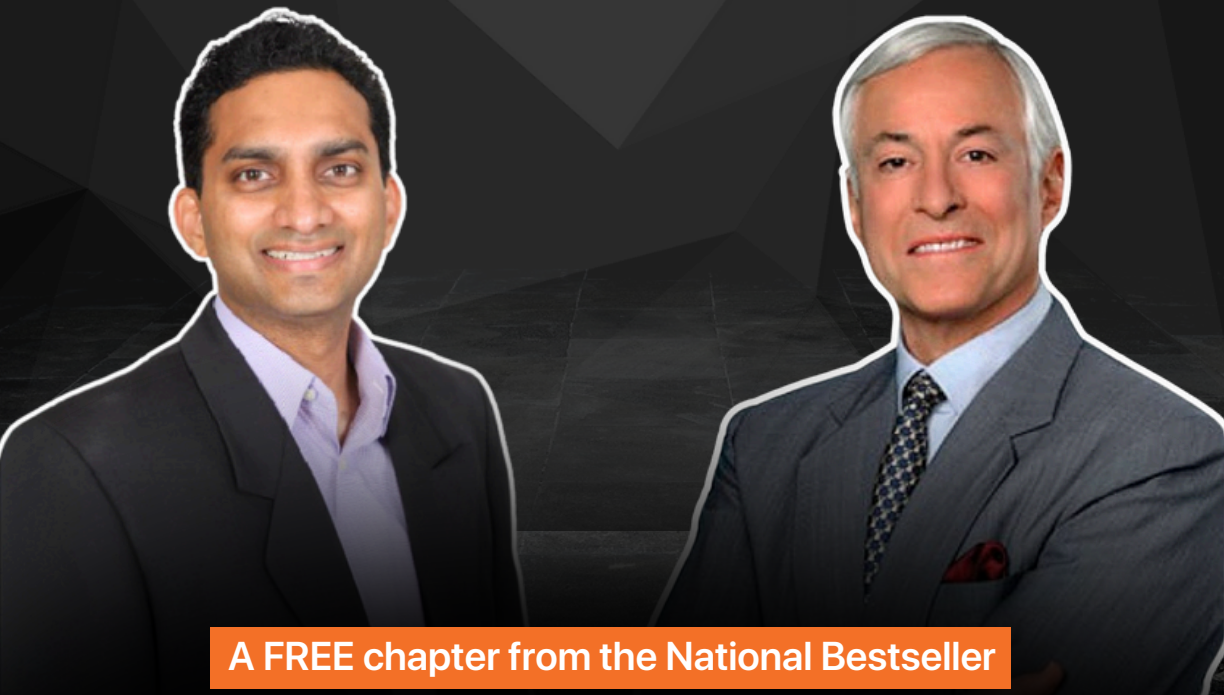


# STOP THE RACE

*How Ordinary People Create  
Extraordinary Success*



A FREE chapter from the National Bestseller

"Cracking the Code to Success" Co-Authored by Brian Tracy

# **STOP THE RACE**

## **HOW ORDINARY PEOPLE CREATE EXTRAORDINARY SUCCESS**

**BY KIRAN VEDANTAM**

Every week we read or hear about people who have taken control of their lives and have become financially independent. We see them on television, magazine covers, billboards and on streaming social media feeds. We want to be like them - successful and accomplished people.

Why are some people outstanding while most others are not? What separates the successful from the rest? What is the extra thing that gives some people an edge? Is there a formula for success? Are some people really made extraordinary?

We need to appreciate that they too were once ordinary people with dreams of success like most, but they were able to go out and realize their dreams. These are, in fact, ordinary people who moved themselves out of their comfort zones. These people are just like us who have achieved extraordinary success. When they can, why can't we?

Let me share my journey towards becoming 'them'. Our story may be similar to the millions of immigrants who crave to become the extraordinary. We started out as ordinary people coming to the United States of America from India as college students to attend a Master's program at Arizona State University. I landed here with literally nothing in my pocket but a heart filled with dreams. I did not know anyone

in this country when I arrived. My hardworking and devout parents mortgaged their lone asset to get me here. The loan was just enough to buy a one way airfare and expenses for a few weeks. My goal then was simple and clear – to achieve complete financial independence and then grow to be of help to my family – not realizing that the goal is not complete. The baby steps were to survive to graduate, get a job, pay back and support my parents, get married, buy a house, save some money, and be able to help others.

Before long, I was well on my way to my dream life, or so I thought. I met my wife to-be, Kiran Bapatla, who was doing her Bachelor's degree in Electrical Engineering at ASU. She pursued her Master's in Electrical Engineering after completion of her Bachelor's degree. Just like our names, her approach and train of thought was in sync with mine. We got married right after graduating. Intel, our dream company hired both of us as engineers where we were around many other hard-working professionals like ourselves. The pay was great, we were provided with amazing benefits and we achieved everything we thought we wanted.

We were financially comfortable and life was cruising along nicely. We bought a house, paid off debt, traveled a bit and were able to help our families. The two of us worked hard and sometimes the hours were long but life was good.

To relax, we discovered that we enjoyed spending time in our garden, which evolved as our passion. However, as time passed, we discovered that because of the long day commitments of our engineering jobs, we never seemed to have time to enjoy our garden. There were beautiful mornings in the garden that were cut short as we had to leave for work, and it was dark by the time we got home. Our weekends were filled up with many things we could not get done during the week—grocery shopping, social

obligations, work around the house and errands. We found that there was no time in our ordinary days to enjoy all that we worked so hard to achieve. My wife and I were living a “rat race.” We had so much energy and passion to accomplish greater levels but discovered a need to optimize our time to fulfil our pretty passions.

What we really wanted was an ordinary life, with extraordinary achievements. We wanted to be one of those who achieve the extraordinary. But how? What did these successful people do to build their extraordinary lives? We set out to find the answers. We then revisited our life goals and started drafting a “Life Plan” with key milestones for the next 10 years, involving the key areas we wanted to focus on – Finance, Relationship, Health, and Travel. It was a simple bucket list with a due date and thinking worst case and best case.

	Goal – A (with grit)	Goal – B (mediocre)	Goal – B (worst case)
Finance			
Relationship			
Health			
Travel			

Diagram 1. Life Plan Matrix

This is the story of how we took our train of thought about the future on a journey from our ordinary lives to an extraordinary place. . . a place of successful entrepreneurship, unlimited income potential, and the time to savor all that we achieved. Once the targets were set, the journey started to become pleasurable. It led us to the life we never even imagined we could have. If we, ordinary as we were, can make this journey, why can’t anyone else?



For us, the journey from ordinary to extraordinary started in 2002 when we read a book by Jim Collins, *Good to Great*. It talked about why some companies take leaps to succeed while others do not. It stirred us into thinking about these same principles as applied to the lives of individuals. Why did some people achieve such extraordinary success?

Our train, like every train, needed an engine to get moving. We narrowed down on excelling in “financial and temporary” independence. In other words, we needed to have enough money to sustain the humble lifestyle we enjoyed, and also have enough time to spend with each other.

To support refined goal items, we had to achieve passive income to replace the income we earned as engineers. This would give us more control over our time and let us enjoy our achievements. We did not want to be bound by the limited track of corporate life which meant working long hours for someone else. Although there was stability here, the standard procedures were made available to follow. The journey along with the destination seemed unfulfilling and limited. After looking around, we realized that what we desired was a track of self-employment and to be in control of our own destination.

This thinking and the desire to have more time we could call our own sent us on a search for opportunities. The “entrepreneur bug” bit us hard and we started researching for industries that appealed to us as potential business owners.

Even knowing the potential rewards, it was hard to start that journey. At that time, working at our jobs made our life comfortable. Leaving the security of those jobs and benefits was scary, especially now that we had a family. We sat down and made a list of the pros and cons of changing our path.

After you read our list, make a list for yourself. What will your benefits be? What areas are holding you back from starting down your own track? Doing this will help you find your driving engine so you can start your journey to an extraordinary life.

## PROS OF SELF-EMPLOYMENT:

- ▶▶ **Supreme Authority:** Obviously, when you start your own business, you alone are the boss. There is no one there who tells you what to do. You make all decisions and do it your way.
- ▶▶ **Awareness:** No one is more aware of what is going on in your business than you are. This is your chance to focus and learn everything you can about the industry you have chosen, the clients you service and the impact you will have in the local and global marketplace.
- ▶▶ **Tax advantages:** You have the ability to deduct expenses you incur as part of building your business. Speak to a tax consultant to understand the benefits on how to structure the business and gain maximum benefits.
- ▶▶ **Time flexibility:** Do you need a break from your work? Are you just tired of the routine? Fine - work around the client needs and get a break. You can now work on your schedule.
- ▶▶ **Fulfillment:** Pride in ownership and all that you have accomplished gives a feeling of fulfillment. Entrepreneurs report feelings of fulfillment in their business achievements higher than those who are only a small cog in a big, corporate wheel.
- ▶▶ **Higher Income:** With entrepreneurship, the sky can be the limit when it comes to your earning potential. When you work for yourself, you are not restricted by the salary limits set by someone else.

## CONS OF SELF-EMPLOYMENT:

- ▶▶ **Financial Instability:** You may miss the luxury of a stable paycheck. Your salary depends on you – and at least at first, more work equals more money. There is no easy way to do it. You run the risk of losing everything you have worked hard for.
- ▶▶ **Capital investment:** You may have to bring in an initial capital investment. In addition, there is a possibility that the return might not come through for many years. It is possible that it may never come through at all, a risk you must be willing to take.
- ▶▶ **Multi-tasking:** When starting out as a sole proprietor, you must take care of everything by yourself. Until you are financially ready to hire employees, you are the ‘chief cook and bottle washer’ too. Be prepared to get a little dirty and outside of your comfort zone.
- ▶▶ **Extra patience:** This is a virtue and a necessity now. You must tactfully deal with your clients and have loads of patience and tolerance with all those that you do business. Flying off the handle now will earn you an unwanted reputation, so just don’t do it.
- ▶▶ **Health and Time:** Entrepreneurs put in more hours especially when they start out, which can negatively impact your health and put a strain on relationships. Preplanning in simple ways can help avoid extra stress on your health. For example, it is so easy to fall into a pattern of quick, convenient meals when you are busy. To avoid this, keep healthy snacks with you at work. In the end, this will save you time, because you don’t need to go in search of fast food, and you will feel better too.

► **You cannot pass the buck:** You quickly learn that your decisions will bring in profit or make you lose it. There is no one to blame anymore. You take the blame and keep moving forward.

## THE BOTTOM LINE

There is no doubt that entrepreneurship has its risks. But, it also has the most incredible rewards. For many, there is nothing more rewarding, both financially and intrinsically, than building a successful business. If you are tired of being ordinary, it might be time to take that jump into the life you have always dreamed of having. Self-employment is growing in much of the world and now is a great time to make it happen for you too. What could be more fulfilling than taking a journey of success? You too can have an extraordinary life.

## SMELL YOUR PASSION

(It was the garden for us)

We love to spend time in our garden. During the time when we were working at Intel, it was discouraging to have no time as we rushed off to work. By the time we were home at night, it was dark and we were too tired. If we were going to have time to smell the roses – in our case, our garden – we needed to find time to stay home, and to stay home we needed to replace the income our jobs gave us. This was our driving force, to have both the time and the money to enjoy what we achieved. Listen to your inner calling and follow your instincts. Find your driving force or main goal. Knowing this will provide the engine to drive your journey and help keep you motivated. This is the WHY you are doing this.



# BETTER LATE THAN NEVER

Do not think that it is too late for you to get started on your journey. It is better to start now than to never start at all.

## Remember the quote:

*When is the best time to plant a tree? 20 years ago.  
When is the second-best time to plant a tree? **RIGHT NOW!***

Here are the seven things to keep in mind as you start:

- ▶ **Pause:** Find a quiet place and jot down exactly what kind of life you desire. This is the most important pause of your life. We used to go to the public library and converse in quietness and take notes on what is our “WHY”. Come up with your Life Plan.
- ▶ **Skillset versus Interest:** Sometimes our personal skillset isn't exactly what we are interested in starting a business with. Take us for example – we were educated as engineers, yet our first big success as entrepreneurs was in the field of real estate. During an interview, we were asked why we chose real estate and how we managed to achieve so much success in such a short period of time. These two questions are related. We became interested in the potential of earning money in real estate after we made a significant profit on our home in just a few short years. This opened our eyes to the opportunities in real estate investment. The secret to our success was that we spent time taking a deep look and researching the industry and its potential before we jumped in. It wasn't the only industry we looked at, just the one where we saw the most potential.
- ▶ **Give your best:** With the advancement in human evolution, most paths have been travelled by someone earlier than you. Research and study hard on which field works for your style that can also make money. Then, be prepared to work

hard. Be prepared to sacrifice everything for a designated time and get into the focus zone. If you work hard, your clients will see it. People love working with people who communicate well and who are sincere in that communication and effort. Always give your personal best. People will notice your efforts and respect what you do. This will help you gain and keep your confidence too.

- ▶ **Partner up:** Find people you can partner up with to learn the industry. When studying real estate as a potential industry, we quickly discovered there are many people to help you along the way. We had mortgage brokers, title companies and peers willing to guide us and share their expertise and knowledge. In your potential industry, find these people and let them help and guide you. It will save you both time and from making some costly mistakes. Make friends and resonate together.
- ▶ **Being Decisive:** Another important thing in any self-employment venture is in decision making. Any self-employed individual should be a good decision maker and can make an important decision at correct times. We decided to choose the real estate field as a new start because the field was interesting and profitable. We saved a lot of money by just sticking to the basics and not trying too many crazy ideas. As we progressed with the business, we expanded our business at just the right time to take full advantage of my investment.
- ▶ **Genuine intent to serve:** We followed Zig Ziglar's philosophy: "You will get all you want in life if you help enough other people get what they want." We also didn't keep the knowledge to ourselves; we believed in serving and to share our knowledge with everyone.

Life is a race, so pace yourself. When it comes time, be prepared to stop the race. Stop running to achieve the extraordinary in a cluster of the ordinary; rather, make your own opportunities. Become extraordinary, do the extraordinary. Gather strength and motivate yourself. Do and think out-of-the-box to earn big and get your own share of a great reputation.

The question is: What do you want to be remembered for and are you on the path to get there?

When you start believing that ordinary people can create extraordinary success is when the magic begins.

*Do you believe that ordinary people can create extraordinary success?*



# About Kiran

Kiran Vedantam and Kiran Bapatla are a husband and wife team. After a few years into their dream job at Intel Corporation as engineers, they set out with a simple goal of being able to spend more time together without compromising on their lifestyle. They were able to replace their income and resign from their engineering jobs. They have found that real estate investing is not only easy to transact, but also can help create cash flow and profits. They are first generation immigrants from India and met each other when they came to the United States to pursue their Master's degrees at Arizona State University.



Following their entrepreneurial passion, they got into the real estate industry with no background or experience on the ways of the land. Kiran Vedantam has been a licensed realtor since 2005 and started his own real estate company Kirans and Associates Realty in 2010. They began critically studying the real estate industry and within a short time became one of the top agencies in Arizona, ranked #113 in the USA by Wall Street Journal/Real Trends in 2011. Kiran was ranked 4th in Maricopa County in 2011 for most closings and is in the top 0.5% of agents overall for sales



dollar volume. Kiran Vedantam was awarded the AZ Real Estate Achievement Award 2013, and was also ranked in the top 150 in the country by Real Trends in 2013.

They started community outreach events from 2006 related to homeownership and real estate investments. They invited well-respected attorneys, CPAs, mortgage professionals and fellow realtors as guest speakers so that they all could share the best-known methods. Their real estate radio shows in California (KLOK 1170) and Arizona (KQCK, KAZG 1440, KFNX 1100) have been well received and got them recognition as leaders in real estate.

Kiran and Kiran Vedantam are still actively helping families at Kirans and Associates Realty. They run a team of real estate agents and are top agents in Arizona. They passionately share their vast knowledge, experience, and expertise with their clients so they too can enjoy the benefits of buying and selling real estate. Their radio interviews and TV appearances are shown on: [www.KiranandKiran.com](http://www.KiranandKiran.com).

They also run a family fun center in Chandler, AZ called Makutu's Island, and are involved in caring for the dying at Sacred Heart Hospice in Phoenix, AZ.

*They can be reached at:*



[www.kiranandkiran.com](http://www.kiranandkiran.com)

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*Co-Authored by Brian Tracy*



**FREE CHAPTER GIVEAWAY**  
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