

Success Comes From The Gut

a letter to my son

by

Matt O. Furey

Success Comes From the Gut - A Letter to My Son

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Dear Frank,

At the time of this writing you are a few months short of your third birthday - and although you cannot yet read - before long that won't be the case. Don't know if you realize it yet - but time truly does fly. Before either of us know it, you'll be an adult - and the years will have passed like the flicker of a candle flame. And so, it is no exaggeration to say that there is no time like the present to put my message to you on paper, because the truth of the matter is that if I don't do it now, I may put it off forever - and I don't want that to happen. This letter is that important, and as your father, I believe it is my ultimate duty to make this message come to life for you.

Let me begin by telling you about an experience we shared this afternoon. I was lying on the couch reading a book when you ran over to me and jumped onto my abdomen. I quickly dropped my book and grabbed hold of your arms. After a few minutes of light tussling, wherein I squeezed your ribs with the leg scissors - I started to teach you my favorite holds. Wrist locks, finger locks, thumb locks, arm bars and an occasional pinch of the nose for good measure. You were laughing like a wild man - and both of us were thoroughly entranced in the moment.

Then, from out of the blue I began to ask, "Frank, if there was only ONE THING I could teach you in life, what should it be?"

I must confess that I was asking this question to myself, not just to you. Why? Well, mostly because I have been trying to come up with the material that makes up this letter for a few months, and even though I had previously outlined several pages of possibilities, nothing qualified as A-Number ONE.

Anyway, several hours after I asked the question out loud, a part of my mind was still searching for an answer. And this, as you'll soon see, is part of what I want to get across to you in this letter. Whenever we think about a goal - or about finding the answer to a question - our mind sends out a signal that literally attracts what we want back to us.

More on that in a bit.

A man named Earl Nightingale once said, "Ideas are like slippery fish. If you don't put a pencil through them, they get away." Such was definitely the case this evening when I grabbed a notebook and a pen - got in my car and drove to a restaurant where I could sit and contemplate while getting a bite to eat along with a cup of extra strong coffee.

Once inside the restaurant I took out my notebook and started scribbling whatever came to mind - and to my delight, unlike previous evenings, the answer came within seconds.

Although I will spell it out to you in the simplest imaginable language - and will make it vivid with the flavor of my own personal experiences - everything I am teaching you falls under the mantle of that special part of our mind, that goal-seeking part of the brain that cannot be turned off even if you want to. I'm talking about your inner guidance system, or what the late Dr. Maxwell Maltz called your *Servo-Mechanism*.

Where Success Begins

The wisest and greatest thinkers of all times have not seen eye-to-eye on many of life's mysteries, but to this day there is one facet of life that ALL of them, regardless of religious or spiritual beliefs, unani-

mously agree on.

What do you think that ONE thing is? Why, it is the belief that we become what we think ourselves to be.

Listed below are a few of the different ways this belief has been expressed throughout the ages:

"What we think, we become."

"As a man thinketh in his heart, so is he."

"Thoughts are things."

"We become what we think about most of the time."

"All that we are is the result of what we have thought."

All of these quotes are an attempt to explain what many refer to as the Law of Attraction. And all are correct. Yet, due to my success in athletics and martial arts - wherein I have won national and world titles; as well as my success as a writer and businessman - I will now be bold enough to add to these statements.

If I had to lay it on the line in one sentence - here's what I would tell you:

***We become what we think about, picture in our mind's
eye
and speak about - so long as it is mixed with
deep feeling and emotion!***

I believe my statement helps explain how the Servo-Mechanism and the Law of Attraction are activated - but just in case I failed, here are some more powerful statements to keep in mind during your journey here on

earth:

*That which is like unto itself is drawn. Conversely,
that which is unlike unto itself is repelled.*

*We attract into our life the people, circumstances and
events that harmonize with our most dominant thoughts.*

What you want, wants you.

*When you think about something you want - you begin seeing it
everywhere you go.*

Okay, enough of the definitions. Let me now explain to you, through the use of my personal history, why I rank what I am describing as the single most important thing I can teach you.

My senior year in high school.

During my senior year in high school, I did the unthinkable. Despite coming from one of the weakest wrestling programs in the state of Iowa, and despite having very little coaching - when I entered the high school state wrestling championships, people began finding out about me for the first time. And most of the notoriety came from a major upset I pulled off.

Let me back-track and begin from round one.

In the first round of the state tournament, I fought back from an early deficit and pinned a district champion from another part of the state.

On Day Two, it was show time against the defending state champion, Wayne Love, who was considered the top college recruit in the country. Love hadn't lost in two years and after winning his first match by 15 points -

looked unstoppable. He was big, strong, naturally talented and quick as lightning, evidenced by being a first-team all-state running back and state champion in the 100-meter dash.

Talk about a stud.

I'll never forget the minute-by-minute conversation I had with my coach before we left the hotel for our match. When I was packing my bag, he looked at me and said, "You know, we can go watch the semi-finals tonight if you'd like."

I didn't say a word back to him; just kept packing. When my coach realized what a dumb thing he'd said, he changed the tune and added, "Well, who knows? You may be in the semi-finals tonight."

"That's right," I replied without missing a beat. "I think I'm going to pull off an upset."

My coach smirked. He didn't see it happening. Couldn't really blame him either because no one in the entire state figured I had a chance.

No matter how crazy the idea was - I believed I could and would make history in this match. And guess what? I did.

With only seven seconds remaining in the bout, the referee awarded me the victory. I literally ran Wayne Love into the ground - causing him such incredible fatigue that he could barely fight back. My victory over Love represented the first time in Iowa high school state wrestling history, that a defending champion was disqualified for stalling.

In the semi-finals held later that day, I wrestled the

number three ranked guy in the state. He had won 28 straight matches, 25 of them by pin. Despite winning 4-1 going into the second round, it was nearly curtains for me, too. He cradled me up and held me down for quite a spell, nearly pinning me. With a flurry of determination I escaped his grasp and went on to put a major beating on him, most of which showed on his body, not on the scoreboard. I won that bout 11-7.

The finals were held the following evening. My match was televised before the whole state. More than 15,000 people attended the tournament from the first round onward, but at the finals, it was so loud it seemed like we had two times as many people as before.

The guy I had to beat to win the title was only a junior. Not a problem, I thought.

As I sat in the stands waiting for my bout to near, however, I was overwhelmed with thoughts like, "You've done great, Matt. Second in the state is terrific. Look how far you've come. No one from your high school has come this far in almost 20 years. Even if you don't win tonight, you've done a great job and we're proud of you."

Not kidding. I was literally bombarded with these negative thoughts and I felt as if there was nothing I could do to sweep them from my mind. And when the final buzzer sounded, I forlornly looked at the scoreboard. My dream of being a state champion was shattered.

I lost by one lousy point - 7-6.

This event bothered me a great deal for many years. Even today, more than 20 years after the fact, I still wish I could wrestle that match again. Sometimes, as crazy as this may seem, I actually have dreams about

going to the auditorium to re-wrestle that guy.

By now you may have heard the so-called Shakespearean line, *"Nothing is good or bad, but thinking makes it so."*

Like Mark Twain, I don't care much for Shakespeare and don't believe he penned the books he's said to have written, but I will say this about that line: *My loss wasn't good or bad, but my thinking made it so.*

Even though I have since learned to forgive myself for previous mistakes, setbacks and failures, part of making that loss into a bad thing was good for me. It drove me even harder and made me want success even more.

While in college, for motivation, I recall hanging a picture of myself standing in second place on the victory stand. Let me tell you, that image kept me inspired. I'd see that picture and it would immediately trigger the position I wanted to be in from then on. Visions of being on the top step - in the number one position flashed through my mind and I kept focused on them while I worked out, sat in classes or walked around campus.

I kept a notebook around where I continually wrote and re-wrote my desire of becoming a National Champion. I drew pictures of myself on the top step and I continually imagined being where I wanted to be.

In addition to this, I carried a goal card in my pocket with the words **"National Champion"** on them. Throughout the day I took this card out of my pocket and repeated the words over and over while seeing and feeling the desired result I wanted for myself.

All of this "mental training" developed a Success Consciousness in me that continues to grow stronger with each passing year. It gave my Internal Pilot (Servo-Mechanism) the instructions, the map and the training to fly me wherever I decided to go.

And guess what? Four years after losing in the finals of the state tournament - I made it to the finals of the NCAA II nationals, where I was shooting for the 167-pound title. Earlier in the year, I set a school record for most wins in a single season (39); and now had an opportunity to prove that my loss in the high school finals was not a reflection of the "real me."

My opponent was Howard Lawson, a two-time state champion with a bag full of unorthodox movements designed to frustrate the toughest of men. Lawson won his titles in California - one of the hardest places in the country to even place at state, much less win.

Now get this: An hour before the match was slated to begin, I started to relive the same doubts that had troubled me in the state tournament. The same failure thoughts entered my mind. At first I didn't know what to do. Everything felt so helpless again.

Then, I got a message from within - a voice that was connected to my Servo-Mechanism.

Why don't you leave the stands and find a quiet place to be alone.

Good idea. I got up and left the main section of the arena. I walked down a flight of stairs leading to a basement-like area - and while there I found a place to sit and run mental images of what I had been picturing all year long. In my imagination I saw and FELT myself on the top rung of the victory stand. It was an amazing

feeling. So real I could taste it.

After 15 minutes of imagination time, I fell asleep. I woke up 10 minutes later totally refreshed. And when it came time to wrestle, I was like an animal let out of his cage for the first time. The match ended 8-4, in my favor. I was now a national champion and I couldn't quit smiling. What a thrill.

Most importantly, you'll soon read how I mentally connected this success experience and the positive feelings associated with it to whatever else I wanted to achieve in life.

An unlikely businessman.

Upon graduation from college I began to study more and more about the power of the human mind - and although I had no rational reason to believe I could become a successful businessman - I found a reason to believe I could do so anyway. Understand this next point and you'll get everything you want out of life.

To me, there was no difference between winning a national title in wrestling and becoming a success in anything else. All success amounted to having a clearly defined goal that consumed your thoughts throughout the day. It also involved having a plan to achieve the goal - and gathering whatever knowledge and skill were necessary to make it happen.

All success, I surmised then as I do now, could be boiled down to a system of thought and a system of action. Know what you want, figure out how to get there and take action. And, as you encounter resistance, setbacks, initial mistakes and failure - as you always will - view all this as information that guides you to your ultimate desire.

This is what I did when I started off in business. I set goals and figured out what I needed to know to achieve them. Then I took action.

By no means am I saying it was easy for me. What I AM saying is that I DID succeed - and it wasn't until many years later that I discovered how rare this was. Based on the business statistics I have read, 99 out of 100 people who dare to go into a business of their own, and have no previous experience owning their own business - are doomed to failure.

Yet, I made it.

Why?

I made it because I planned on making it and didn't allow myself to think of anything else. At least not for long. Sure, I'd have moments of doom and gloom - but over time I trained myself to get over them quickly and keep my mind razor sharp with thoughts about what I wanted most.

**Was I lucky or was I utilizing that ONE
THING that all human beings have within
themselves?**

One of the defining moments of my life came in the fall and early winter of 1997. I was in a more powerful space, **mentally** and **physically**, than I had ever been before. I knew beyond a shadow of a doubt, from my life experiences, that success or failure wasn't just something that happened to me.

I realized that I could control my destiny through the use of my mind. I could drum up positive feelings about previous successes in my life and tie these feeling to

something I wanted to achieve in the future - and by doing so I was programming myself for success the same way a pilot is programmed to fly a plane from one city to the other.

Bottom line is that success didn't come simply by training harder than my competitors. I had always done that and it didn't always work. But success came much faster and with far greater ease when I put myself into a positive FEELING state and imagined what I wanted to achieve while I trained. Anyone can run laps or do exercises in a mechanical fashion, but the real winners in life don't just train. They picture their ideal future while they train.

Never forget this Frank: It's not just the image in your mind that matters. It is the FEELING that surrounds the image. Get an image of what you want - then engulf it with the strongest most powerful vibrations of positive energy you can muster. Doing so activates the Law of Attraction and puts your Servo-Mechanism into high gear. Fail to put an avalanche of powerful feeling into an endeavor and you'll find that nothing much happens. Perhaps this is why Emerson once said, *"Nothing great was ever achieved without enthusiasm."*

What I have written has been said before, but it is my belief that it is said too seldom - as most people in society are never taught it, and if they are, they just don't get it because it isn't explained properly. Hence, the vast majority of human beings live lives that are far far below what they are capable of.

Let me ask: Other than myself, has anyone ever taken you aside to teach you exactly how to succeed and exactly why a specific system of thought and action will put you on the fast track to greatness?

No.

Why? Because most people never learn what I am telling you - and worst of all, when offered the opportunity - they usually reject it. This, my son, is precisely why these people flounder and flail while the focused person, even if less talented, rises to the top.

Now, let me give you a little secret.

All positive change starts with the belief that you can do it. Additionally, all great change starts with the belief that your thoughts have ENORMOUS POWER and that you can literally tell your internal pilot which images you want circumnavigating your brain and which ones you want to leave behind.

When I was a college wrestler, even though I was succeeding more than most, I can unequivocally tell you that Superman was still waiting in the wings.

And that "Superman" quality is not something that I, alone, possess. Not at all. You have a Superman inside of you, too. And so does everyone else. All a person needs to do is learn precisely how to get in contact with him and your thoughts will follow you wherever you go.

Here's an example of what I mean: In the late fall of 1997, the United States Shuai-chaio Kung Fu team received an invitation from the Chinese government to come to Beijing and compete in their world championships. I was eager to go as I had already won a few national titles in this ancient art and this was a chance for me to add to my high school and collegiate record.

We were only given six weeks notice to prepare for the tournament. I would be competing at 198 pounds, and so,

in addition to refined techniques and superior physical conditioning, I had to drop more than 20 pounds to make the cut.

No problem, I told myself. This attitude started the ball rolling with a positive feeling about my chances to succeed.

I mapped out a regimen beginning with the end (the goal) in mind, then I worked backwards. I designed a program that would correct my weaknesses and amplify my strengths.

Every action I took or was thinking of taking was scrutinized in terms of whether or not I thought it would contribute to me winning the title.

I plotted technical strategy. I busted a hump when doing road work. And I worked on accurately formulating the *feelings*, images and words that clearly defined my desire.

Now here's where life gets mysterious and, at times, spooky. As I tell you this, remember that there is no such thing as a coincidence. Everything in life operates in accord with the Servo-Mechanism and the Law of Attraction.

The Road to China

In training for the world championships, I regularly ran sprints up a steep hill. While doing so I would picture myself on the victory stand in Beijing, with my hands victoriously raised to the heavens. And while I ran the hill sprints and held this image in mind - I consciously directed the words I allowed into my brain.

"I CAN WIN the world title this year at 198 pounds in

Beijing," I told myself.

Then I added even more emphasis by saying, **"I WILL WIN the world title in Shuai-Chiao Kung Fu this year at 198 pounds in Beijing."**

Anytime a contrary thought floated within three feet of my head - it was bombed into submission. All thoughts contrary to my desire were swept away like dust from royal furniture.

While training with the others on the team, all of them were focused on the exact opposite of what I was concentrating on. They actually made statements out loud such as, "I hope I don't have to compete against a Chinese guy in the first round. They're the best and I want to win at least one match before I get killed."

Without realizing what they were doing - they were literally programming their internal pilots for FAILURE. And that is exactly what they got.

So always remember this: The internal pilot who runs your Servo-Mechanism and activates the Law of Attraction, doesn't care what you tell him. If you think thoughts of failure - he'll guide you toward it. If you think thoughts of success - he'll do likewise.

You attract to yourself, positively or negatively, whatever you habitually think about with deep emotion.

In response to what my teammates were saying, I countered with something that's not so polite, but important to note.

Here's what I said: **"Forget the Chinese. I never enter a tournament I don't expect to win. And if I have to beat one of them to win the title, so be it."**

Was the previous statement Success programming or Failure programming? You be the judge.

Fast forward to Beijing.

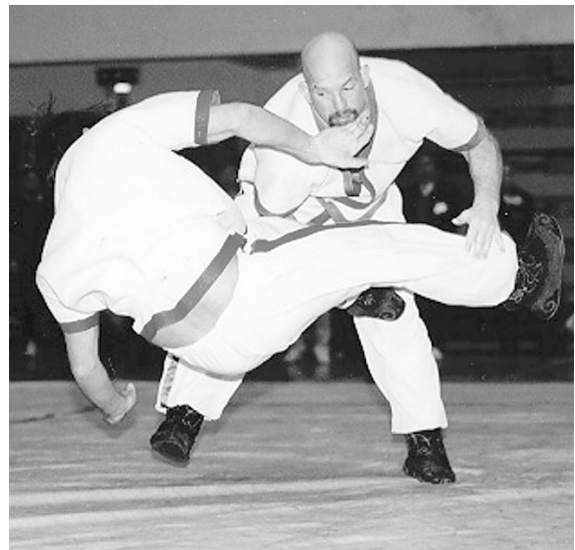
On the morning of December 24, the brackets were drawn for all competitors to take a look at who they would have to fight first. I drew a wrestler from Taiwan in round one. After that I would tangle with the Chinese and Mongolian national champion.

But guess what? Something very strange happened after the brackets were supposedly 'set in stone.'

Out of all the weight classes, my chart was the **only one** to get changed. I was moved to another bracket with fighters from Italy and France. Maybe the Chinese coaches got "wind" of my abilities. I can't say for sure, but this seems probable. At any rate, I've never been to a tournament in my entire life in which the brackets were changed after being put up.

This change helped me cruise past my first three foes. Then it was show time. The American vs. the Chinese national champion. In the finals. Vying for the world title.

I scored first with a lightning fast single leg takedown. Then the Chinese/Mongolian national champion got a two-point throw on me.



Matt Furey destroying his first-round opponent in Beijing

I responded with another one-pointer. After that, we held each other off. No more scoring. The bout ended 2-2.

Normally, the person who scores first is declared the winner. But not this time. Our match was for the gold medal - so at first, the Chinese referees and judges pulled an about-face, attempting to recreate the rule book on the spot. The referee raised the Chinese fighter's hand and declared him the winner. I shook hands and accepted the defeat in a professional manner while resigning myself to the notion that I had gotten the shaft. When in China do as the Chinese do.

But then, something strange happened. A protest ensued and a few minutes later the Chinese Olympic Judo arbitrator told the referees they were wrong. I was brought to the center of the mat a second time. My hand was raised in the air and I was declared the true world champion.

Now, all of this could be mere coincidence. But I don't believe it is.

It's what I have come to know as UNIVERSAL LAW. Everything in life responds to your thoughts and how they are directed. Sometimes there are zigs and zags that initially appear to be off-target, but if you keep your focus, you'll eventually get what you want. Your internal pilot has nowhere else to go other than the places you imagine.

I often say that if I wasn't running the hill sprints and picturing the results I truly wanted, the decision would not have been reversed. In short, the thoughts I was thinking on that hill followed me all the way to China.

Anything You Want.

Your physical body, your intellectual pursuits, your financial situation, your career - even the mate you

choose in life and the house you live in all of these come into your life after your Servo-Mechanism gets the image and experiences the feeling you have about them. Once your Servo-Mechanism has the input and is fueled with emotion - look out. By Law of Attraction it's being brought into your life.

And so, Frank, remember to take time each day to picture what you want from life. Remember to add enthusiasm to the image you have in mind. Once you have the image - add the positive feeling of "already having it" into the mix.

Do this each day and within one month the change in you will be so profound that you'll know exactly why I have isolated this one thing as the most important lesson I can teach you. Last of all, build yourself a library of books and courses that teach you whatever you need to know to succeed. I have listed some at the end of this letter that you are free to take from my library at any time.

You're the best Frank.

I love you big time!



Dad

P.S. The key to the good life is simple. Picture it, put feeling into the image - then take action. Do this and your success is assured.

Matt's Recommended Readings

The New Psycho-Cybernetics by Maxwell Maltz, M.D.

The Magic of Believing by Claude Bristol

Laws of Success by Napoleon Hill

As a Man Thinketh by James Allen

The Science of Getting Rich by Wallace D. Wattles

Excuse Me, Your Life is Waiting by Lynn Grabhorn

You Were Born Rich by Bob Proctor

The One Minute Millionaire by Mark Victor Hansen and Robert G. Allen

Maximum Achievement by Brian Tracy

Spiritual Marketing by Joe Vitale

The Ultimate Sales Letter by Dan S. Kennedy

Thick Face, Black Heart by Chin-Ning Chu

The Five Major Pieces to the Life Puzzle by Jim Rohn

About Matt Furey

Matt Furey, a native of Carroll, Iowa, is a world class athlete, best-selling author and internationally acclaimed fitness and submission fighting instructor. His lifetime achievements, on and off the mat, were rewarded on April 15, 1998, when Edinboro University of Pennsylvania inducted him into their Athletic Hall of Fame.



Listed below are some of Furey's many honors:

1981 - Iowa State High School Class 3A State Runner-up at 167 pounds

1982-84 - Member of three NCAA National Championship Teams at the University of Iowa, where he was coached by the legendary **Dan Gable** as well as current Minnesota Head Coach **J Robinson**.

1985 - Furey won an NCAA II national title at Edinboro University of Pennsylvania, where he was coached by 2x Olympic Champion **Bruce Baumgartner** as well as 4x NCAA All-American **Mike DeAnna**. That same year Furey also set an Edinboro school record for most wins in a single season: 39.

1987 - Furey opened a training business for wrestlers and fitness enthusiasts. Most of the high school wrestlers he trained went on to wrestle in college.

1996 - Won national Shuai-chiao kung fu titles in two weight classes

1997 - Won national **Shuai-chiao kung fu** title; later that year Furey became the first and only American to

ever win a World Shuai-chiao Kung Fu title, in China, where he beat the Chinese and Mongolian national champion in the finals.

1999 - Won fourth and final national Shuai-chiao title and retired from competition

1999 - Began studying professional catch-as-catch can wrestling under the great **Karl Gotch**

2002 - Grappling Magazine dubbed Furey "The King of Catch" for his contribution to the art

Furey has authored and produced numerous books and courses dealing with success and achievement, fitness, martial arts as well as his first love, wrestling. For more information on all of these products and many more, go to *www.mattfurey.com*.

Furey has appeared on the cover of several magazines, including **Grappling** and **Martial Arts Illustrated** - and has been featured in **GQ**, **Black Belt**, **Inside Kung Fu** and various other publications worldwide. He and his wife Zhannie, and son Frank, live in Tampa, Florida.