

# Success Stories



Volume V No. II ISSN:1099-7598 Claude W. Diamond J.D./ Success Mentor The Tools For Your Success

**What's Happening?**

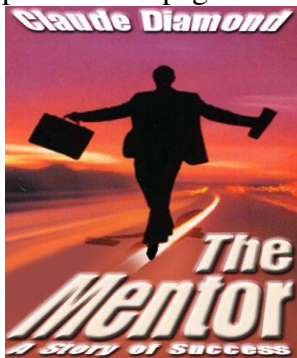
It's Finally Finished!

My New Novel

**The MENTOR,**

**A Story of Success©**

has finally been completed. It's the Rags to Riches Story of Ralph. He has to learn the Ten Unique and Controversial Principles of Success from Max, The Mentor. A preview is provided on pages 7 & 8.



**NEW SMU 12 Pack**

Business Skills Edition. The Guts selling system Coaching, Consulting & Brainstorming sessions. See page 5.

See our web page [www.claudeDiamond.com](http://www.claudeDiamond.com)

*"Let me work with any motivated individual and teach them my principles of Success and together we'll produce a wealthier and happier person."*  
Claude

## The Contrarian Millionaire

How to Distinguish Between Myths, Realities and the Truth to have Success

By: Claude W. Diamond J.D.

**Claude Intro:** If you think I was a little outrageous and controversial in prior issues of Success Stories© prepare yourself because I am downright contrarian in this issue of Success Stories©. Why, you may ask, do I choose this style or technique for getting my point across? Someone better tell you the truth about getting to your financial goals and personal freedom in life before it's too late and you wake up wondering how are you going to pay for your prune flavored granola. It's another year in a new Millennium and unless you have the DNA to live forever, you better make something happen NOW. I wasted years of my life, tons of money and sleepless night worrying about how to pay the cable bill. Of the success techniques taught today 98% are archaic, lack common sense or are not practical in the 21st Century. I think it's time someone sorted facts from fiction. It's ok to disagree or even get mad at me, but what follows worked for me and many of my Mentees. Perhaps they may work for you, too. Get ready for

### Myths, Realities & The Truths of Success

**Myth:** You must create a positive mental attitude.

**Reality:** You can chant personal affirmations to the bathroom mirror 'til the cows come home and it won't matter. Your brain is too smart to be fooled by cheap tricks; conscience or unconscience. You are kidding yourself if you think that repetitious, fortune cookie slogans will make a difference especially when you had a crummy day. C'mon, you're smarter than the gurus who sell this junk.

**Truth:** The way to a great and positive attitude is to make the good stuff happen. How do you do this? You gotta have some guts and get off your butt; make something happen. You won't believe squat until you just do it.

**Myth:** Patience is a virtue. Take it one day at a time.

**Reality:** It sounds great except nothing ever gets accomplished. You get distracted, overwhelmed, sidetracked. You die broke and unfulfilled. Unless you plan to live forever, you better get a little scared and get moving "yesterday"!

**Truth:** Impatience is the **best** thing you can possess because it will make you get off your butt and do something today. Be impatient, get a little mad at yourself. Don't wait for things to happen, make them happen! *Continued page 2 >>>*

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**Myth:** You can get everything in life by helping the other guy get what he wants.

**Reality:** After he gets what he wants, he usually can't even remember your name.

**Truth:** It's ok to want to help others so long as you keep your goals, purpose and profits in focus. Don't be the world's nicest, most giving **poor person**. Place a value on your products, services, time, knowledge and go to the bank while still helping others get what they need.

**Myth:** Hard work is necessary for success.

**Reality:** Workaholics aren't happy people and either burn out or reach an early grave. They miss out on the most important parts of life. Getting up early to sit in commuter traffic and discovering that your kids think you're their visiting Uncle because they only see you on weekends is not success! Hard work does not equate with happiness & financial success. I have seen people work hard, but not get anywhere. There comes a point of diminishing returns when more work equals less production, greater frustration and burnout. There **is** more to life!

**Truth:** Heck, work smart. I work in order to make the money to enjoy life and have freedom. Working hard must be tempered/balanced with working smart and going to the bank. You can do the stuff that's really important.

**Myth:** Knowledge is Power.

**Reality:** I can't begin to tell you how many broke smart people I have met.

**Truth:** It is the **implementation** of your knowledge which is important. You can attend all the success seminars, read all the books and listen to all the tapes, but if you're too scared to use the stuff, what's the point?

**Myth:** There are more business opportunities than ever to find your success.

**Reality:** There are more stupid ways to lose your money than ever before. How many people have tried to sell you a bottle of \$45.00 shampoo with their own secret tofu formulation from the planet Zongo or get you to fill your garage with overpriced water filters?

**Truth:** The Secret of Success is writing a book on "The Secrets of Success"! Please see The Mentor© pg 7& 8. (Relax, it's just my way of having fun at my own expense)! You must find your passion and fun in life so you can be self motivated. Offer people value so you are proud of what you're selling and they come back for more and bring you referrals. Always keep the bank in mind so you make a substantial upfront profit in your endeavors.

**Myth:** A good education and a good job with a good company will always bring financial security and rewards!

**Reality:** Your degree from "Illustrious University" will not guarantee you any more income than the professor who taught you. Once you do get a job you will spend the next 5 to 10 years paying back your college loan until you get the bright idea to go back and get a graduate or doctorate degree.

**Truth:** Your boss (the owners) had the guts to start their own business and make the money so they could hire you. The best road to success is to have your own home business. Working from home while sitting at your desk in your shorts, sipping hot Mango tea (caffeine free) while making money, is a fine life. Why not You?

**Myth:** Walking on hot coals will help you to get past your self imposed limitations and fears.

**Reality:** Silly gimmicks don't work! All you will get is a hotfoot and a 2nd degree burn!

**Truth:** You are in control of you. If you want it, then do it or forget it!

**Myth:** You **can't** have it all. (Man, do I get ticked off when I hear people say this!)

**Reality:** Success can be attained by anyone who is willing to pay the price. The price is quite costly, but definitely worth it to many of us. Too many accept mediocrity as their standard. Complacency is the death of your dreams.

**Truth:** You can have it all, however, life is too short to waste it. Having it all means that the life you have is good because money is no longer an issue. Once the money problem is gone from your life you have the time to do the things that are important.

**Myth:** A true entrepreneur can pull himself up by his own bootstraps and can do it alone.

**Reality:** It can be done, but it takes longer, many mistakes and setbacks are made and it costs more.

**Truth:** Learn from someone who has made it. Learn from and emulate a doer, get a Mentor!

*Success means never having to say you're unhappy.* Robert Evans

# Success Mentoring & Wealth Coaching Programs

Mentoring and Coaching you to Excellence in Lease Purchasing/Creative Real Estate, Wealth and Success Coaching,  
The new GUTS™ Sales & Marketing Success System, The Coaching, Consulting & Mentoring Institute

## Dear Entrepreneurs and Future Mentees,

I know of no better way to have the Success you want, the Greatness you deserve and the life you were destined for than by having a One-On-One Success Mentoring & Wealth Coaching Relationship. It is the smart way to accelerated learning, growth, keeping the energy and focus on your goals. If you are hungry, ready to make changes in your life and are teachable we can accomplish some great things. All of my programs include the specialty training areas listed below; you just have to decide whether you would like to commit to my starter program The Apprentice, The Protégé or the Premium Mentor Licensee & Business opportunity.

## Here's what's included in our Programs:

**Creative Real Estate/Lease Purchasing:** This is my favorite original wealth building home turnkey business. Learn how to control without ownership, develop multiple streams of income without tenants & toilets. Your Real Estate career has to be more than fixers, foreclosures and the same old tired strategies that have been around since dirt. Imagine a business, **your** business that solves problems, is not adversarial, creates great cash flow, has virtually no competition and is a heck of a lot of fun. It's called Lease Purchasing.

**Specialty Niche Consulting:** Develop a cash flow business by marketing your time, specialty knowledge and energy. This concept was specifically developed to work with The Lease Purchasing business above.

**The NEW "GUTS"™ Sales Training Success System:** Want to know the difference between our Program and all the others? It's Sales Training! We believe that success comes to the person who has learned a system of contemporary skills in sales and marketing. You need to take control of Sales and work smart with your prospects. Qualify prospective clients in 3 minutes, make sales fun, satisfying and profitable.

**Wealth Coaching:** Learn to think differently and develop a plan for a millionaire mindset, a concise plan for financial freedom. Have the quality of life you always wanted (and deserve) with the money to do it.

**The New Coaching, Consulting and Mentoring Institute:** Learn how to become a Coach, Consultant and/or Mentor yourself by developing your own specialty business.

**Remember** all of the above Mentoring areas are included in our Programs with all our proprietary support manuals, audio and video tapes. Together we custom design a program to meet your goals and budget. My programs are based on the teachings of my Mentor who enabled me to have my own financial and personal Success. All of our Mentoring & Coaching programs are One-On-One and are made for you. Make this new millennium an opportunity for more than just some soon to be forgotten New Year's resolutions. One Person can make a difference in your life, it did in mine. Isn't it time you have the Success you deserve?

*Claude W. Diamond J.D.*

## A. The Apprentice: One Year Unlimited One-On-One Mentoring Program

## B. The Protégé: Three Year Unlimited One-On-One Mentoring Program

## C. The Mentor: Our Premium Five Year Unlimited One-On-One Mentoring & Licensee Program

This is a complete Business Opportunity program which Includes: Unlimited support and an In Person Training session with Claude W. Diamond J.D. It includes full licensee rights to purchase at cost and sell our exclusive product line. Use our trade mark and proprietary business concepts & materials in operating your own Unique Mentoring, Coaching and Training business.

*Leadership and learning are indispensable to each other.* John F. Kennedy

# You can never be too Thin or too Rich

By: Claude Diamond J.D.

or

How I lost 32 lbs. in 12 weeks with the new Claude Diet\*

“My Gosh” he exclaimed, “Claude you sure have been eating well lately haven’t you?” You could literally hear a pin drop. No one really knew how to respond to my friend Mitch’s remark. This comment concerning an increasing girth (definition: fat as a kosher pig) was made at a very large family gathering I was holding and within earshot of at least 12 people at the table I was seated. It never gets worse when you are humiliated in front of people who know you and even worse, if the statement is true. I tried to smile the comment off and I broke the silence with a humorous remark about how good the business has been and that my friend should just go back to his job refilling the cups at the Slurpy machine. Everyone laughed, there was no harm done and they all returned to their eating and chatter at the festivities.

The remark, however, cut as deeply as an accident I once witnessed at a Japanese steakhouse restaurant when the chef with those fast moving knives said “ut oh!” There were constant clues to my lardo predicament and the comment should have come as no surprise. I knew that my beloved 5 foot, 8 & 1/4 inch frame was getting heavier and my pant size was getting larger. Heck, I keep justifying why my loose fit jeans were now a fashion statement and not a necessity. Then there was the lecture from the doctor after my physical that my blood pressure and cholesterol were getting a little on the high side and unless I lost some weight, I would have to take medication.

There were the ever increasing portions and the infamous night noshes. I seemed to be eating more and after all nothing was better than a Dagwood Sandwich at 10 PM while watching Nick at Night reruns of the Beverly Hillbillies. Yep, Jethro with his 5 gallon bowl of Corn Flakes™ and me with a bologna, muenster cheese, leftover chicken, mayo, lettuce and tomato sandwich washed down with a Diet Doctor Pepper™ and only 5 Girl Scout thin mint cookies. What could be the harm?

I finally made the decision and a binding commitment to myself to make some changes to my lardo situation. Now I know the world did not really need another article on losing weight by eating tofu (yuch) with pickles and peanut butter so I won’t write one, but what I will do is share with you how I found a solution to my taste bud disorder and how I found a means of solving my own problem. It had to meet with the following criteria:

- A. I hate being hungry. It would have to allow me to eat whenever I wanted.
- B. It would have to be practical. I am not going to lug containers of liquid protein to business deals.  
“Hi Mr. Prospect, care to join me in an organic liver and onion shake?”
- C. It had to be tasty. I cannot eat roasted, reconstituted, protein enhanced, tofu enriched soy milk imitation bacon strips. Yuch!
- D. It had to be healthy. No sense eating stuff that causes other problems later on.
- E. It had to allow me to loose weight in a slow sustainable healthy manner. “Makes sense!”
- F. It was all right to incorporate exercise into the program (I enjoy running anyway) that wouldn’t require enrolling in a high priced gym that I would stop going to in 3 days anyway.
- G. Heck, it had to be fun and reasonable so I could be self motivated.

Well the first thing I did was begin with some research. I began by reading everything I could about health. like weight loss, lowering cholesterol, dropping blood pressure, reducing cancer risks, exercise programs, etc. Books from Nathan and Robert Pritikin, Dr. Dean Ornish and Dr. Roy Walford as well as a large dose of Running magazines. My research recommended a very low fat (10%) diet (I hate the word diet) that allowed me as much fruit and vegetables, whole grain products like oatmeal and rice, bread with no processed or fried foods, no foods high in salt, sugar, cholesterol and fat (goodbye Big Mac and Fries). I was limited to eating just 3 to 4 oz of lean meat, chicken or fish a day.

\* This is the usual common sense disclaimer that tells you to go see your physician before taking any advice from this author. Isn’t it great that lawyers have made our lives so complicated! Continued on page 5

I ate as much as I wanted whenever I wanted, but I found that since I was eating more high fiber natural foods that my hunger was not as constant and there was no further late night binge eating.

**Here is a Sample daily Menu of the New Claude Diet:**

**Breakfast:** A large bowl (1 to 2 cups) of oatmeal with fresh fruit including bananas, apples, pears, peaches etc. topped off with some unsweetened natural applesauce. I usually had coffee or some herbal tea with it.

I was one of those people who always skipped breakfast and then gorged my self by lunchtime because I was so famished. I found that by having a sensible whole grain and fruit breakfast that I was full until 1 or 2 PM.

**Lunch:** I would make up a chopped fresh fruit and vegetable platter including oranges, grapes, apples, carrots, celery with a couple of slices of homemade whole-wheat bread (thank you bread maker). On other days, I might have a micro waved potato with salsa or a cold yam leftover from dinner.

**Dinner:** A nice glass of wine, fresh salad with a salsa, vinegar or mustard dressing (note salad dressings are loaded with fat and junk). Main course is usually pasta with sauce, chicken breast broiled, fresh fish on the outside grill, flank steak, plenty of vegetables like broccoli, cauliflower, beets, turnips, whatever and potatoes, rice, bread.

**Snacks:** I would eat an apple or whatever available fresh fruit whenever I got hunger pangs. The key is to never be hungry and when you are to eat something tasty, nutritious and naturally low in fat.

**Daily Exercise:** No weight loss challenge is complete without some exercise. The day would start at 6:30 MGT (Mountain Guru Time) with a 30 minute walk or run. This eventually evolved into 60 to 95 minute runs. (Hey, I like it and I run through the entire year).

**Tip: Claude's five minute good habit rule.** The best way to develop any habit of Success is to simply commit to it for 5 minutes a day. On the days where it is raining, snowing or you just don't feel like exercising then just agree to do it for 5 minutes. It is amazing to me that when I can get my foot out the door I usually go much longer than the requisite 5 minutes. I began weighing myself every Saturday morning before breakfast and saw a small change every week. Clothes started to fit comfortably again and then they began to get baggy on me.

**Claude Note:** Probably one of the best feelings in the world is to have to go out and buy new "smaller" jeans.

**Epilogue:** It took about 12 weeks and I lost over 32 pounds without ever being hungry. I know loosing weight is one of the toughest things to do for many of us, but if I can do it, so can you. It's all part of your success mindset.

**Happy Ending:** People give me strange looks who haven't seen me for a while and the best feeling in the world is when someone tells you "Wow, you really lost weight, you look great!" Thank you. Mitch!

## Claude Predicts The Future and other Silly Things

By: Claude *Nostradamus* Diamond

Ok, it's that time of the year when I have to break out my Magic 8 Ball and tell you my predictions for 2001. Before I proceed, I want to make it perfectly clear that I was the person who predicted the following for Year 2000:

### Claude's Previous Predictions for Year 2000:

The Stock Market will go through some very rough dips when people discover it really doesn't make sense to buy inflated stocks in companies that are in the red and that have never made a profit. **On Target**

George W. Bush will be elected President. **On Target**

Liddy Dole will either be Vice President or a high member of the Presidential Cabinet. **Wrong**

Mrs. Clinton will file for divorce within 6 months (**Still Pending**) after loosing the N.Y. Senate campaign. **Wrong**

Real Estate will continue to grow, but at a more reasonable pace. Certain regions of the country will be in an overbuilt state and there will be adjustments especially when interest rates go up in mid year. **On Target**

### 2001 predictions:

**The Stock Market:** The stock market will continue to adjust & smart investors will have some great buys.

**The Real Estate Market:** It's gotta take a breather and then will pick up with gradual continued growth.

**The Weather:** El Nino has gone, adios. Winter will be back with a fury.

**Politics:** Congress will pass a law allowing us to vote in elections via the Internet. Chads will be gone forever!

**Taxes:** There will be tax cut, however, not as large as originally envisioned

**The Economy:** A breather, then watch it pick up steam again!

**Wild Cards:** Oil, gas and electric shortages could slow down the economy.

**Final Prediction:** You will have a great 2001!

# Claude's Success Products Store

Just check the box for the products you like and mail, fax or e-mail your order or just give us a call. We will try to ship your package the same day via USPO Priority Mail and we **NEVER** charge for Shipping & Handling. Your purchase can be credited towards any of our Success & Wealth building Mentoring/Coaching Programs on Pg. 3.

## **NEW NOVEL! The Mentor - A Story of Success**® The book that comes with the Author!

A novel of Success that comes in its own 3 ring binder with an author narrated cassette tape set package and one free Success Mentoring Session. (See excerpt on pages 7 & 8.) **Price: \$99.00 [ ]**

## **NEW ! Success Mentoring University™ Vol II "SUCCESS SKILLS" Edition**

Listen to 12 hours and 12 great speakers discuss Sales, Marketing, Coaching & Consulting. **Price: \$199.00 [ ]**

## **The Best of Success Mentoring University™ Vol I** Tape Set - Twelve Hour Creative Real

Estate Edition with tons of knowledge from "The school for the rest of us™!" Unrehearsed and unedited frank discussions with the millionaire leaders and good guys in our industry. **Price: \$199.00 [ ]**

**Sales - The Million Dollar Skill**® Tape Set - Included in this tape package: 6 hours of 21st Century sales information, techniques & strategies. It's time to work smart and have fun in Sales. Discover the 3 minute rule for qualifying any prospect, close up front, reversing the sales call and more. **Price: \$199.00 [ ]**

**Consulting In Creative Niches**® Tape Set - Included in this Tape Package: 6 hours of specialized information like nothing you have heard before. Take the Niche of Lease Purchasing (or anything else) and discover how to get paid for your Time, Knowledge and Energy. The cash flow is wonderful, the self esteem is nourishing and the simple reward of helping others solve their problems with your specialized information makes for a dream business. **Price: \$199.00 [ ]**

**Lease Purchase Success**® Tape Set - These are the best selling tapes in the creative real estate business that contain strategies that NO Guru has ever disclosed before in any book, tape, seminar or workshop. They have state of the art marketing techniques that I use everyday, unique contract clauses designed to protect you in all facets of your deals, tried and true sales ideas, philosophies and attitudes that make deals happen. I know of no other technique or strategy that offers you the opportunity to make a fantastic income doing what you love. Bonuses: 2 hour cassette tape set *Claude Live in Las Vegas*® & *Mentoring to Success*® VHS Video. **Price: \$199.00 [ ]**

**Lease Purchasing - The Movie**® - Ok, so it's not Star Wars, but it's fun, informative & motivating. How many Gurus do you know who would do a movie about Lease Purchasing while ducks were pooping on their shoes? We go from one San Diego, CA home to another and I tell you how the deals were done. I also include *The Lease Purchase Times* Collector Binder® & *The Missing Lease Purchase Video* Tape®. **Price: \$99.00 [ ]**

**The Great Debate**® 2 Hour Audio Cassette Tape: Starring Lonnie (the Legend) Scruggs, Scott (Street Smart) Britton and Claude (The Mentor) Diamond in a 2 hour creative real estate dogfight. **Price: \$39.95 [ ]**

**THE WORKS** All of the Above and includes our Lease Purchase Contracts & Forms. **Price: \$895.00 [ ]**

## ORDER FORM

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All Sales Are Final.

*An Excerpt from my new novel*

## *The Mentor, A Story of Success*©

### **THE COMMITMENT**

Ralph has had a bad day. He is broke, he's just lost his job and has been wandering in a local neighborhood when he meets a strange man known as Max the Mentor. Max takes him in his limo for a gourmet lunch in New York City's *Tavern on the Green*. Max offers to teach Ralph all his secrets of wealth creation if he does one thing.

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*What is this, some kind of game?* I asked.

*No, it's no game, I am very serious!* I looked at the old man and I could see the tremendous intensity he had in those piercing blue eyes. *This is very important young man, listen carefully. If I could give you all the secrets of wealth and happiness in life and there was no doubt that you could have all that you ever wanted, would you be willing to make me a life long commitment, a binding oath?*

*What is this commitment you keep talking about?* I asked.

*Good, you're asking questions that means you're thinking now,* smiled the old man. *The commitment is required by any person who wishes to join our Mentor Society. Our commitment requires that one day you must share your knowledge with someone who is truly worthy and who will put it to good use. Are you worthy?*

Ralph began to form a cynical smile on his face. *Let me get this straight old man. You have all this money making knowledge and you just wander around talking to strangers in parks? What made you decide that I was going to be the next King Midas? What do I have to do, join a MLM company and sell vitamins or water filters? I got a news flash for you because I've got both in a bunch of boxes in my garage and I'm just not interested!*

The old man smiled. *No, it's a bit more involved than that. Your name is Ralph Arrens, you are 39 years old and you live at 12 Arden Place. You were born in Austin, Texas. Your wife's name is Emily and your children are named Ruth and Solomon. You have \$38.00 in your checking account and you owe \$8,666.00 on your credit cards at a rate of 19% per annum. Your favorite flavor ice cream is butter pecan, shall I go on?*

*Stop it!* I shouted. I was stunned and a bit scared at the same time. *This is crazy. How could you possibly have known all that about me? Who are you? What do you want from me? You know I have no money.*

*Relax Ralph. All your questions will be answered in due time. I am not some crazy old man who, as you said, just wanders. I am a simple man who belongs to a very special and ancient group of men and women known as **The Mentors**. We have upheld an ancient and unique tradition of passing on our specialized* Con't on pg 8 >>



# The Last Word

knowledge of Success, Happiness and Wealth from one generation to another. Our society has existed for hundreds of years. Our membership is unique in that anyone who is invited to join must also make a lifetime commitment to pass on our secrets to another worthy person of their choosing. No one person is allowed to learn how to accumulate wealth without making an oath or what we call *The Commitment*. Part of life's greatest joy is to share and help others. That is why I have chosen you if you accept our terms.

*You mean there's more?* Ralph inquired.

*Yes. There are special terms which you must memorize and adhere to. Let me list them for you. You know the first one.*

- 1. You must help a deserving individual to find the same success and happiness that you have achieved.*
- 2. The knowledge that we share with you must only be used for good. You may not use your powers of wealth accumulation to ever hurt another person.*
- 3. You must always maintain yourself as a person of unquestionable character and integrity.*
- 4. You may never divulge our private society to the masses or media.*

*Ralph, do you accept these terms?* Max asked.

*Hold on, I need more information. For starters, what should I call you, Master, Yoda, Mr. Mentor?*

*Oh, we needn't be as formal as that. You may just call me Max.*

**The Mentor Book and tape set (which comes with a special bonus) can be ordered on page 5.**

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## Discover the Mentor Advantage

Isn't it time you have the life, the financial freedom and the happiness you deserve? I have studied, read, listened to and attended everything that has to do with having personal achievement. Guess what? Most of the banter out there is a rehash of the same old stuff. Only one thing worked for me. It was learning One-on-One from someone who had already made it. It's a special relationship with a level of accountability designed for you to reach your goals. I probably would be flipping burgers and running the french fry machine if it wasn't for some extraordinary Mentors who really cared about seeing me succeed. Mentoring, there is no substitute!

I hope you enjoyed this issue of Success Stories©, (if you didn't, you still can't beat the price)! Please feel free to give me a call anytime you have any questions on our programs or prices or just want to say 'hi'. I answer my own phone (whatta guy) and will always personally return your call. Why not try right now? *Claude*

# Success, One Person at a Time™!