

Highly acclaimed author, Malcolm Allen delivers a compelling new book that will change the economic reality of communities worldwide. The Message is Clear, “No Deposit, No Return”

The concept of “No Deposit, No Return” can be applied to anything. The idea that you must give in order to get shouldn’t stop you; it should start you! This powerful book demonstrates this concept over and over again. Giving teaches the value of getting. Work makes the goal worthwhile. If you truly desire a better business, better relationship, or better life – I encourage you to apply these practical solutions to your life.

Belief is the Only currency You Need

The first step to getting a return on your deposit is...belief. Real belief is the understanding that anything is possible. Belief is the currency in the marketplace of impossible dreams. It’s the spark that lights the fire—the source of the energy you need to start making deposits in your future. Belief can make the impossible happen. I know that because I’ve seen it in my own life, and in the lives of others.

Belief can give a singer a voice worth hearing. Belief can turn someone with two left feet into a dancer. Belief can fire up the dream that powers a complete education. Belief can turn a person with nothing into an entrepreneur. Belief comes before money, credit or education. Even if you start out with nothing, belief will get you there.

Getting to the Other Side of Fear

One of the greatest fears people have is fear of failure. This “fear” will stop you from making deposits. Every human being suffers failure at some point. Failure alone is usually not the problem. The problem is what the failure does to the human spirit. It’s the fear of failure that can become an obstacle to success because the fear of failure can prevent you from taking action. Your response to failure has a far greater capacity to destroy your life’s potential success than failure itself.

Fear is a cycle that contains itself.

Once you are caught in that cycle you tell yourself: “I might fail, so I am afraid. I am afraid, so I am bound to fail.” You say this over and over, and there are always others who will agree. In the short run negativity is always easier. Both fear and failure become self-fulfilling prophecies. The cycle seems to give a kind of comfort because it’s predictable.

Your Past Does Not have to be Your Future

The past may be the single most common pitfall on the road to success. Failing once makes it easier to fail again. It’s so easy for failure to become a habit. A man might find the spark of belief, then falter, and allow himself to get bogged down in the swamp of his past failures. Someone says: “You served time. You can’t do that.” Or the young woman with a past might feel as if she can never escape the consequences of her mistakes. She looks at her three kids, and instead of seeing three goals for the future, she despairs of three mistakes in her past. Though looking at your past errors can sometimes help you avoid making the same mistakes

again, you must always be careful when going over old history. If you don't watch out it can stop you before you get started. Your past failures must become the fertilizer for your successful future.

Discipline Yourself for Success

You've conquered fear, overcome obstacles, found belief, imagined, invested, and positioned yourself for prosperity. Your deposits are mounting up, but that doesn't mean you can sit back and wait for returns to roll in. Remember: this is a process, not a single act. Each step is followed by another.

Discipline is a part of every step, and it's also a step in itself. It's there guiding you in every road sign you see. Now, as you begin the new job, or go back to school, or take on the first project, discipline is the name of the game.

Malcolm Allen is a successful entrepreneur, author and a recognized expert on human potential, who presents keynote speeches, think tank sessions and clinics to thousands of men, women, teens, entrepreneurs and organizations around the world.

No Deposit, No Return is available worldwide. For more information, please visit www.MalcolmAllen.com, NoDepositNoReturn.tv or call 817-422-1808.