

MENTAL ACUITY



The Entrepreneur's Guide
To Shaping Your Mind For Greater \$uccess

MICHAEL SOLOMON

Struggling with unprincipled business leaders led the author to develop a guide for entrepreneurs. What follows is a narration of his life's experiences, which helped shape his destiny; becoming a success he started to give it away.

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The Entrepreneur's Guide to Shaping Your Mind for Greater \$uccess

By Michael Solomon

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Paperback ISBN: 978-1-64719-977-7

Hardcover ISBN: 978-1-64719-978-4

Ebook ISBN: 978-1-64719-979-1

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Published by BookLocker.com, Inc., Trenton, Georgia.

Printed on acid-free paper.

BookLocker.com, Inc.

2022

First Edition

Library of Congress Cataloguing in Publication Data

Solomon, Michael

Mental Acuity: The Entrepreneur's Guide to Shaping Your Mind for Greater Success.

By Michael Solomon

Library of Congress Control Number: 2021924785

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Introduction

Your brain is probably the most complex organ in the universe. It is more complicated than any computer a person can build. In the animal kingdom, all species have brains that run their bodies similar to ours. However, humans use their brains to a higher function than animals.

Although we have learned that mammals can reason and figure out complicated tasks, it appears that humans have a higher ability in reasoning and logic. You only have to look around at what humans have built and invented with our propensity to reason and think logically to understand the capacity and wonders that evolve when we put our minds to work and work efficiently. The surprises are endless.

Your brain is the controller of your body. It keeps its hand on the tiller like a sailor guiding a sailboat, continually adjusting the rudder and sails to hopefully fight off the ill winds. It repeatedly makes adjustments, like raising our heartbeat and increasing our breathing during exercise. It tells us when we should shut down and sleep when we tire. It controls just about everything we do, even when we sleep. Pretty good for something which looks like a blue and gray gelatin mass that resembles play-dough.

Our brain constantly makes thousands of adjustments, not in milliseconds but nanoseconds, to keep everything working efficiently.

I don't need to explain all the parts of the brain biologically; this will not be a book on human anatomy; all you have to remember is that all the features of our brain work in unison.

The cerebrum, the control center, the thinking portion controls the body's muscles. It lets you do things like play golf, tennis, dance, and learn mechanical tasks. It maintains our dexterity. We need the cerebrum to do any of these things, even to place one foot in front of the other to walk or run. As the thinking part of our brain, we need it to solve everyday problems. It is also where our memory resides, both short and long-term. One of its essential functions is it aids us in reasoning.

The cerebrum has two halves, the right and left hemispheres. Scientists believe the right portion of our brain helps us contemplate the analytical things that help us function. The left side is more systematic, aiding in problem-solving such as math, logic, speech patterns, or sentence structure. It is the portion of my brain, which is guiding me as I write this book.

Your brain generates more electrical impulses in a single day than all the telephones of the world combined. It also has one-hundred-thousand chemical reactions every second.

Your ability to alter yourself or your responses to the changing circumstances or environment is your ability to adapt. Adaptability highlights your mind's ability to learn from experience and improve your fitness.

You can learn to become better thinkers by using your brain to improve your reasoning and guide you to becoming more successful and fulfilled. Through this process, I call "*Mental Acuity*," you can learn to think more clearly and make better and more decisions by using your memory and exercising your brain to function to its capacity. Notice I used the word process, not theory. I believe it is an academic

progression, not conjecture, which guides us in our everyday decisions. We learn to move ahead by relying on our past experiences and experiences stored in our memory. When we recall these experiences, we know how to react to a new situation based on how our minds told us how the previous problem or task worked out, like touching a hot stove as a child. *I won't do that again!* It is reasoning that we need to succeed in life, especially in business.

All the formal education you can achieve will help you in your quest to succeed. However, it is not the deciding factor that will make you successful. Instead, we all have internal forces, which allow us to move ahead and become successful or discover the next great product or device that will help the world.

As my friend, Tim Gannon, Co-founder of the Outback Steak House and creator of the “Bloomin Onion,” said, “You must find your Velcro moment.” You should learn to recognize when what you see in front of you has the potential to make you fruitful and lead you to your entrepreneurial moment. Then you must build the passion within you to a roaring fire, so it burns with intensity and pushes you forward to complete your mission.

It has been said we only use about twenty percent of our brain. The rest is wasted. That statement is an old wife’s tale. The proof is that when we suffer a traumatic brain injury, why is it we never damage the eighty percent we don’t need. We use and need one hundred percent of our brainpower. How we use it, not how much we use it, is what matters.

This book will try to further your education. I will help you develop your mind and passion to give you a roadmap to avoid the potholes on the road to success.

It is up to you to choose the path you want to travel. It is the entrepreneurial spirit you must develop to succeed. Being successful starts in your brain. Imagination is the key to unlocking all your potential. If you can create it in your mind, you can do it. However, it takes willpower. You have to want it more than anything you ever wanted before. Because if you are successful, you can have almost anything.

What will follow on the pages ahead of you is how I became successful after a significant setback in my career path. I will explain how people and major corporations were putting roadblocks on my path to success, unintentionally undermining my ability to succeed.

They weren't doing it consciously, but as part of their corporate culture, damaging to me and many other businesses they serviced. Many of these businesses succumbed to their ways and went along with the status quo. I didn't; instead, I used their incompetency to my advantage, learning how to react and change course along the way. I will show you how their misguided efforts only hurt them in the end. Hopefully, you learn from my experiences and build your road to success.

I will try to layout the tools you need to guide you to success within these pages. They should help you build your business plan or enhance your job performance, leading you to more incredible achievements than ever before. I cannot hold your hand down the path to success; you have to do that yourself; all I can do is define the pitfalls you may encounter along the way. Learning to avoid these obstacles or at least recognizing them so you can plan to work around them or change them to your advantage is up to you. You have to acknowledge them.

A business plan is nothing more than a recipe for success. It is like the outline I developed to write this book. If you don't have one, you won't have a road map to tell you where you are and where you are going. You may wander along many highways trying to find your way. It's like driving without a road map or GPS, flying by the seat of your pants, hoping that your destination is around the next turn.

That's not to say some small businesses do conduct business that way. Some have been successful, but most fail or plod along just eking out a profit. Even if you are successful, wouldn't you like to know your next move before it happens by chance or doesn't happen at all, and you find yourself asking—Now What?

In my last business book, *“Success By Default-The Depersonalization of Corporate America,”* I discussed how many businesses were living by what I termed *“The Eleventh Commandment;* when it comes to business, the first ten don't apply.”

I have consulted with many small business owners, many of whom had made major bad decisions before even putting the key in the door. I found their lack of business understanding clouded by their passion was detrimental to their cause. They were doomed for failure before they began. They would do anything to succeed, even ignoring the first Ten Commandments, which meant they became unprincipled and people wouldn't do business with them.

My intentions with this book are to show you how to become successful, become an entrepreneur, and the steps it takes to live your dream. Even if you are already in business and are successful, I intend to show you how to become more successful, put more money in your pocket and live a better life.

The key to it all is education. It doesn't have to be formal. Education doesn't stop with a college or even a post-graduate degree. In today's world, you must be a life-long learner. You may choose not to go to college and learn a trade (Plumbing, Electrical, Carpentry, Etc.). If so, you must continually refine your skills. You must be a lifelong learner. New and advanced technology and tools are being developed almost daily. You should keep up with your industry or profession. You don't want to fall behind. You must continuously educate yourself in the ever-changing world of business. You don't want to go hungry or be slaughtered by your competition. You must constantly be on your guard for ever-changing winds that could pull you off course into a disaster.

Read these pages with an open mind; I have written them hoping that you will find it takes more than passion to succeed. A recipe for success is no different than baking cookies. It takes a mixture of business acumen, out-of-the-box thinking, and passion. However, leave out one part of the recipe, and things may not turn out so well. Think about chocolate chip cookies without the chips.

“Every day on the African plains, the lion wakes up and knows he must be faster than the slowest gazelle, or he will starve. The gazelle awakens and realizes he must be faster than the fastest lion or be killed and eaten. It doesn't matter whether you are a lion or a gazelle; when the sun comes up, you better be moving.”

-Author is unknown.

2

Purposeful Preparation

“You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose. You’re on your own, and you know what you know. And you are the guy who’ll decide where to go.”

- Dr. Seuss

Did you ever wonder why some people succeed while others fail? Some would chalk it up to education, while others say it was luck or being in the right place at the right time. It is sometimes true. However, you have to know it’s the right place and the right time and the time and place are now.

I’m not saying a good education is not required; my advice is to get the best education you can achieve; however, what you do with it is what counts. How many people do you know who have advanced degrees with excellent grades fail in business and other relationships?

No matter how much education they achieve, some people don’t succeed, while others without a complete high school education are millionaires. Is it luck or something else? No matter how much knowledge they have, some people are missing the one element that makes the informal uneducated succeed and the educated fail — *Entrepreneurial Spirit*. You can have a doctorate in whatever field you studied. You are ready to tackle the world, but the one element that holds you back is the fear of moving ahead. You lack that entrepreneurial drive as your fears take hold of you. So you settle for a comfort level and never rock the boat. You travel the path well-traveled

and never take the road that leads in the other direction, always afraid to break out of your comfort zone. Is it fear or something else?

Roy and Tom (Pseudonyms) are two fraternal twin brothers. Roy graduated High School, went to college, and then attended Down State Medical College in New York. He became an orthopedic surgeon and worked at three hospitals as a salaried resident surgeon over the past thirty years. Roy lives in a modest four-bedroom home in the suburbs of New York. He is married to Carol, an attorney who is a public defender for their county court system. They have three children. Two attend state colleges, and one is in public high school. Roy and his wife have a combined annual income of about \$375,000. Roy plays golf once a week at a public golf course on his day off. Their savings and investments total about \$2.3 million.

After quitting high school at seventeen, Tom bounced from job to job for about eight months. His last position was flipping hamburgers at a local Fast Food Restaurant. Within six months, he was promoted to assistant manager, then manager five months later. Four years after leaving school, Tom purchased his first franchise at the age of twenty-one. Today he owns one-hundred-forty-seven fast-food franchises and restaurants. He also owns four shopping centers and two professional office complexes. Tom has two children. His daughter is a senior at an Ivy League university. His son is in his last year of Law School.

Like Roy's wife, Tom's wife Nancy is also an attorney. The difference is she doesn't work for the county. She is a senior partner in a major New York City law firm. Their combined annual income is over four million dollars. Tom plays golf two and sometimes three times a week at either of the two country clubs they belong to. He and his family live on a five-acre estate in a twelve-thousand-square-foot home in upper

Westchester County, New York. When he is not playing golf in the winter, Tom can be found at his eight-thousand-square-foot, six-bedroom home in Aspen, Colorado. Their combined net worth is over six-hundred-million dollars, including his businesses, real estate investments, and other growth assets. Tom never finished high school. However, he occasionally lectures at universities and business functions on entrepreneurship across America.

Roy and Carol were comfortable, but at the same time, Roy was jealous of his brother, who didn't seem to work as hard as Roy. He wanted more but was afraid to take the road less traveled. He could have started a medical practice or even joined an existing one as a partner, but he was comfortable as a resident surgeon. Carol felt the same way working for the county.

Tom, on the other hand, was jealous of Roy. He had wished he finished school and went on to college. When he looks at his financial statements, his jealousy vanishes.

So what makes Tom and Roy different and many other success stories like theirs?

Is there some inner series of brain cells that direct our thinking into taking a leap of faith and going for it? Do we develop entrepreneurship through socialization, or are we born with it? Is it an intuitive skill, or do we cultivate it? More importantly, how do we know when to act upon it?

Knowing when it is the right time and place for many entrepreneurs is not rocket science. It can be attributed to a mindset, a way of thinking,

or analyzing a situation. It may be the ability to structure or restructure your behavior to accomplish your goals. It is burying your fears.

About the Author

Michael Solomon is a former New York City Police Department Special Investigator. During his tenure, he was assigned to the Youth Division, Organized Crime Control Bureau, and the Intelligence Division. He has personally met four U.S. Presidents. Michael has worked with world leaders, the homeless, and millionaires.

After his police career, he founded his own business. Within five years, he was nominated as operating the best company in America in his field by a national trade magazine. After becoming successful, he started to take care of the less fortunate. His work for various charities earned him the respect and admiration of his community.

In 2003, both houses of the New York State Legislature recognized him as “Humanitarian of the Year” in a legislative resolution. After he retired, he moved to Florida, where he began his writing and speaking career. Since that time, he has written five books, of which three became bestsellers.

His first novel, “*The Conversion Prophecy*,” was chosen as best in fiction in 2016 by Books and Authors. He was a finalist in the Next Generation Indie Book Awards, Thriller Category, and he is the recipient of the 2017 John E. Weaver “Readers’ Choice Award.”

He has appeared, as a guest, on over 350 national radio and T.V. shows.

“*Mental Acuity - The Entrepreneur’s Guide to Shaping Your Mind for Greater Success*” is his fifth book; it won’t be his last.

Both his novels have been written for the Hollywood screen.

Michael Solomon

To learn more about Michael Solomon, visit
www.Michaelsolomonbooks.com

Other Books by The Author

“Success By Default – The Depersonalization of Corporate America”

“Where Did My America Go?”

“The Conversion Prophecy”

“Under The Divi Tree – True Love Needs No Reason”

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