

# D.I.F

How To Be The Best You Can Be  
At What You Set Out To Do



## Introduction

Is there something you really want to do but are not sure whether you can pull it off or not?

I mean something like play a certain sport,  
or  
be a musician  
or  
learn to fly a plane

Maybe it's something not as complicated,  
something like just simply wanting to go to college  
or  
finishing a school or work project  
or maybe it passing an major exam or a certain subject at school.

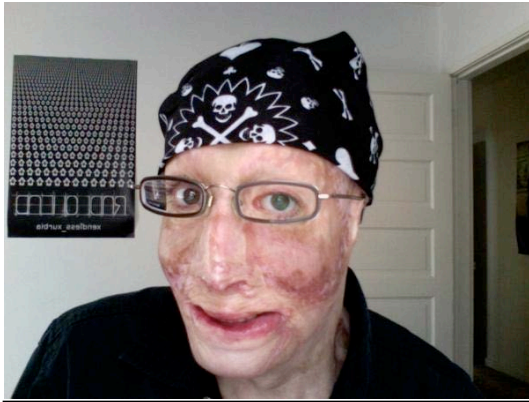
If so, there is a way you can increase the odds that you will be successful at it.

It's called DIF  
and  
ANYONE who has succeed in ANYTHING  
has used it.

From famous movie stars to great athletes.  
From successful authors to successful business people.

Understanding and using DIF to help you reach a certain goal you have will increase the chances of you being successful at it  
in BIG WAY.





# D.I.F

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D.I F

*Desire*

# AGAINST THE ODDS



It was a real tough obstacle to overcome. No, it wasn't the fact that he grew up in poverty or that his father was arrested for robbery when he was twelve. There was something else Tyrone had to overcome if he ever wanted to fulfill his dream of becoming a basketball player. Something that seemed to bother everyone else much more than it did him.

But Tyrone never listened to what other people said anyway. He still went out for his high school basketball team and not only started all four years, but guided Dunbar High School to a state championship and through two straight undefeated seasons.

"All right," people said at this point. "High school is fine. But with your handicap, ain't no way you're playing college ball." Wrong again. They underestimated the DESIRE this kid had to play the game. Tyrone wanted it and wanted it BAD. Nothing, not even his handicap, was going to stop him. After he graduated from high school, Tyrone attended Wake Forest college. He played basketball all 4 years averaging 11.3 points, 8.4 assists and 3.1 steals a game. Not bad for a kid with a handicap such as he had.

Then Tyrone started talking about going into the NBA. "Paaa leese," people would say jokingly. "Ain't no way." People laughed and thought nothing of it. As far as they were concerned, the kid should be happy that he did as well as he did in college. But the NBA? FORGET ABOUT IT!

But once again Tyrone believed in what HE could do and not what other people thought he could do. He wanted to play ball and wanted it bad. If only he could get an opportunity to show what he could do.

If only the NBA would look past his handicap and give him a chance.

To the amazement to others, Tyrone got the opportunity he hoped for. The Washington Bullets took a chance on him and drafted him in the 13th round. He finally got his “moment in the sun.” But could he prove himself? Was his handicap too much to overcome? Would DESIRE win out over LOGIC or would LOGIC prevail?

To make a long story short, DESIRE did win over LOGIC. Not only did he play in the NBA, but he was the teams (the Hornets) leader in time played, assists, steals, turnovers and has



a career average of 11.2 points a game. What’s more amazing is that this man played in the NBA for 11 years in spite of the fact that he was born with the handicap of being only **5’ 3” tall**, standing just below the chest of most NBA players. The shortest man to ever play in the NBA with the likes of Jordan and all the other greats.

Tyrone “Muggsy” Bogues is a great example of how the DESIRE to want to succeed will win out over the logic to quit if a person is willing to work hard enough to achieve his or her goals.

~

To be honest with you, I am not a basketball fan. Not even close. However, I was an athlete in high school playing three other sports.



Had “Muggsy” Bogues been around when I was in high school, there is no doubt that I would have a poster of him hanging on the wall of my bedroom.

Why?

Because this man is a great example of what a person can do if he or she wants something bad enough.

It’s a great example of DESIRE.

Desire simply means  
*how bad you really want something.*

How bad do you want to succeed at what you do?  
Your quest to be successful at something starts with  
DESIRE.

*Are you willing to do what you gotta do,  
other than hurt yourself,  
other people,  
or  
break the law,  
to accomplish your goals?*

Make no mistake about it;  
There are two kinds of desire;

1. Desire of the Mouth  
and
2. Desire of the Heart.

**Desire of the Mouth** is someone who only **talks about** what he  
or she is gong to do to accomplish their goal.  
There are more of these around than that of  
Desire of the Heart.

**Desire of the Heart** is someone who talks little and just goes  
out and does what they need to do to accomplish their goal.

Do you think someone like “Muggsy” Bogues had  
Desire of the Mouth?

Obviously not.

Desire has two friends (Inner Strength and Focus).  
All three make up a team.

As stated earlier,  
when you use all three in helping you to reach your goal,  
the chances of succeeding in this goal increases greatly.

Miss one, and your chances decrease greatly.

Miss two,  
forget about reaching the goal you set for yourself.  
Before we meet the other two players of this team,  
I want to introduce you to another person who has  
Desire of the Heart.

His name is John Miller

Want a job?

How about being a paper boy or girl?

Chances are good if you are a teenager now a days, you'd probably turn down this job.

Too little pay, too much work, or whatever the reason may be, the paper boy or girl looks as though it is becoming a thing of the past.

But for John Miller of Omaha, delivering papers would be fine with him. He just wanted to work. There was nothing he really needed, he just liked to work.

So at 13, John asked his big brother if he could help out with his paper route. Dan quickly agreed. Delivering 150 papers was starting to get old for him so he welcomed his brother's help.

In time John learned the route and after a week or so, was on his own.

John didn't own a bike so everyday he'd walked his route carefully delivering each paper one by one while at the same time getting to know each of his customers.



Then one day his brother Dan decided to quit the route. Knowing the great job John was doing, he had no problem turning over the complete 150 paper route to him.

So, 6 days a week all through high school John delivered his papers.

In 5 years through the rain, snow, heat and cold, John never missed one day of delivering newspapers and never had one complaint about his work.

Not one.

In fact, quite the contrary.

People on his route praised the good work he did.

So good at his job was John that he earned the Newspaper Carrier of the Year Award, something he cherishes to this day.

In addition to this, he earned a scholarship to college by winning an essay contest in which there were 4000 entries.

This money will go far in his quest to be an electrical engineer.

No doubt John had plenty of desire to complete his goal.

Not so unusual to see a paperboy work as hard as John?

It is, when you consider John Miller  
has been **totally blind** since birth.

Think of the DESIRE John must of had  
to want to do this route.

*His Desire to succeed at his paper route  
exceeded the number of set backs he had that got in the way  
of accomplishing his goal.*

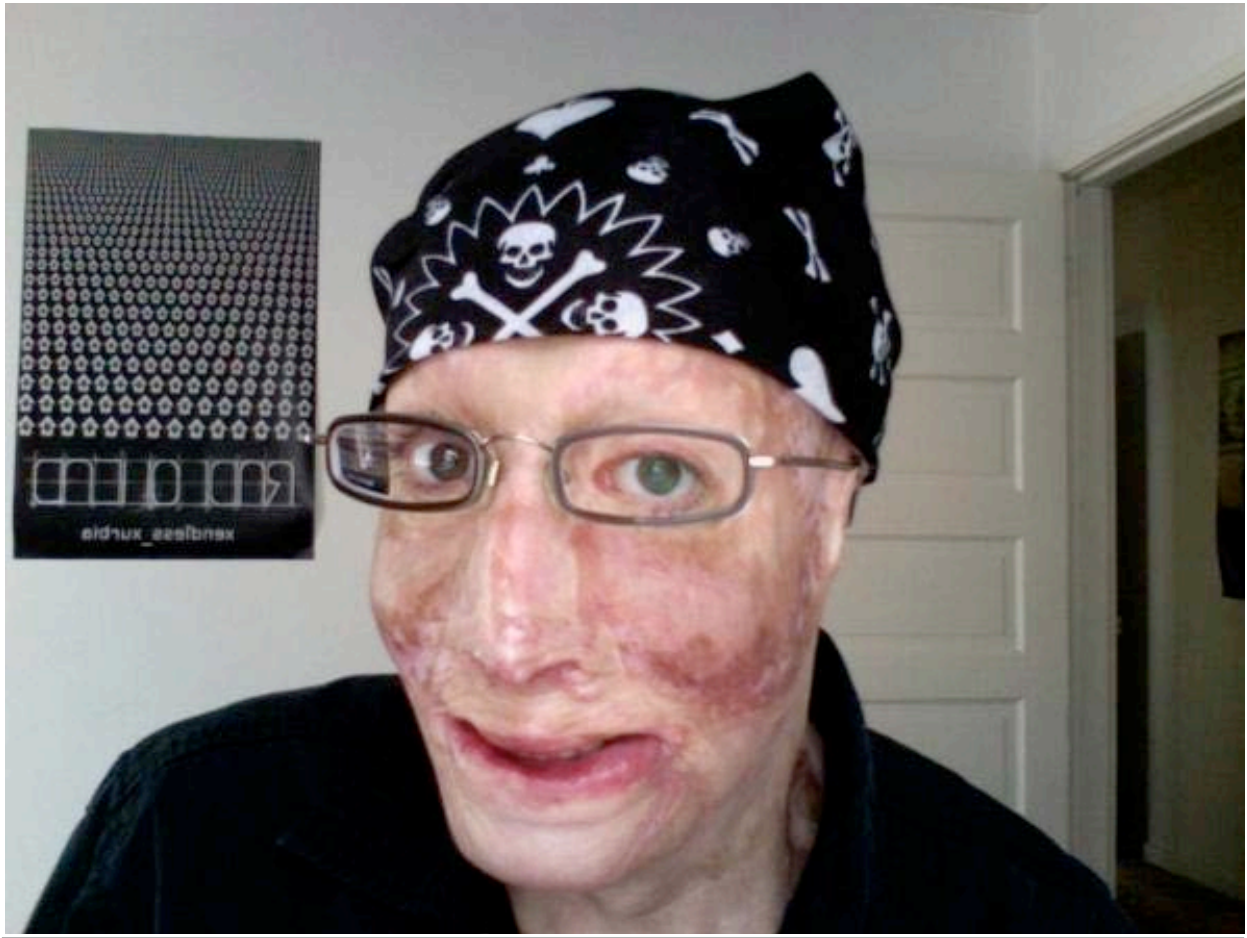
This last statement brings us to the next letter... **I**



D.I.F

*Inner Strength*

# MEET DAVID R.



You may have heard about David Rothenburg. At one time he dominated the news. Later on a book was written and movie made about his ordeal

He was six years old when it happened. His parents were going through a bitter divorce and there was no way his father would let David live with his mother. Coming up with a plan he thought would solve the problem, David's dad took his son to a motel.

It was late. David was tired and went right to bed after he got into the room. His father sat in a chair next to him and waited. When David was fast asleep, his father slowly rose from the chair, went out to the car, opened the trunk and pulled out a can of kerosene. When he came back into the room, he checked one more time to make sure that David was sound asleep. He was. His father then opened the can, sprinkled the kerosene around his little boy on the bed and lit a match.

*"If I can't have you in this divorce," he thought to himself, "neither will your mother."*

He then threw the lit match on the bed, waited to make sure the bed caught fire and then walked out the door.

The tiny flame burst into a blaze. The bedspread caught on fire. David's clothes caught on fire. He rolled to the floor in pain as he tried to put out the flames that engulfed his whole body. Firefighters rushed in and quickly wrapped blankets around the boy smothering the flames.

He was then put into a waiting ambulance and rushed to a nearby hospital. Doctors gave him little chance to survive. After all, he was burnt over 90% of his body.

But he did survive.

However, he was in bad shape. Most of his body was badly burned. His fingers were nothing but nubs and what was left of his hair looked like little strands of thread. His face was so badly burned, there was no way you could even recognize him. In addition, David had to wear a special mask on his face to help graft together the burnt skin. Everything that **society says** makes a person valuable; the things you DO or the way you LOOK, was taken from David. He had no LOOKS to speak of because of the mask and the burns underneath, and certainly was in no shape to DO anything.

His mother put it this way:

*“When I went into the hospital room, I didn't think it was David because he was so badly swollen. He was three times his normal size; his head was like a huge balloon. I thought it was a teenager in the bed. He was bandaged from head to toe and smeared all over with creams. His eyes were so badly burned they popped out of his head. His fingers were black and bloody, and his lips were gone. He was conscious but couldn't see or talk.”*

David spent months in the hospital undergoing one operation after another. During this time, people from all around the country wanted to know how he was doing. Because of the high interest in David's well being, his mother decided to hold a news conference. But this would have to wait until he was fit to do so.

Two years went by. It was then that David's mother decided to put him in front of the cameras to let the people know how he was doing.

The gymnasium where the news conference was held was crowded with reporters. A long table was set up in front of the room and a dozen or so microphones were grouped together facing a chair where David was to sit.

In time, David slowly made his way in from the right side of the room. He wore gray sweatpants, a gray sweatshirt, a White Sox baseball hat and he still wore the mask on his face to protect his skin.

He painfully walked toward the empty chair aided by a nurse on one arm and his mother on the other.

When David got to the empty chair, he carefully sat down. In the process, you could see his eyes squint with pain between the brim of his hat and the mask on his face. The only thing visible after sitting behind all those microphones was his hat.

Once seated, the anxious reporters began to ask him questions.

*“How are you doing, David?”*

*“How do you feel, David?”*

*“What are you going to do now, David?”*

The extraordinary composure the boy showed during this press conference was striking. He could have easily let his anger and hatred for what his father did do all the talking for him, but he didn't. Instead, David was simply David. He was cool, he was strong, he was confident and believe it or not, he had a good sense of humor. He communicated in such a way that made viewers fall in love with him.

As the years progressed, David faced many difficulties. From countless skin grafts to close to 35 operations.

But his biggest obstacle was yet to come.

He was 19 years old when it happened. It was at this time David requested a meeting with his father who was still in prison.

In spite of all that his father did, it was David who requested the visit. No doubt it was a tough decision to make. One that took much thought and incredible Inner Strength.

However, David felt that if there was to be any closure in this chapter of his life, it had to come from meeting with his father.

When the day came, I'm sure there was a battle raging within him.

On the one hand, he wanted closure. On the other, he was soon to be face to face with the man who tried to set him on fire and who is responsible for all the pain he went through and is going through now.

When the time came, David took a deep breath and then walked into the visiting room alone. It was to be a private meeting. Think of the Inner Strength it took to walk into that room.

How would you of felt?

The two sat face to face with thick security glass dividing them both.

Little was said about the 36 minute meeting. But I'm sure it did much to help David move on with his life.

Today, David is fulfilling a Desire he has for the future.

He attends college in Utah to study law.

~

It is one thing to have **Desire**,  
but without **Inner Strength**, **Desire** will quickly fade.

The reason for this is simple:

On the way to fulfilling your goal, there **will**,  
be times when things are going to get rough along the way.

An unexpected injury or sickness sets you back as an athlete.

You are really struggling in two classes that you need to get into  
a certain college or to graduate.

A family member or friend dies and the natural grief you feel  
diminishes your **Desire** to fulfill a certain goal you have.

You don't make the team this year in a sport you really love.

You have a strong **Desire** to go to college but the ones you  
applied to have all turned you down.

Your family is struggling financially and you're looking for  
work this summer to buy certain things you need.

You've already been turned down 5 times for a job.

The list goes on and on. **Life happens.**

It is at this point we separate the ones who **REALLY** want it  
from those who only **THINK** they want it.

Bottom line here is simple:

when you have **Inner Strength**,  
you take on **any challenge** that gets in the way  
of accomplishing your goal.

To put it another way:

*When things get tough,  
you get tougher.*



D.I.F

*Focus*

It Will Take More Than  
A Shark to Beat This Kid



If Bethany Hamilton was to continue in her winning ways, she was going to not only need **Desire** and **Inner Strength**,

but a strong sense of **Focus** as well.

After all, there were a number of things that could have easily distracted her from reaching her goal,

one of which were sharks.

You see, Bethany was a champion surfer who, at age 13, has already won, or at least placed in, a number of surfing competitions. But her competitive days could have easily come to an end on the morning of Oct 31st had she not leaned to focus.

On this day, Bethany, her friend and the friends' brother and father went to Tunnels Beach in California to do some surfing.

To her it was just another day out on the water.

Bethany raised her board, ran out into the water, and began to paddled out to catch the perfect wave.

Then suddenly, without warning, a 14 foot tiger shark attacked her surf board, took a big chunk out of it along with her left arm just below the shoulder.

Imagine the shock, the pain, the terror she felt at that moment.



Hearing her screams, her friend and the father ran out to see what the problem was. Realizing what had happened, they rushed Bethany to shore. The father immediately wrapped a tourniquet around what was left of her upper arm and then raced Bethany to the hospital.

After seven days of a painful recovery she was finally released from the hospital. I wouldn't be surprised

if, while driving home, she asked her dad to drop her off at the beach so she can go surfing. That's how much

**Desire and Inner Strength** she had.

But surfing was to be wishful thinking at this time?

I mean with no left arm to keep her balance, could she even stand up on the board much less surf?

And what about the sharks?

Was her experience so traumatic that her fear of being attacked again prevent her from even getting into the water?

It took about a month to get an answer to this question. At this time Bethany got the OK from her doctor to surf again and she was certainly anxious to give it a try.

When she arrived at the beach, I'm sure she looked out over the ocean and thought of that painful day more than once.

There was no doubt she had the **Desire** to surf. And certainly there was no doubt she had **Inner Strength**.

She wasn't going to let something like no arm stop her from doing what she was wanted to do.

**Desire and Inner Strength.** Two out of three is not bad. But could she complete the third requirement? Will she be able to **Focus**?

Many teenagers who set out to accomplish their goals take the need to concentrate on whatever they are doing to reach their goal very lightly.

Truth is, being able to **Focus** might just be the toughest part of accomplishing any goal. It certainly would be for Bethany. It will be so easy to get distracted. She will definitely have to concentrate on her balance with one less arm.

After all, she has never surfed with just one arm.

And of course there were the sharks to think about.

You know that had to be on her mind.

Having to think about her surfing and worry about the sharks at the same time **would seriously divide her attention** and take away from the goal she wants to accomplish.

An old Chinese proverb put it this way:

*A person who tries to catch two rabbits  
at the same time...  
will catch neither one.*

**You can't expect to be the best you can be  
when your total focus is not on what you are doing.**

**I can not catch two rabbits at the same time.**

**I can, however, focus on one,  
catch it,**

**then move on to focus on the second catching that one.**

Bethany not only got her surfing  
skills back,

but soon after she got back on the board, she won first place  
both in the NSSA National Competition  
and the  
O'Neill Island Girl Junior Pro tournament.

From here she has gone on to win numerous surfing awards  
from all around the world and is now on the Pro Surfing Tour.

# The Ultimate Test for Success

If you ever want to know why you failed at something  
or  
weather you're on the right track in the process of  
accomplishing your goals,

all you need to do is ask yourself this:

*How bad do I really want to do this?  
Am I really willing to do what it takes to get this done?*

True, there are things we **need** in life that we may not have the  
**Desire** for. Getting an education for example; i.e. study for a  
test or do your homework or go to summer school.

Things like this may take more **Inner Strength** and **Focus**  
than it does **Desire** for some.

But when it comes to accomplishing a goal you have,  
asking yourself how bad do you really want it  
and

if you are truly willing to pay the price to achieve it  
(**Inner Strength** and strong **Focus**),

will put things into prospective when it comes to realizing what  
your chances are in achieving this goal.

Don't believe it can work? Try **D.I.F** for yourself and see.