

疯狂英语创始人**李阳** 强力推荐

你是**潜在的天才**

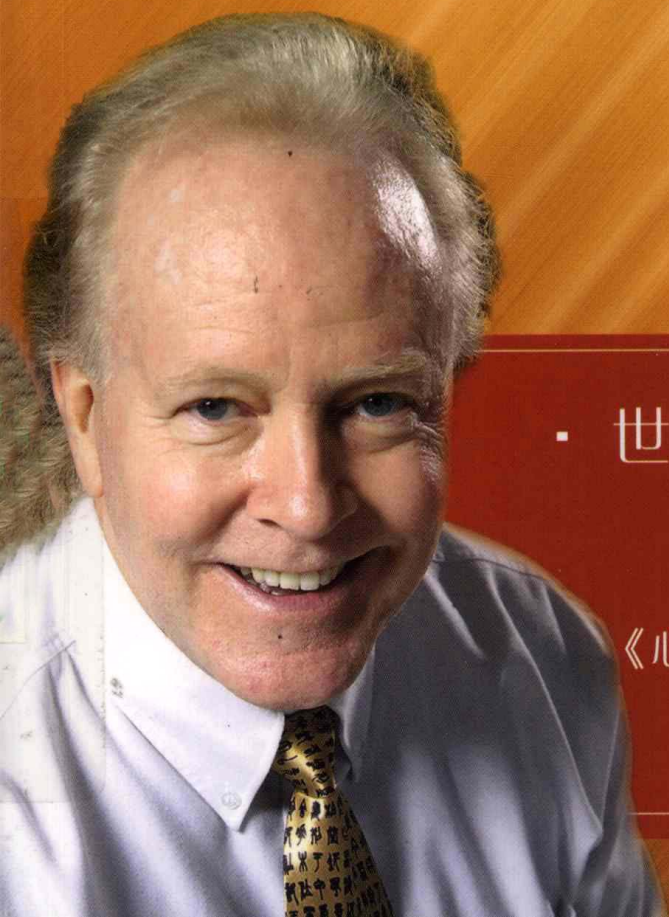


双语钻石版

*YOU ARE
A POTENTIAL
GENIUS*

理查德·卡斯威尔 / 著

张 瑞 等 / 译



· 世界 500 强 企业推崇的人才理念

· 《纽约时报》畅销书

《心灵鸡汤》作者马克·汉森隆重推荐



时代出版传媒股份有限公司
安徽科学技术出版社

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图书在版编目(CIP)数据

你是潜在的天才:双语钻石版/(加)卡斯威尔(Carswell,R.)
著;张瑞等译. —合肥:安徽科学技术出版社,2009.6
ISBN 978-7-5337-4448-9

I. 你… II. ①卡…②张… III. ①英语-汉语-对照
读物②成功心理学-通俗读物 IV. H319.4:B

中国版本图书馆 CIP 数据核字(2009)第 092382 号

你是潜在的天才:双语钻石版

(加)卡斯威尔(Carswell,R.) 著 张瑞等 译

出 版 人:黄和平

责任编辑:付 莉

封面设计:朱 婧

出版发行:安徽科学技术出版社(合肥市政务文化新区圣泉路 1118 号
出版传媒广场,邮编:230071)

电 话:(0551)3533330

网 址:www.ahstp.net

E-mail:yougoubu@sina.com

经 销:新华书店

排 版:安徽事达科技贸易有限公司

印 刷:合肥晓星印刷有限责任公司

开 本:889×1100 1/24

印 张:13

字 数:280 千

版 次:2009 年 6 月第 1 版 2009 年 6 月第 1 次印刷

印 数:5 000

定 价:26.00 元

(本书如有印装质量问题,影响阅读,请向本社市场营销部调换)

推 荐 语

“当学生准备好了,老师出现了!”

第一次见到理查德·卡斯威尔是 2005 年 4 月在上海的时候。我被这个国人眼中的老外全身所散发的活力、激情和对生命的热爱而深深吸引。我告诉他,正如我告诉每个中国人的那样,中国需要这样的力量!他的使命是鼓舞、教育、激励每个人突破自我……但是最让我感到内心震撼的是他对这个美丽星球,我们所居住的家园的热爱。

扩展我们的知识和洞察力需要合适的时机时刻,正如世界和宇宙的运动周期一样,现在正是时候!理查德深刻简明的风格、透彻的洞察力和在潜意识行为领域的权威,绝对让你受益匪浅,正如我和我的团队所亲身体会到的一样。

现在,理查德的书籍和研讨会已降临中国,开始发掘自我并探索你的生命目的和使命吧。当你建立自信、目标明确、生命目的变得清晰的时候,你的生活水准也会毫不费力地提升到更高的层次。没有人能像理查德一样带给你更多关于如何得到更多、做得更多、成就更多的信息,也没有人最终像他一样教你如何能奉献更多!正如美国前总统比尔·克林顿最近所说,“我们正处于历史上前所未有的时代……过去不会有这么多大好机会让你实现梦想,奉献社会。”和理查德短暂的相处让我感受颇深,我保证你们也会深有同感。

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理查德·卡斯威尔是我优秀的导师,实际上更像是一股伟大的激励原动力。我真心地相信他能鼓舞、激励、点燃你思考的力量,突破所有自带枷锁的限制性信念,而这些枷锁约束着你实现使命、成就辉煌的脚步。我相信,只有你,才能为这个国家、这个世界做出最卓越的贡献!

疯狂英语创始人 李 阳

2008年 9 月于广州

Foreword

“When the Student is Ready, the Teacher shall Appear!”

I first met Richard Carswell in Shanghai in April 2005. I was immediately struck by this lao wai's (means foreigner in Chinese) energy, enthusiasm and contagious love of life. I told him then as I tell every-one now that China needs what this man teaches. His mission to inspire, educate and empower others is unsurpassed ... But what really touched me to the core of my being was his love of this beautiful planet we call our home.

There is a time and season to expand our knowledge and insights as to how this world and universe works and that time is now! His poignant non-nonsense style, lucid insights and mastery of how the Sub-Conscious Mind works will amaze you as they have both me and my colleagues.

Richard's books and live seminars are now available throughout China, take you further into yourself to discover your purpose and mission. As your confidence builds, as your goals become clear and your purpose for living becomes obvious, your life will automatically and effortlessly rise to a new level of consciousness. Nobody I know can teach you more about how to get more, do more, be more and ultimately give more than Richard! As Bill Clinton the former President of the USA said recently “we are living in an unprecedented time in world history... never before has there been such opportunities to live your dreams and at the same time to give more.” I learned a lot from Richard in a very short time and I guarantee that you will too.

Richard Carswell has been a great mentor of mine and indeed a great source of inspiration. I believe with all my heart that he can inspire, empower and liberate your thinking to break-through all the self-imposed beliefs that are holding you back from achieving the greatness that you are destined to achieve and the contribution that only you can make to both your country and your planet.

**By Li Yang, Founder of Crazy English
September, 2008, Guangzhou**

INTRODUCTION 前言

You Chinese are lucky! Opportunity flourishes in China. To say that China is now to open or opening up is the understatement of the century. What China has done in the past couple of decades in regards to its market economy is astounding! Never before in the history of China and the world has there been more opportunity to acquire fortune and live your dreams than right now! According to government statistics, the number of self-made millionaires in China is growing exponentially everyday. You Chinese are lucky. You are blessed with so many things! A beautiful country filled with extraordinary natural splendor, an extraordinary ancient history and people with an extraordinary capacity for industriousness and hard work. Chinese are endowed with another thing unique to the west and that is long-time perspective. This is a kind of tendency to work hard now and reap the benefits later. This guarantees long term success.

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This is the opposite of the typical thinking of people in the west where the societal consciousness dictates that they adapt an Instant Gratification mindset. This is where you enjoy now and pay later and often times pay much more. This is short time perspective. It is a very short sighted limited view of the future that will almost always guarantee long term failure. It has been said in America for example that Instant Gratification just isn't fast enough any more.

Ongoing research clearly indicates that three of the biggest challenges facing business people today are: time pressures, financial pressures, and

the struggle to maintain a healthy balance between work and home.

For many people the pace of life is too hectic, like being on a treadmill that just won't stop. We are living in the age of "Information Overload" with too much to do and not enough time to do it, stress levels are at an all-time high. There's a growing need for people in business to be better-rounded in order to avoid becoming burned-out workaholics who have little time for their families and friends and the delicacies this life has to offer. Most also carry a tremendous burden of guilt that adds even more stress and that's no way to live!

Is this something you can relate to? *You Are A Potential Genius!* will help you in many ways. And the benefits apply whether you are a CEO, vice president, manager, supervisor, salesperson, entrepreneur, and consultant or home-based business.

Hear My Promise! If you study and gradually implement the strategies you are about to learn, you'll far exceed the results you are currently experiencing and you'll set and reach bigger and more rewarding business, personal goals faster than you would have if you didn't come in contact this book. Specifically, I'll show you how to focus on your strengths, so that you can maximize your income, and at the same time enjoy a healthier, happier, more balanced and fulfilling lifestyle.

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In addition, you will learn how to build a stronger foundation for the future, based on a little-used technique that will virtually guarantee you get rich. You'll discover how to create financial peace of mind using proven methods that have worked for thousands of multimillionaires and hundreds of billionaires.

I'm talking my real world experience. I've earned it by making lots of mistakes as well as focusing on doing a very few things extremely well. I'll share with you some of my most significant personal breakthroughs and share with you the way it really is as opposed to giving you vague theories

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and philosophies. Virtually all super-successful people mentor and follow those who have traveled the same paths that you want to go. You will never live long enough to figure it all out on your own. Benefit from the experience of others and I invite you to benefit from mine.

I was in the construction and real-estate business in the USA and Canada for about 20 years and the other day I was talking with my Canadian architect friend. I told him of the enormous construction taking place in China. I told him when I walk home at 11:00 pm even on weekend nights concrete trucks are delivering concrete. Unions in the USA and Canada would prohibit that making it too costly. I told him they work seven days a week and they complete a floor in less than a week when constructing a 15~40 story building. "Amazing", he replied. "How can we compete with that?" Yes, you Chinese are lucky.

I once asked my Chinese friend in Malaysia: Why do Chinese work so hard? He answered, "*It's in their genes, their DNA*". And I think he's right. I once had a Chinese brother in law who lived in Vancouver, Canada. He was a modest postman by day getting up at 3 am, delivering the mail till noon and an enthusiastic buyer of real-estate the rest of the time. He would buy old houses and fix them up and then rent them out. Over twenty-five years ago he owned about fifteen houses. I would bet that now he owns perhaps a few hundred rental units and is worth at least five or ten million US Dollars. Now that's long-time perspective.

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You are holding in your hands a blueprint for ultimate achievement, a how-to manual for turning your dreams into reality. I guarantee it! I promise you that when you begin to apply these principle and Universal Laws you will achieve more, have more and ultimately be more. How can I be so confident that the ideas contained in this book will work for you is because they have already worked for me and thousands of my seminar graduates and readers of my books. The successful experience all over the

world is predicting your success.

They have a saying *The Chinese are coming*. In the coming years there will be lots of Chinese people exploring the world, traveling and journeying to the most distant and exotic of locals. Like a giant pressure cooker, ready to blow; it is too late to stop it now. World strategists and future forecasters are predicting that China will be the number one economy on the planet by the year 2020! Will it take that long? I don't think so. The only question to ask yourself is *will you be one of those who will be traveling the world and living your dreams?* The choice is yours. Yes, you Chinese are lucky.

Richard Carswell

A handwritten signature in black ink, appearing to read 'Richard Carswell', with a stylized, cursive script.

你们中国人真是幸运啊！中国的机会随处可见。现在还再说中国要开放或是正在开放是对这个世纪的低估。在过去几十年中，中国的市场经济发展令人震惊！中国史和世界史上从未出现过比现在更多的机会，让人们获得财富、实现梦想。根据政府的统计数据，中国制造的百万富翁每天也在以指数级的速度增长着。你们中国人真是幸运。你们享受着诸多恩宠！美丽的国家拥有非凡的自然景观，非凡的古老历史以及非常勤勉、刻苦的人民。中国人还比西方人多了一种长远的视角。这是一种先努力后享受的倾向。这将保证长期的胜利。

这正是西方人典型思维的反面，那里普遍的社会意识是去适应及时行乐的思维观念。那意味先享乐后支付并且时常支付的更多。这是短期的视角。这是对将来的鼠目寸光并且注定了长期的失败。举例来说，在美国人们常说，及时行乐已不够迅速。

持续的研究清晰地显示出商人目前面临最大的3个挑战是时间压力、财务压力，以及挣扎着在工作和家庭之间保持一种健康的平衡的压力。

对许多人来说，生活的步伐都过于紧张，就像一架永不停止的水车。那么生活在“信息超载”时代是否有过多的事情要做而没有时间去完成呢？压力水平始终保持在高位。从商的人们对全面发展的需求持续增长，以避免成为工作狂，从而没有时间与他们的家庭和朋友相处，品味生活的精致之处。大多数人身负巨大的罪恶感，造成了更大的心理压力，这简直无法生存！

如你觉得以上这些正是你所感受到的，那么《你是潜在的天才！》将以诸多方式帮助你。并且无论你是CEO、副总裁、经理、管理员、销售员、企业家及咨询师或是作坊式小业主，都会受益其中。

听听我的承诺！如果你学习并开始实施你将要学到的战略，你会获得远比你目前拥有的更多的东西，并且将获得更大更多的业务，更快地实现个人目标。特别是，我将指出你应该如何关注你的优势，以便能最大化你的收入，并且与此同时享受一种更为健康、开心、平衡而又充实的生活方式。

不仅如此，你将学会如何通过一些不寻常的技巧为你的未来打下坚实的基础，而这些技巧在实质上能保证你变得更加富有。你将学会成千上万的百万富翁和亿万富翁实现经济成功的思维方式。

我是在谈论自己的现实经历。我是在犯了许多错误后，同时集中力量将少数的几件事做到最好时才获得的这些经历。我将与你分享我的一些至关重要的个人成就，并且与你分享真实的经验教训而并非给你模糊的理论。实际上，所有超级成功的人们以及他们的跟随者都实践了你将实践的同一路线。你不可能活到足够长的时间去自己找出所有的道路。你可以从别人的经历中获益，而我要请你从我的经历中找到启发。

我在美国和加拿大从事建筑和房地产业已有20余年，一日我与我的一位加拿大设计师朋友交谈。我告诉他在中国我住的地方有无数的建筑项目。我告诉他当我周末晚上11点甚至更晚回家的时候水泥车依然在运送水泥。美国和加拿大工会会禁止这一行为，因此这使得建筑成本过高。我告诉他他们一周工作7日，并且当他们建造一栋15~40层的建筑时，不到一周就能完成一层。“不可思议”，他答道。“我们如何和他们竞争呢？”是的，你们中国人是幸运的。

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一次我询问我的一个在马来西亚的中国朋友：中国人为何工作这么努力？他答道，“这是他们的基因，他们的DNA。”我也这么认为。我有一个妹夫曾经住在加拿大的温哥华。他是一个谦和的邮递员，每日凌晨3点起床，投递信件直到中午，然后在余下的时间里是一个热情的房地产投资者。他会购买老房子，修理修理，再租出去。大概在25年前，他拥有了15栋房子。我敢打赌现在他或许已有几百栋房子，总值已达500万~1 000万美元了。这就是长远的视角。

这本书是你赢得最终成就的蓝图，是你梦想成真的指导手册。我向你保证！我保证当你开始应用这些原则和宇宙真理时，你会获得更多，拥有更多，

INTRODUCTION 前言

并最终取得更大的成就。我确信书中蕴含的思想能够为你所用,因为它已使我、我研讨会的毕业生以及无数读者从中获益。世界各国成功人士的经验早已预见你的成功。

他们有个说法,“中国人来了”。在未来的几年中,将有无数中国人涌出国门周游世界,探索最遥远、奇异的地方。就像一个巨型的压力锅,已准备沸腾,无法停止。世界战略家和预言家都预测中国到2020年将会成为地球上第一大经济实体!将会花这么长时间吗?我不这么认为。我问你的唯一问题是“你想成为周游世界、实现梦想的人中间的一员吗?”选择是你们的。是的,你们中国人是幸运的。

理查德·卡斯威尔

*T*his book is lovingly
dedicated to the most
important people in my life:
my wonderful and competent
assistant Rany(张瑞).

You have made it possible for me to
become a World-Class Supergoal-Achiever.

[2] Chapter 1 Desire Is the Beginning of Success
第一章 成功的起点是愿望 / 172

成功的起点是愿望。让你的愿望自由奔驰。只有那些胸怀大志的人才能培养出必要的技巧去实现他们的远大目标。首先在你的大脑里想象一个存在的成功的未来。为你自己创造一个理想的生活。运用无限思维或蓝天思考法则。要从晴朗的蓝天开始,拒绝让过去的负面经历使你的思考范围如此狭隘或是阻碍你挖掘思考和梦想的潜能。

[25] Chapter 2 You Are A Potential Genius!
第二章 你是潜在的天才! / 188

无论你敢于完成什么,记住你有无限潜能。了解你的潜意识与无限宇宙相联系。你有它所赋予的力量。

[40] Chapter 3 Chase Your Dreams Like A Genius
第三章 像天才一样追梦 / 198

运用SMART公式去设定目标并成就事业。建立清晰、有意义、可衡量、准确、适合、直观、书面、设定期限的目标。这是你在生命中

所能掌握的最为重要的技巧。决心成为成就远大目标的专家。

[56] Chapter 4 Good, But Not Good Enough
第四章 好,但还不够好 / 208

你是谁,你有什么并不重要,但你的目标却很重要。从现实出发吧,找到自己的最佳位置。

[69] Chapter 5 The Earth Is Round, The World Is Flat
第五章 地球是圆的,世界是平的 / 216

世界究竟是平的还是后来变成圆的呢?还是一直是圆的只是后来才被人们证实?切记改变观念就改变了世界,是时候创造新的观念来提升你的生活了。

[75] Chapter 6 Manifest Your Genius Potential in the Crisis
第六章 危机中挖掘你的天才潜质 / 221

学习所有伟人生活背后的故事。了解到所有的伟人和成功的人在成为伟人之前都经历过许多考验和磨难、许多挫折和财富的逆转,还有许多不幸。的确,这也许就是他们成为伟人的首要原因。

[86] Chapter 7 Turn Fear into Courage

第七章 面对恐惧,天才的勇气 / 230

这里有克服恐惧的8项有力措施,获得勇气迈向成功的6点建议。有勇气追求梦想,才能让梦想变成现实。

[93] Chapter 8 Where's the Comfort Zone?

第八章 安全地带在哪里? / 235

敢于失败。你必须下定决心离开你所在的舒适区域。推动你自己承担新的风险,并且拥抱未知与未来。失败了没关系。整个历史上所有成就伟大的远大目标的人都曾经经历过伟大的失败。

[97] Chapter 9 Who Is No.1 Success Counter?

第九章 谁才是成功的第一筹码? / 238

高度自尊和快乐来自目标和谐,来自于和你的价值所一致的生命设置。学会真正地爱自己。

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[102] Chapter 10 Bury Your Grievances, Make Yourself More Happy

第十章 不抱怨的世界,让我更快乐 / 242

决心永远不要让负面的情绪在你的心灵深处安家。先去原谅,并且摒弃过去。拒绝陷入过去的悔恨、失败以及心碎中。了解

即使你只怀有其中的一种情感,也足以杀死你释放所有潜能并成就远大目标的机会。这是个预兆警告。

[107] Chapter 11 I'll Be Responsible for My Life
第十一章 我的生活我做主 / 246

你对你的生活负100%的责任,并且这包括一切的事情!生命就是一个为自己而做的项目。拒绝责备的游戏或是找借口。每天做些事情使一切更接近你的远大目标。

[113] Chapter 12 Millionaire's Financial Habit!
第十二章 看看百万富翁的理财习惯! / 251

下定决心从今天开始在你余下的生命里,节省并投资你的收入的10%。当你培养了这个习惯,你将在你的生命里比大多数没有自我约束的那些人吸引更多的机会、更大的财富。

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[126] Chapter 13 Who Wants to Be on Forbes?
第十三章 想上福布斯的人请举手! / 260

从今天开始决心成为百万富翁。复制并学习其他已经完成了他们期望的财务指标的人的经验。只有你完全掌控你的想法和选择,你才会拥有一个百万富翁的状态。清楚地界定一个期限内你想要挣多少钱,节省多少钱,投资多少以及收购多少。制定好这些目标并且时常想想它们。