

A portrait of George Foreman, a Black man, smiling and wearing a dark suit jacket over a red shirt. He is in a boxing stance with his fists raised. The background is white, and the entire image is framed by a thick yellow border.

KNOCKOUT ENTREPRENEUR

**GEORGE
FOREMAN**

WITH KEN ABRAHAM

NELSON
free

A PDF COMPANION TO THE AUDIOBOOK

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CHAPTER ONE

SEE WHAT CAN BE

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Have you ever had an idea for a new product or service, or maybe a career move, but you didn't act on it? Then six months later you saw something similar on the market or learned that someone else had made that move and it was hailed as a brilliant, much needed idea. What limited you or held you back from pursuing your dream?
2. What will you do differently the next time an opportunity opens to you?
3. Look around your workplace and notice the areas that are not operating at full potential. What could you do to improve that situation? What need can you fill better than anyone else there? Remember, you will be paid according to how helpful you are to other people.

CHAPTER TWO

LISTEN TO YOUR CORNER

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Take a few moments to analyze your team. Who do you have in your corner? Are the people surrounding you qualified to speak words of wisdom or expertise into your life or business? Are they hard workers? Are they filled with hope?
2. Who are your closest associates? Are they lifting you up, energizing you, feeding you honest, truthful information, or are they dragging you down? The people with whom you spend the majority of your time will have an influence on how you think, act, and approach life.

CHAPTER THREE

NEVER LISTEN TO THE CROWD

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Think of a time when the urgings of the crowd convinced you to do something that in your heart you did not want to do. How did you feel about yourself?
2. Learn to say, “Thanks, I appreciate that” or “That’s an interesting idea” or some other noncommittal phrase when people who don’t understand what you are trying to achieve offer their advice or opinions. You don’t need to offend them, but you shouldn’t waste your time listening to them either.

CHAPTER FOUR

MAKE IT GOOD

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Life is not what you find, but what you create out of what you discover about yourself. What are some of the raw materials you have been given from which you can carve a successful life?
2. No matter what career path you choose, you must commit yourself to working hard if you hope to succeed. More than any other factor, success is most often attributable to hard work. List several areas where you have been complacent, lazy, or inattentive. What can you do to work harder in these areas? If you say, “Nothing,” start the process over. Remember, being mediocre is easy, but attaining success takes work.
3. In many areas of life, there is often a fine line between winning and losing, between doing your best and doing something less. Whatever you do, make your product or service the best. Think of a recent product, project, or service you provided. On a scale of one to ten, how well did you meet expectations? Consider two or three ways in which you can raise that number.

CHAPTER FIVE

PAIN IS THE MIDDLE NAME OF THE GAME

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Most of us—even boxers—try to avoid any more pain than necessary, but it usually catches up to all of us sooner or later. How are you stronger today because of the pain you have encountered in your life?
2. Nobody likes to remain on hold for long, especially when it comes to a career or a relationship. Yet that waiting process is not wasted time. Stay in line and keep working hard. Your efforts will not go unnoticed.

CHAPTER SIX

DO THE UNEXPECTED—THE COUNTERINTUITIVE ENTREPRENEUR

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Everyone knows that it is foolish and futile to keep doing the same thing again and again and expect different results. A radical change in the direction of your life may require you to take some counterintuitive steps. Consider ways that you can go against the flow in your endeavors.
2. Remember, changing your life demands changing your will. Thinking about it is not enough; you must take specific, productive actions. Will you remain as you are today, or have you resolved to make the necessary changes? What three areas in your life need the most work right now?
3. Thinking has gone out of fashion. Most people say, “I don’t have time to think; I have too much to do!” But if you are going to break with the status quo, the place to start is in your mind. Set aside five to ten minutes each day this week to do nothing else but think. Stop everything else; don’t try to think while you work or think while you drive. Close your eyes, focus, and think of the areas you hope to change. This may be the most productive time in your week.

CHAPTER SEVEN

DEAL BREAKERS—BE WILLING TO WALK AWAY

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. “Know thyself” is a bit of ageless advice we should all take to heart, especially before entering into negotiations with someone. What really matters to you in life?
2. Probably no skill is more important to your success as a negotiator than your ability to communicate. Communication is not simply stating your position or using a batch of big words to impress your listeners. Communication is getting your ideas across to your audience in a way they understand. Think of a time when conflict occurred in your office, home, or group because of a communication failure on somebody’s part. What would you do differently?
3. We often communicate more with our appearance and body language than we do with our words. Ask a close friend, mentor, or pastor, somebody who is willing to be honest with you, “What signals am I sending out through my nonverbal communication?”

CHAPTER EIGHT

YOU GOTTA MAKE 'EM LOVE YA!

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Mr. Ice Cream exhibited two qualities essential for success: enthusiasm and personal integrity. He had a way of making people love him, and as a result, they were interested in what he had to say and sell. How are these two elements of success evident in your life? Incidentally, if you can't tell, neither can anyone else.
2. Are there some ways in which you act or speak that you intend to portray a particular image, an image of a person who is not the real you? Why not be yourself? Be confident, encouraging, kind, and concerned about others, and you will discover that people love you and want to be involved with you.
3. The Royal Lipizzaner stallions go above and beyond what most horses will do for their owners and trainers. What are you doing that goes beyond the norm or what is necessary to show your appreciation for the people who make your life better?

CHAPTER NINE

KNOW YOUR FOE

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Identify your main competitors in business or your career. What are they doing better than you? What are they leaving undone? What can you do to improve your efforts in those areas?
2. What are the most obvious obstacles blocking your personal success?
3. What steps can you begin taking today to overcome those obstacles?
4. List two things you can do this month to show your competitors and yourself that you are interested in their success. Be specific. What will it require for you to do those two things, and when will you begin?

CHAPTER TEN

THE TOUGHEST STEP TO SUCCESS

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. Are you mentally ready for change? Do you really want a better situation than the one you are currently experiencing?
2. Have your basic skills become dull or outdated? How might a refresher course help jump-start you on the road to success?
3. Is there any logical reason why your dreams cannot come true, why you cannot achieve your goal? If not, then decide today to renew your commitment to get the job done.
4. Honestly acknowledge that it may take months, possibly years of hard work and sacrifice, to allow your counterintuitive moves to bear fruit. But keep in mind that from this point on, you will be doing what you want to do in the way that is uniquely your own. The energy you will bring to the work you enjoy almost guarantees your success.

CHAPTER ELEVEN

SUCCESS COMES IN *CANS*

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. People who are highly successful refuse to play it safe. Often they go out on a limb and take a chance of embarrassing themselves. What idea for a new product or service or business has been percolating in your mind for some time? What is keeping you from daring to do something unorthodox?
2. Truly successful people rarely achieve their goals by luck. They advance by thinking through their options, weighing each one, making a decision or a commitment, and then stepping into the future with confidence. Begin today to make thoughtful, careful, incremental steps in the direction of your goals. End the debate within yourself and *do* something that will take you closer to seeing your dream fulfilled.
3. What are some factors that might cause you to be overly cautious? Of what are you afraid regarding the next step toward success? Recognize that every great success story has a background of rejection. Yours will too, but you must accept that. Overcome your reticence to step out in faith; do what you believe you were born to do.

CHAPTER TWELVE

MAKE THE MOST OF WHAT YOU HAVE

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. What resources do you have at your disposal right now that you are not putting to full use? Think in terms of the special abilities and skills that you have; consider how you are using your spare time. How can you better use your time and talents in ways that will move you forward on your journey to success?
2. A limited vocabulary will limit your success. On the other hand, one of the easiest ways to improve your vocabulary and communication skills is to read good books. In the past six months, what books have you read? How have those books helped or hindered your quest for success?
3. It is often said that words are powerful. During the next week, attempt to learn one new word each day. You can open the dictionary and choose a word that you don't know, or you can go to several free word services available online. Take advantage of these resources, and you will be amazed how doors open more quickly in your journey toward success, happiness, and significance.

CHAPTER THIRTEEN

KEEP ANSWERING THE BELL

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. When you really stop to consider your life, what do you want it to be about?
2. *I was wrong* are some of the toughest words to say. When was the last time you said them to a friend, coworker, or family member? What was the result?
3. How much of your image of success is wrapped around money, fame, power, or material things?
4. What does contentment mean to you? How will you know when you have found it?

CHAPTER FOURTEEN

CELEBRATE YOUR SUCCESS

KNOCKOUT IDEAS TO STIMULATE YOUR SUCCESS

1. How are you guarding against complacency in your life? What specific activities or pursuits do you need to begin in order to avoid success going to your head (or your waistline)?
2. Giving always does more for you than receiving does. Look around and find several people to whom you might give. Remember, there are a variety of ways you can give, even if you cannot contribute financially. You can give your time to a worthy cause; you can give love to a senior citizen who has nobody to care for him or her. My wife and I enjoy giving anonymously to a needy person. We know that God, our heavenly Father, who sees what we have done in secret, will reward us openly.
3. Creative people look forward to each new day because they are always looking for the next opportunity. What new opportunities have you pursued lately? Get up each day next week looking for a new way to do something of lasting significance.