offering your free time and help.

And so on..

As you can see from just my few examples, there is so much you can do in this hour to achieve the goal you wrote earlier in this book.

Whatever you are trying to achieve in your life, whether it is the goal you have just written down or something else you are working on, please remember,

for you to become better than average, you just need to work harder than the average.

Just sticking to this one success trait and doing it on a consistent basis, you will start to see results in the aspects of your life that you are working on.

If you use this success tip and when it works 😊 I would really appreciate it if you can drop me a message to explain how this success tip has helped you improve your life.

To your success

Ray Newland

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***‘The difference  
between average  
people and achieving  
people is their  
perception of and  
response to failure’***

***John C Maxwell***

## Bonus Chapter!

If you have read other books of mine, you have probably also seen this bonus chapter in these books also because I believe this is the most important habit any person should focus on **every day of their life...**

Even if it's just for a few minutes each day!

I also deliberately leave this chapter until the very end of my book(s) because I want this success tip to stick in your mind.

So what is this life changing success tip?

## Continuous Education

There is an amazing saying that I learned as a professional soccer player and that was...

*'The moment you think you know it all, it is time to quit!'*

It does not matter how experienced you are, you can always learn something new from someone.

Professional soccer is so competitive you are always looking for the edge to make you a better player.

Even if some new information enhanced your performance by 000.1 percent, you would take it because in the professional sporting world, 000.1 percent could be the difference between a win or a loss.

When I first started my business after losing my football career, for the first 2 years I really struggled to grow my business, and even though now it was obvious, back then I did not know why.

What I am talking about here is continual education.

Or to choose a better word, I was NOT continuing my education!



As a professional goalkeeper, I knew the importance of taking every single opportunity to develop, to become a better goalkeeper (continued education).

But in business I just did not realise that I had to do the same thing...

**BUT** this time to develop as a businessman and person.

It was not until I joined a network marketing business that opened my eyes to the importance of continued education and more importantly making sure that I grew as a person, which I did and that is when my business started to take off.

You see, as a professional goalkeeper, I was doing this naturally but it wasn't until I started getting educated by my up-line in the network marketing business that it dawned on me that I had to continue to get educated throughout my life.

Just like soccer, when I realised that my competition in business would be seeking to get more and more educated, I set one of the most important goals that I have made, **and that was to continually learn, and grow my mind.**

I would listen to audio recordings, attend seminars, read and associate with like-minded people – anything to improve myself as a businessman!

This had a major positive impact on my business, so I **strongly recommend** you make continued education a part of your life.

There is another fantastic saying that states, *'All leaders are readers!'*

After I left school and I became a professional goalkeeper, like most people I never bothered reading a book because, in my eyes I thought, I have been to school, why do I need to read.

I would read all the negative stuff, like newspapers and magazines to find out which famous movie star had fallen off the wagon that week. All the information that does not move you forward, I read!

But I stopped as soon as I realised the damage reading this trash was doing to my finances, my thoughts and actions, and I can honestly say I have not bought a newspaper for easily over 15 years now.

I would recommend to anyone reading this book to **STOP** reading newspapers and similar trash!

Your life will change for the better with this one small action.

In business some of the most successful people I have met are always hungry for more information, they read anything that they can get their hands on that is relevant to their business, beliefs and interests.

This chapter is simple, so I am not going to write a load of waffle to make this vital point – but you need to grow and develop as a person on a daily basis.

Because if your friends, peers and competition are getting better educated, one day this will catch up on you!

If you want to be the best in your sector or at least have any chance of a successful business and happy life, it will help you massively if you continually seek further education to develop your mind – **full stop!**

The key is to make sure you read information that is relevant to you and your dreams and goals.

And even if its for a few minutes each day, do something that makes you that little bit wiser!

Good luck 😊

For More Help, Advice, Books, Audio and Video  
Programs From Ray, Check Out [www.raynewland.com](http://www.raynewland.com)

And let him help you to ‘live a life, most people  
will only ever dream of.’