

BE A
SUCCESS
MAVERICK

VOL. 3

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

PAUL FINCK

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TABLE OF CONTENTS

Introduction

Mavericks Do It . . . Regardless, *Paul Finck*

Unbranded, *Marshall Sylver*

Resist, Desist, or Persist—The Choice Is Yours, *Keith Meals*

The Ugly Duckling Makes the Most Successful Swan, *Forbes Riley*

Achieve Sustainable Winning Results with Accountability, *Christopher Salem*

Power, Peace, and The Maverick, *Drew Berman*

Pivot or Perish—We Are Always at “Choice”, *Pam Lewko*

Life-Changing, *Demi Woodson*

The Resilient Warrior—How to Warrior Up in Life, *Rae Ann Hall*

Course Power: Creating a Course Is Your Ticket to Business Growth, *Eric Holst*

Perseverance Over All Else, *Scott Centofonti*

Embrace the Journey: Turning Your Life into Your Life Purpose, *Stephanie Massman*

From EZ to MAX: The Birth of the Max Community, *Dr. Greg Sanders*

From Broken to Bold: The Journey of a Supermom, *Colleen Rekers*

I’m Here Now, But Wait Till You Hear Where I Came From, *Ceara Carrier*

VISIONOMICS: Where Vision and Economics Collide to Make an Impact, *JD Buckridge*

Proud Lion Power: Express Yourself With A ROAR! *Sandy Feder*

Making the Impossible Possible, *Christine Schmidt*

How BDSM Saved My Business—And How It Can Save Yours Too! *Jennie Bellinger, CPC*

Footprints on the Moon, *Benita Mairs*

My Journey to Inner Wealth, *Dan Mansour*

It All Started with My Father, *Esteban Logan Perez*

MAVERICKS DO IT . . . REGARDLESS

Paul Finck

The following is a Facebook excerpt I wrote in March 2020:

Over the last few months, my wife, Deborah, has been experiencing pain, shortness of breath, and coughing to the point of it being uncontrollable. She has been “diagnosed” with asthma, bronchitis, and COPD, to name just a few. Over the last month, this has gotten so bad she could not bear the pain anymore and had all but given up.

Finally, a scan was ordered that showed . . . she had a pulmonary embolism, or at least that is what they thought it was. This sounded bad enough, and we started figuring out what to do next. Unfortunately, this was an “embolism” the local doctors had NEVER seen before; in fact, they had never seen anything remotely similar to it. They ended up telling us, “We cannot help you. You must find specialists elsewhere.” They referred us to Columbia Hospital in NYC.

After seven days, we had no effective assistance from Columbia Hospital. We were waiting in a hospital room, not knowing what was happening. Not knowing what was really going on inside my wife’s body, I was frustrated, overwhelmed, and scared.

Fortunately, my daughter Amanda came in to save the day. She is a PhD student at University of Pennsylvania and is working in the cancer immunology department. She was able to connect us with the amazing doctors and staff at the University of Pennsylvania hospital. They not only called us right away for an over-the-phone

consult; they then followed up constantly over the next several days and created a course of action for us.

On March 8, 2020, Deborah was admitted into the University of Pennsylvania hospital for tests. This phase of the process went very quickly and was kind of a blur. A battery of tests and multiple conversations with multiple specialists over the next few days helped determine the following:

Deborah had a rare massive tumor in her pulmonary artery that was completely blocking all blood flow through the artery to the left lung (Leiomyosarcoma). This is a rare type of sarcoma, with only 250 to 300 cases known worldwide.

Surgery was immediately scheduled for March 12th. Those few days leading up to the surgery were the scariest days of our lives. The doctor told us his concerns . . . the possible complications . . . the degree of unknown. “It could have grown past the wall of the pulmonary artery into the aorta. The lung could be permanently destroyed and have to be removed. We could find that the cancer has spread to other parts of the body.” He gave her a 5 to 10 percent chance of dying on the operating table! Our choice: zero. Move forward or live with a quickly deteriorating body.

On Thursday, March 12th, Deborah went in for the massive, four- to six-hour “open heart” pulmonary artery surgery after tearful hugs from myself and her six children. We said our goodbyes, not knowing if we would ever see her alive again. They were about to open up her chest, cut into her pulmonary artery, remove the tumor, and look around to see how bad it was.

And then, a miracle: *Nothing else was found to be of concern! They successfully removed a (holy cow) 9-cm tumor from INSIDE her pulmonary artery. Everything that could go right DID go RIGHT. It really was a miracle! Even her lung looked good.*

SUCCESS: She is now OUT of ICU and recovering nicely.

Although **the miracle happened**, and my wife was going to live another day, this was not the end to the amount of “stuff” I was to carry that week. My wife got out of surgery and was put in the ICU unit for proper recovery. And I was told I had to leave.

YES, I was told to leave my wife in ICU. Why? Because of **COVID-19**. This was the first lockdown to occur and the beginning of our new world challenges. As I soon found out, life as we knew it was about to change. All social interaction was eliminated that day. For a speaker who centered the majority of his prospecting and client engagement around live events and live interaction, this was a **HUGE** blow to my business. At the time, I was booked out for nine to twelve months. Over the next two weeks, all my speaking engagements were canceled. My business took an **80 percent dive in sales**. A personal event and a world event occurred for me in the same twenty-four-hour period and changed everything that followed. I felt like I had just taken a double punch to the stomach. My initial thoughts were “What did I do wrong?” and “How did I end up here?”

Success/Achievement/Power/Leadership

All the words we scratch our head about. The concepts we strive to internalize and make our own. How do some succeed and others don't? What makes them the “lucky ones”?

All the research has brought us to study key human factors in regard to their influence on our ultimate success—**Ultimate Maverick Success**. The keys are:

- **Intelligence Quotient (IQ)**
- **Social Quotient (SQ)**
- **Spiritual Quotient (SPQ)**
- **Emotional Quotient (EQ)**
- **Adversity Quotient (AQ)**

While all of these are important and play into the effectiveness of the individual, there are two that have been identified as the cornerstones to success. Although one's IQ (intelligence) seems like it would be important, it is one of the lowest factors in the list as a predictor of future success. We

all know people who are not as smart as we are who have succeeded big. Spiritual and Social Quotients are also highly important and yet not the key(s) to success. The thing that all the studies agree on, though, is that WHEN you have a HIGH Emotional Quotient AS WELL AS a High Adversity Quotient, you are almost unstoppable.

Emotional Quotient measures your understanding of and ability to manage your own emotions as well as the emotions of others. It measures how you engage with others and your focus on doing so well in the midst of roller-coaster aspects of emotions coming at you and the changing tides of those emotions. I used to think this was the THING—control your emotions; control your destiny. It takes into account relationship management and stress management as well as emotional control. With a high EQ, you are saying and doing the right things at the right time to demonstrate to others how it is done. They then will follow your lead.

BUT THEN . . . I dug a bit deeper personally and industry-wide, and I found another factor that I had never really considered. I am talking about the Adversity Quotient, which measures your ability to deal with adversity. **This is your RESILIENCE FACTOR.** A person with high AQ is one that will:

- **Never give up**
- **Be calm under pressure**
- **Let mistakes go**
- **Bounce back easily**
- **Have a strong belief in oneself**
- **Be an extreme optimist**

This can affect your outcome profoundly. Often the above short list of behavior is demonstrated by someone with passion, conviction, a strong why, a good IQ, and a high Emotional Quotient. With my wife in the hospital fighting a death-sentence disease, and COVID-19 lockdowns looking to deliver a near-fatal blow to my business, It was time for me to get clear! Would I curl up in a ball with the blankets over my head and wait for it all to “blow over”? Or would I dig deep and pull forward to do

whatever it takes mentally with GRIT and PERSEVERANCE? I chose the latter and found out that this was my AQ stepping in.

I did curl up for a short time to lick my wounds (approximately seven to ten days). **THEN I decided I was Paul Finck, The Maverick Millionaire®** and I wasn't going to let outside circumstances dictate my world. I wasn't going to believe I was helpless. I wasn't going to let anyone tell me there was nothing I could or couldn't do. I was going to show them what was possible—what was within my power—and that I was able to do this **REGARDLESS of the outside world!** I am a Maverick, after all.

I built NEW systems and process in my business to attract new prospects. I developed new trainings to engage more readily with clients online. I increased my engagement with my current clients to pull everyone into a bigger vision. I created new alliances and new divisions to increase our reach and scope as a company.

I dedicated my time to my wife and family, making sure I was there every step of the way as my wife experienced five months of intense chemo and almost died twice from the treatment itself. I was the supportive husband and father, being the strength for my family—the role model that would give them renewed hope.

To increase your AQ, here is a simple and effective process to apply when adversity strikes.

The S3D Process:

- **See it:** Create awareness
- **Decide it:** Decide change is happening
- **Design it:** Create a game plan
- **Do it:** Execute

No matter how tough things get, when you take things step-by-step, anything and everything can be overcome. Have faith!

This past year, I got clear with who I am, what I want, and the course of action to get me there. I used my determination to keep moving forward **regardless** of what others wanted to tell me. I succeeded in loving and supporting my wife and children, and I succeeded in rebuilding my business

during the lockdown with pure grit, resilience, and unstoppable resolve. What would you do?

I am a Maverick: “ready to take on the world . . . to create the greatest world possible . . . with conviction, courage, and confidence and unstoppable resolve.”

*When the going gets tough, those with high Adversity Quotient
persevere!*

—Paul Finck

Paul Finck, The Maverick Millionaire® is one of the foremost authorities in business and personal development today. In his more than three decades of sales, marketing, and entrepreneurial experience, Paul has moved more than \$20 million in Real Estate transactions, sold more than \$30 million in informational products, and hosted more than 250 live events. He has coached entrepreneurs and small business owners from around the world to build their business and create an abundant future. He has created success in a multitude of industries, including medical, dental, speaking, coaching, training, publishing, real estate investing, the financial world, informational marketing, distribution, and network marketing. Paul Finck’s passion for life is also evident in his lifestyle, which is centered on his long-standing relationship with his wife and his six children, **THREE SETS OF TWINS**. When you desire a real difference in your personal or financial world, crave a strategic game plan, want to build a great team, and dream of maximizing your results dramatically over the next twelve months, Paul Finck is the Maverick for you.

Paul Finck currently offers coaching to entrepreneurs and small-to-midsize companies on how to double their results. Appearing on stages around the world, he speaks on using unconventional methods to build new businesses, create motivation, eliminate fear, and generate new business. Paul is available for public, private, and corporate speaking engagements, workshops, and seminars on a wide variety of topics incorporating his **Maverick Difference** philosophy.

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