

BE A
SUCCESS
MAVERICK



*How Ordinary People
Do It Different
To Achieve Extraordinary Results*

PAUL FINCK

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MY FIRST MAVERICK MOMENTS

Paul Finck

“Whenever you find yourself on the side of the majority, it is time to pause and reflect.”

—Mark Twain

“Maverick,” they said. “That is you.”

It was as if I was hearing the word *maverick* for the first time.

Maverick is defined as “someone who refuses to play by the rules. He or she isn’t scared to cross the line of conformity.” As a matter of fact, Mavericks tend to write their own rule book.

I stated to think back to different periods of my life. I began to reflect on the decisions I had made. I realized that “*I am Maverick*” . . . and have been for a very long time. Even more profound for me was the realization that the more I was a nonconformist, the more I acted unconventionally, the more successful I became.

I have achieved a lifelong career of amazing experiences. I have developed a varied and diverse resume. I have created a freedom in my life and my career that few can even imagine. I have achieved a level of “Financial Power” that has enabled me to enjoy life to its fullest.

Some of the most profound Maverick moments were centered on my firsts—the first time accomplishing, doing, experiencing something . . . how it shaped and moved me over the years. I showed up as a Maverick, created results, and shifted along the way with every turn.

My First JOB

I graduated from college with a psychology degree and went straight into medical sales. The company I choose to work for offered me a decent salary

with a slight commission override. Most people would have been satisfied with that—but not the Maverick in me.

After seven weeks—just long enough for me to move into an apartment and paint it—I quit! Imagine: College graduate quits his first paying job after seven weeks. Mom and Dad must have been so proud. I quit to go work for the competition who offered a straight commission *only*. What was I thinking?

I was thinking, *I want to be motivated, inspired, and challenged with my position—or BUST!* It was a *Maverick move*. It was unconventional and unnerving to my family. So what happened? I more than doubled my original income that year, and I enrolled one of my best friends to join me in the journey. Now I was cooking!

I learned some key lessons early on. I learned about myself, which is one of the greatest lessons you can ever learn. I learned that I love a challenge, and that I am inspired by greater expectations of myself. I also learned to follow my gut. (I was to learn later in life that this is one of the keys to success, which Napoleon Hill called “the sixth sense” in his book *Think and Grow Rich*).

Let’s fast-forward to one year later. It is now 1987. I am an “experienced” twenty-two-year-old. The firm I am working for is being closed down for “billing infractions” with Medicare and Medicaid. Suddenly I am without a job. The normal reaction would be to go find another job. The *Maverick reaction*: Take note of the opportunity and get into action.

My First Company

I observed that not only was I out of a job, so were dozens of other quality salespeople in my local region. I got busy creating a new company, a sales organization for home care products . . . one of a kind in that day. I negotiated large commissions for my team with several small local companies that had no sales force. They would act as our fulfillment house. With that done, I convinced seven of the top reps in the area to represent us. Within two weeks, with the help of a partner, we were up and running with a new company, new marketing material, new structure, and new responsibilities. What a *Maverick move*!

I realized, at that moment, a principle I teach to my coaching students and upper level mastermind students to this day: *There is a solution to every challenge.*

I also acknowledged that I had two choices: lead or follow. Most of us are faced with that choice regularly in our lives. Where your life takes you will often be determined by which path you take—lead or follow. As with everything, it is your choice, and it was mine at the time. I chose to *lead*.

I continued engaging in different ventures and opportunities over the years, and then I got introduced to real estate in 2003. Wow—was I excited! I read every book. I listened to every CD. I went to all the seminars. I analyzed property after property, calling on realtors and brokers, looking up in the newspapers (yes, this was before everything was listed on the internet) for anything that looked like it might fit my criteria. In my first thirty days, I analyzed over one hundred properties to find THE ONE—and I found it!

Only it didn't show up the way I thought it would.

My First Investment Property

I knew I wanted a multi-unit property that cash-flowed. I thought I would end up buying a three- or four-family house. Instead I got introduced to a commercial strip mall. You read that right—a strip mall! Who would have figured? I would be stepping up big time.

Facing my fears, I did it anyway. And that one property led to another, and another, which then led to other opportunities. You see, that one property did more for me than just give me a good ROI. It gave me the confidence to “Go Big or Go Home.” For instance, when I signed the papers in the real estate broker's office, even though my anxiety was so great that I thought I was going to vomit right on his mahogany table, I was able to face my fears and create a better life in the process.

One day I got introduced to a gentleman at a networking event. I was positioned as a peer, although at the time I felt like I was the young pup still wet behind the ears. In the introduction, it was suggested to this gentlemen that I would be a great addition for the multi-authored book he was producing. My first internal instinct? *Run*. My first external response: Say YES!

My First Book

As I heard myself agree, I heard the response come back to me: “Sounds great; however, we need your chapter in to us in three days. Can you get it done?” What would you say? Would the prospect of writing your first book cause you to get paralyzed with fear? For me it was motivating. I sat down, and in three days I wrote a full chapter. I remember the publisher checking in with me a couple times a day to confirm I was going to make the deadline. Within the month the book was launched, and I became a best-selling author for the first time.

Through all of this, I experienced first-hand the power of singularity of focus and setting clear deadlines (another Maverick lesson which has served me well over the years). I stepped up, did a first, and proved once again that the magnitude of my quality of life comes from my *Maverick behavior*.

I had created some success in real estate and was doing some coaching and training. I was still working through some of my own anxiety about being on stage when I was asked to speak. The conference organizers wanted me to do a complete two-day program all on my own. I would be the headliner and carry the show. By this point, I had become used to saying yes to whatever came up. So when the opportunity arrived, I said yes right away . . . and then felt shocked inside for the rest of the night.

Now here was the fun part—days turned into weeks, weeks turned into months, and I still had heard no official word as to when this seminar was to take place. Then one day, I got a call from an assistant asking if I needed anything, and if I was ready. “Ready? Ready for what?” She proceeded to inform me the date and location had been set; the advertising had gone out; I was scheduled to speak in five weeks.

My First Speaking Gig

Oh boy—there was no way I was ready. The first time on my own, speaking for two full days; it was too much to prepare for . . . “I cannot do this!” is what I heard screaming in my head. I was so scared that I spent the next three weeks thinking about all the ways I could get out of doing it. Let me tell you, some crazy things can cross your mind when you are that scared.

Finally, though, I realized there was no way to avoid the situation, so it was time to get ready for it. But how?

I spent the remaining two weeks before the event preparing for the big day by . . . *visualizing* the event. I did not have the time to prepare what I would say, memorize it, practice it, videotape my practice, replay my video, and make adjustments—all of which would have been really helpful. The only thing I could do with the time I had left was to visualize. I visualized the room, the people, the MC announcing my name, the crowd giving me a standing ovation as I took the stage. I visualized every segment, the tempo and the rhythm of the words, segment by segment. Day one visualized. Day two visualized. I did this over and over again. I swear my wife thought I was goofing off. I would lay on the couch, close my eyes, and go through every part of the seminar.

Here is the most amazing part of the story: When the day came, I looked into the room, I saw the audience, I heard the MC announcing my name, I ran up on stage, and the audience gave me a standing ovation before I even opened my mouth—just like I had visualized! The rest of the seminar went off beautifully. Big *Maverick moment*! I learned the power of positive thinking and visualization. Now I fully understand the concept—what you believe is true! Believe always.

As a best-selling author, international key note speaker, trainer, business consultant, and coach to entrepreneurs and real estate investors all over the world, and known as the The Maverick Millionaire®, I have learned the formula for success: deep desire, great support, quality education, and *massive action*.

In this journey, I have gone on to do millions of dollars in real estate, sold millions of dollars in informational products and services, and coached thousands of people around the world. I am passionate about coaching others to build their dream life by teaching them to “Do It Different.” My decision so many years ago to take a different path in turn has created an abundant life.

Be a Maverick Do It Different™



Paul Finck is the Maverick Millionaire. He brings to the table a vast array of skill sets, including thirty years of sales, marketing, and entrepreneurial experience. He has consulted and trained a great many industries, including the medical, dental, real estate, financial, retail, information marketing, direct sales, multilevel marketing, and speakers/coaches/trainers. He is a former mortgage broker, real estate agent, and real estate investor.

Starting with a desire to be great, Paul learned from several of the biggest names out there and Dared to be Different—he dared to be a Maverick. His successes include moving multimillions of dollars in real estate and over \$30 million in informational products. With his primary focus on multiple streams of income, he has built up several businesses in information marketing, network marketing, and real estate investing. He now speaks and coaches internationally, teaching others how they can create this success in their own lives while they Do It Different and Be a Maverick!

Paul is well known for his success and his awesome family. He and his wife, Deborah, have appeared with their three sets of twins on Good Morning America, CNN, CNN Live, The Jane Pauley Show, The Montel Williams Show, and local Channel 8 and Channel 11 news. He has been featured in Parents Magazine and most local newspapers in his home state of Connecticut. All of them agree that any time spent with Paul Finck will Dare You to Be Different, Dare You to Be Great, and Dare You to Be a Maverick.

When you want direct answers to the tough challenges in order to get the results you are asking for in your life, Paul Finck is the one you want! With more than thirty years as an entrepreneur, he knows what it takes to

build a business with sustainable success. As a husband and father of three sets of twins, he knows how to keep it in balance and perspective. His nontraditional methods have brought success not only to him personally, but to individuals and companies all over the world on finding unconventional answers to everyday challenges.

Paul Finck currently offers coaches entrepreneurs and small-to-midsize companies on how to double their results in private and group coaching sessions, and he appears on stages around the world speaking on using unconventional methods to build new businesses, create motivation, eliminate fear, and generate sales. He also trains on networking, negotiations, time management, real estate investing, living the life of your dreams, and quantum-leaping your success. He is available for public, private, and corporate speaking engagements, workshops, and seminars on a wide variety of topics incorporating his Maverick Difference philosophy.

TheMaverickDifference.com

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