



# "Why Less Intelligent People Are Beating You To Success"

A Special Report from Michael Cheney of  
[SecretMomentumLab.com](http://SecretMomentumLab.com)



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## "Why Less Intelligent People Are Beating You To Success"

You have to admit that it's true though right? You look around you and you see people that you know are less intelligent than you and yet they are vastly more successful. Why is this?

It's the aim of this Report to uncover to you the HIDDEN FACTOR behind these people's success but first we need to agree on something.

Are you really determined to get success for your life? We can get into a long, heated discussion about what success means but ultimately it is something YOU define.

Success to you may be a **million in the bank**, a **Ferrari in the garage** or a ring on your finger. It might be never having to work for someone else. It might be having **enough time and money to really enjoy life**.

It could be all these things and more or something totally different!

The important matter here is that **you need to WANT success** and in order to WANT it you must have it clearly defined in the first place.

So we need to agree on something – in this Report I am going to share with you **WHY only a few people are achieving massive success** in life and *WHY a great deal more people never even get close*. Do you agree that you are going to **ACT** on the information you discover here?

I hope so! Otherwise you are engaging in a fruitless exercise. We've all been told that **ACTION** brings success and **TAKING ACTION** after you've read this Report is no different.

So get your favourite drink, **PRINT** this off and get ready to be taken on a journey of discovery..

A handwritten signature in blue ink, appearing to be 'M. Cheney', written in a cursive style.

(Michael Cheney)

## **"Every Journey To Success Starts With TWO Steps.."**

Before we even get into the area of success and how people less intelligent than you are beating you to it we need to spend a little time exploring **what is keeping most people from achieving in the first place.**

Because this is a dual system at play here;

- 1) Reasons why people fail**
- 2) Reasons why people attain success**

If you stop doing the things that make people fail this doesn't mean you'll instantly become a massive success.

Take a long-jumper for example – if the long-jumper has always failed by stepping over the foul line then he/she is a failure. If they stop their actions that cause failure and begin making legal jumps this does not mean they start winning Olympic gold medals at long-jumping.

All it means is that they get to compete though probably **right at the bottom of the ladder in the 'little leagues' of life.** But is that success?

No. To become successful you have to do TWO things – STOP the failing habits **AND** start the successful habits.

## **"Why Do You Think That Only A Microscopic Percentage of People **ACTUALLY GET TO HAVE ALL The Wealth of Riches That Life Has To Offer?"****

You think it's dumb luck?

You think it's the cards life dealt them?

You think they worked harder than you for it?

You think they bought it?

You think they were born into it?

You think it's down to their education?

Well let me tell you - it's not down to luck, hard work, effort, time or circumstances.

As you probably know yourself by now – **you can work harder, devote 20 hours a day to moving forward and give something all your effort and still not attain success.**

But why?!

Why is it that the super successful people seem to have everything? The money, the cars, the dream home, the family AND perhaps most remarkable of all – **the TIME to enjoy everything.**

It's frustrating isn't it?

At one time or another you've probably looked at people in this situation with envy or disbelief. Maybe they 'made it' through illegal means? Maybe they have a questionable character or suspect business practices? **Maybe they just got lucky?**

But it's none of these things and I think that's what makes it so hard to swallow and even harder to take. Because we're not easily able to put a label on it and explain away to ourselves why we're not enjoying the same type of lifestyles.

## **“Do Any of These Excuses Sound Familiar To You?”**

But they're successful because of their **family.**

But they're successful because they had **money to start with.**

But they're successful because they have **lots of talent.**

But they're successful because of **the start they got in life.**

Absolute rubbish. All of it.

And I know because I used to say exactly the same things myself until I discovered that **there IS a reason why these people are successful.** But it's a **PAINFUL** reason because it gives us **no way out to blame anyone but ourselves for not being successful as well.**

You maybe know what it's like to work *really long hours* just to scrape a living together to put food on the table or support your family. You might be in the unfortunate position of having to do this in a **job you don't even enjoy or even hate**.

I've been there and it's got to be the worst feeling – like there's no escape because you need the job to survive but it's simultaneously killing you day by day.

Let me ask you a question..

## **“Have You Ever Seen The Movie ‘The Great Escape’?”**

You know the one where the POWs escape from the high security camp in WWII?

Well that's how I used to feel when I was stuck in my 9 to 5 job. And ESPECIALLY on a Monday morning!

**I hated that job so much that I used to whistle the theme tune to the Great Escape as I walked to and from work.** I am so grateful that it was both the FIRST and LAST JOB I ever had. :-)

It inspired me to hatch a cunning plan to break out of the confines of corporate hell and get my own freedom!

Freedom to work **when I want**.

Freedom to **set my own wages**.

**Freedom to do whatever I want, whenever I want.**

**YOU TOO CAN HAVE THIS FREEDOM.**

My theme tune worked. I quit my job and now have fun for a living.

**I LOVE MONDAYS!**

I seriously do. I tell people this all the time and they think I'm crazy.

Sure - I have fun at the weekend but Monday's are just awesome;

- Wake up when I want
- Do "work" I love
- Make money on demand
- Enjoy my house in the country
- Enjoy the Scottish countryside
- Lie-in or stop work by 11am if I want

- FREEDOM to do whatever I want

It's amazing and I truly, deeply hope that you get to experience this for yourself not in some distant "one day" but SOON - I'm going to help you do this as I'll explain shortly.

## **"I'll Show You My Scars If You Show Me Yours"**

The simple fact of the matter is that every single one of us has lived a life full of upset, problems, challenges, adversity and difficult scenarios. **Nobody is any different.**

In fact – if you look at the top echelon of achievers in the world a lot of them have had the most difficult and troublesome lives you could imagine.

Their battle stories and scars would make yours and mine pale into significance.

So no – it is not that a person has had a difficult life or upbringing that *keeps him or her down*. **Circumstances have very little to do with it at all.**

Rather, what is apparent is that **it's not so much what HAPPENS to you as WHAT YOU DO about it.**

This has been said countless times before and I'm sure it's no revelation to you. It is always worth repeating. You face many times every single day of your life when you need to remember this important statement.

Your circumstances do not shape you – **what you DO about your circumstances is what creates your destiny.**

It's not about the talent you have, the family background, the money, the time or anything else – it's your **PERCEPTION of what things mean.**

One person can stare adversity in the face and view it as a mountainous problem. Another person can come across exactly the same problem and perceive it as an exciting test to be overcome, add to their character and get them closer to achieving their goal.

But doesn't everybody know this already? And if this is the case **why are so many people struggling through life with little money, unclear futures in time-poor and unhealthy lifestyles?**

Good question!

# “You Need To Impose A Luggage Restriction On Your Own Journey Through Life”

I see too many people carrying large amounts of ‘baggage’ around with them. Baggage that is **dragging them down into failure and inertia.**

Baggage that is serving no purpose whatsoever other than as a ‘**security blanket**’ of **excuses** to be waved in the face of failure.

Fear is a massive item of such baggage – a ginormous family-size suitcase that can barely be lifted off the ground. It’s **one of the biggest success-killers** you’ll ever come across.

Fear of **failure**. Fear of **rejection**. Fear of **criticism**. Fear of **ridicule**. Fear of being **outcast**.

We’ve all faced these fears and they’ve become our CIRCUMSTANCES during that time. The question then is – **how do you REACT** when these fears rear their ugly head?

Even the great Napoleon Hill faced all these fears and more when creating his superb book “Think And Grow Rich”. And they weren’t unfounded fears either – people did actually start ridiculing him during his quest to create the book.

But what did he do? Did he give up? Did he agree with the people that he could never do it? Well the answer’s obvious – he PERCEIVED it be motivational for him. It just spurred him on even more – I’ll show them, I’ll get the last laugh. **And boy did he!**

Millions and millions of copies of his book were sold in every country in the world.

But Napoleon Hill had talent though right? Writing talent? Networking talent? Oratory talent?

Well let me tell you **why you DON’T NEED TALENT** and in some circumstances you’re BETTER off without it..

# “The Big Talent Myth – Why You Don’t Need It To Be Successful”

Do you think Neil Amstrong was born a strong astronaut? He didn’t know when he was 4, 10 or 15 years old that he would be picked to man a spaceflight. How could he?

**So if he wasn’t innately talented at *being an astronaut* how did he end up becoming one?**

Anybody that has ever achieved or been successful at anything **NEVER knew in advance exactly HOW they were going to do it.** So if you don’t need talent what do you need?

## You need the 4 PILLARS OF SUCCESS;

**Information**

**Instruction**

**Infrastructure**

**Inspiration**

As I take you through each of these FOUR PILLARS I’m going to use the example of an Olympic long-jumper so **you can see how each Pillar can be PRACTICALLY applied** to the reality of life. There’s nothing worse than a theory without any practical application right? ☺

### Pillar #1. Information

To become successful at anything **you need to have the right information.** There’s no point trying to create something in a vacuum or working away in isolation when there is so much information out there that can give you the solutions you need.

Whether this is in your battle to lose weight, to create a new product, to develop a better relationship or become an Olympic athlete the principle is the same. Information is essential to learning the BEST WAY to do something from those that have gone before you.

Using information and remembering to rely on it in times of need is the reason that humankind has been able to survive on this planet for so long!

**Example:** The wannabe Olympic long-jumper would not just start jumping around in the garden. They would consult DVDs, books, previous winners, athletics clubs, TV and more to discover what it takes to become a Gold Medal-winning long-jumper.

## Pillar #2. Instruction

Information on its own is of no use.

You either need to **innately know how to use or it or be given detailed, expert INSTRUCTION** on its use. I can give you a list of ingredients right now for the delicious Scottish dish “Haggis, Neeps And Tatties” but without the RECIPE and INSTRUCTION from me you’ll be left with something totally inedible and disgusting. Otherwise known as the culinary version of FAILURE. ☺

So information on its own is no use – though it is better than the person trying to succeed without seeking out the right information in the first place. Information becomes something **truly powerful** when you combine it with expert INSTRUCTION.

**Example:** The long-jumper isn’t going to win any medals by starting out from scratch and just reading books or watching DVDs on how to do it. They’re going to need personal INSTRUCTION from an existing expert, trainer or coach.

So INFORMATION and INSTRUCTION will get you success? Nope. Afraid not. You’ll also need..

## Pillar #3 – Infrastructure

What do I mean by infrastructure? Are we talking buildings here or nuts and bolts? Not exactly.

What I mean by infrastructure is your SUPPORT STRUCTURE. The people and environment around you. Friends, family, colleagues, loved ones, mentors and your environment.

You need to have some people supporting you and also questioning you to a certain degree to keep you on your toes. Having information and instruction is one thing but **without the right infrastructure you could still fail**. You might not be able to keep your momentum going or sustain your efforts without others to support you.

By the same token – you can have friends and family right behind you but if your environment isn’t conducive to you achieving success then this can also stop you.

**Example:** The long-jumper can receive the right information on technique *and* instruction on HOW to carry out these techniques but without a solid infrastructure of support and the right environment as a foundation they may still fail.

## Pillar #4 – Inspiration

You probably won't even get started on the road to success unless you are **INSPIRED** to take action in the first place. A large part of this is going to be dependent on **the amount of PAIN you are feeling right now** with your current position and state of life.

Eventually the PAIN will get too much and you'll have no choice but to change and take action but **why wait until then. You are either growing or dying** and you know deep-down inside which is the case for you.

There's one area of your life you are least happy with and **you want to change.**

What level of PAIN are you suffering with that **right now?**

How much longer can you live with that pain before it comes too much?

**How much more is it going to hurt you if you delay the decision to change and just fester** rather than move you right now to a better life?

The long and short of it is this – **you have to be INSPIRED to achieve success. You need to need it!**

**Example:** If the long-jumper just has a vague interest in winning a Gold Medal and would rather be sitting at home watching TV than out improving their skill and getting nearer to their goal then they are destined to fail. They need to NEED their success. They need to feel INSPIRED.

So these are the Four Pillars of Success – Information, Instruction, Infrastructure and Inspiration. Just a neatly constructed idea? Hardly! Go back through the ages and you'll see these four pillars are at play in every form of success that any person has ever had.

**The most important thing you need to take from this is that THREE out of the four pillars involve OTHER PEOPLE.**

This crucial to remember as there seems to be a notion in our culture that being successful means striving for it on your own and winning out against all the odds and adversity that life can throw at you.

**Nothing is further from the truth.**

Your success relies on other people and the more people that rely on your success the quicker you'll attain it.

## “Apparently NASA Is Just One Man With Lots of Disguises..”

It would be *some* **revelation** wouldn't it?!

You think ONE man could ever accrue the knowledge, skill, time, money and resources to build a rocket capable of leaving the Earth's atmosphere?

**Of course not!**

All big successes, whether it's rocket ships, personal wealth, a healthy life or better relationships, require you to call on the assistance of other people.

## “How To Fail Every Single Time Before You Even Get Started.”

There's a killer on the loose. **A dangerous serial-killer.** The scariest thing is that it's inside each and every one of us and **can appear at any time to KILL OUR DREAMS.**

Its name?

**PROCRASTINATION..**

Procrastination is the **biggest dream-killer of them all** and it strikes us every one of us. You self-sabotage yourself. There's something you need to get done. Something that you know will get you closer towards your goal.

So why do you keep putting it off?

Often times this is because you don't have a repeatable and workable SYSTEM for creating MOMENTUM to get a task completed (or even started!).

You know that sometimes you can literally be 'in the flow' and get lots done in a short period of time? This is when you are experiencing momentum. It hasn't happened by accident although it feels like that at the time.

In reality you've actually entered a unique 'combination' into your safe that has unlocked the power of MOMENTUM. Unfortunately most people go through life either never unlocking this power or only briefly experiencing it when they accidentally unlock the safe without even knowing the combination.

You'll discover, step-by-step, exactly how to master this (and hundreds of other **PRACTICAL, USABLE techniques**) in [The Secret Momentum Lab](#). You will then be able to create INSTANT MOMENTUM and use it to overcome procrastination in seconds flat.

I've used it for years. I've taught others to do it and they swear by it. It works every time in every situation and for every person.

It is literally like flicking a switch inside you where your BODY AND MIND TAKE OVER and just get the thing done. It takes NO WILL POWER and virtually no effort whatsoever.

## "So Why Am I Telling You All This?"

Because I want to help you.

You can just take the INFORMATION from this Report and run off to the hills thinking you have the answer but, of course, you don't. You only have the INFORMATION.

That's why I'm giving you the chance to back this up with **PERSONAL INSTRUCTION** from me and an **INFRASTRUCTURE OF SUPPORT** as part of [The Secret Momentum Lab Coaching Program](#).

To discover more about how YOU can blast to success in 28 days or less check out the FREE Momentum Masterclass and more over at;

# [SecretMomentumLab.com](#)

