



Mark Victor Hansen

The Ambassador of Possibilities

Mark Victor Hansen is the co-creator of the wildly successful **Chicken Soup for the Soul®** series, and the co-author of a new book, **The One Minute Millionaire**. For more than 25 years he has influenced society's top leaders, and the general public, on a global scale, speaking over 50 times a year. He is also an active entrepreneur, philanthropist and humanitarian. Mark Victor Hansen is an enthusiastic crusader of what's possible and is driven to make the world a better place.

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Choosing a Partner

Partners Take You Farther and Faster to Your Dreams

by Mark Victor Hansen

We may come into this world alone, and we may die alone, but no one does anything by themselves between those two events. We all need people – friends, family, business associates, etc. – to help us achieve our goals and stimulate personal and professional growth in our lives. Every phenomenally successful person on this planet – whether still living or in our history books of greatness – has had a group of people with them, around them, behind them and beside them. There is no such thing as a self-made person. When life gets tough, you need your team by your side, shoulder-to-shoulder or, when under attack, back-to-back!

You can achieve greater heights in life by employing the tactics of both Partnering and Dream Teaming. In another article I've written, "Creating Your Dream Team," I cover the hows and

whys behind creating lasting Dream Teams, the groups of people who help bring your ideas to fruition. In this article, I'm addressing the all-important Partner, who can literally make or break your most glorious goals and dreams.

What is Partnering?

When we partner with someone, we are joining forces with others in a common activity, working together toward a similar goal. If we choose to create a business partnership, we share the same desire to create an enterprise, an investment, or fund raise for a philanthropic endeavor. We take different risks and subsequently share differently in profits or losses. The deal may be a 50-50 relationship, but there will always be times when it's a 99.9 to .01 relationship, a 60-40 combination, or any combo in between. Remember, you're not choosing a partner for an even-stein relationship at all times. You're creating a partnership to give when they need to take, and

to take when they caringly give.

Personal partnerships are quite similar to business partnerships. They occur when two or more like minds come together to invest themselves in relationships for a common goal. Perhaps the common goal is to have a stable home life and marriage, and/or to create a friendship that will last a lifetime.

Even the players in some sports refer to themselves as partners. Each partner is part of a team. The ideal is that each gives their personal best. They know their partner's strengths and weaknesses and the goal is to actually have partners unique where you are weak. When one player is having a hard time, the other player picks up the slack.

The Benefits of Partnering

There are endless benefits to partnering. Jesus said: "For where two or three come together in my name, there am I with them." He knows the benefits of collaborating. He had 12 partners of His own ... though I prefer to call that particular group a serious Dream Team. Note, please, that He never performed a miracle until He had 12 disciples working in perfect harmony.

"When two minds are joined together to focus on a common goal, a third new mind is created," says Dr. Napoleon Hill. There is a sudden new excitement and energy that can't even be explained. It creates a momentum of positivity that permeates each member of the partnership. That feeling then exudes to everyone *around* that partnership. It buoys up their spirit, their attitude, their life. It makes everyone feel good about the people involved; it makes everyone want to help them achieve their goal.

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Partnering with someone to bring about a desired result is like throwing a stone into a still lake. When you join forces with someone and work together it causes a glorious ripple effect that grows and grows in every direction. Everyone and everything it touches passes your desire on until what you want becomes yours. You magically and mysteriously make connections you didn't know were available. You find new ways to take advantage of

opportunities and avert disasters because of the talents and skills each of you brings to the table.

Partnering allows you to divvy up the workload. Knowing you don't have to do everything yourself to achieve your dreams makes the load easier to bear. Sure, there's work involved in reaching goals. When you have another chosen person there who wants the same things that you do, you can share the thinkload and workload. You create an equilibrium of success when there is a sharing of chores. There is a right person for every activity. And it makes doing the work together a lot more fun. Partnering reinforces commitment and belief.

Another benefit to choosing a partner for various enterprises is that you know you're not alone when you're feeling discouraged. We all have our down days and our low points. Having just one partner keeps our down times to a minimum. Your partner is there to keep you moving when you don't think you can go another step.

When Jack Canfield and I were on a 28-day continuous tour launching Chicken Soup for the Soul, we were up at 4:00 a.m., and in TV studios at 5:00 a.m. for 6:00 a.m. shows. We did 6-8 radio and TV interviews per day. At night, we'd talk to 1,000 people, get on a plane at 11:00 p.m. and

fly to the next state for the next day.

Three days before the end of the tour I was exhausted physically, spiritually and emotionally. I was drained. When I admitted this to Jack, he said, “Just surrender it. It’s almost over, friend.”

From that day, I moved forward differently and as a result, we broke another record months later with the *Second Helping of Chicken Soup for the Soul®*, which broke the sales records of our first book. Without my great motivating partner who saw more in me than I did at that one moment, I don’t know that I would have been able to find the strength to get through that tour, let alone summon the enthusiasm for a second book.

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Others lift you up and remind you to focus on the thing you’re both working toward achieving. They boost your energy level and keep you motivated. They’re your cheering section – they give you “rah rahs” when you need them the most.

A partner also make success that much sweeter. After you do the work together and see your dreams come to fruition, you and your partner celebrate together. These are the people who have trudged along beside you. They are the thinkers with whom you have brainstormed. They are the people who have created solutions with you when situations seemed unsolvable, as I’ve stated above. You have labored together and now you can stand together as your goals are realized. Partnerships make success all the more sweet. Look around and you’ll see all greatness emerges out of partnering, even if that partner is nearly “invisible” to the world.

My Own Partnering Story

I love partnering with brilliant, inspiring people to create success. In fact, in the book and subsequent tape series I created with my Chicken Soup partner, Jack Canfield, *The Aladdin Factor* gives you example after example of people who not only pursued their dreams, but found partners to further propel them toward those goals. In the book and subsequent audio tapes, you’ll learn what these people did to attract and designate partners to their cause.

And, for a more advanced look at partnering and

subsequent Dream Teaming, you don’t want to miss the multi-pack CD set created by myself and yet another business partner Bob Allen. It’s called *Mastermind Your Way to Millions*. Bob and I were convinced we’d find a way to pre-sell a million copies of our co-written book, “*The One Minute Millionaire*.” So, we formed a mastermind of 40 of the world’s best marketers to help us. At the beginning of the session, Bob and I explained our partnership and how effortlessly and quickly that shared bond had moved our project forward (i.e., Random House gave us \$1 million to write the book). Then, we opened our partnership to our new Dream Team, asking for help in this aggressive marketing push. What unfolds on that CD set – a complete rendition of the entire session – is absolutely phenomenal. You’ll hear and see for yourself how people came together and worked synergistically to help us achieve our goal.

As one example, our great friend, Brian Tracy, who has recorded more than 300 tape albums, refers to Occum’s Razor. Occumia, a 14th century philosopher instructed all future individuals, partners and Dream Teams to work toward the best, fastest and easiest solution. He thought our best plan would be to sell just one person a million books.

The idea seemed laughable and ridiculous. Then, Jim Griffin, one of the world's top insurance agents said, "I have several clients who would be greatly benefited by buying a million books if you could use the new technology called P.O.D. – Print on Demand, which allows personalization of individual books. For example, as a Christmas gift from a major financial institution, the book would be inscribed to say something like, "To Barbara & Brian Tracy, with thanks, VISA International." As I write this, several such orders are pending.

While Bob and I couldn't see it or believe it, our Dream Team could see more for us than we could. You could have the same or better result by simply working with one person or many.

While I've had many partnerships in my business ventures, I'd say nothing showed me its importance more effectively than the partnership I forged with Jack Canfield. Together we created the *Chicken Soup for the Soul*[®] series of books and products. Allow me to share how this lucrative partnership began:

Both Jack and I are keynote speakers who use stories to convey our messages. It seemed that in every workshop and seminar we

delivered, people in the audience would ask if we had this story or that parable in a book. The original idea was Jack's. I asked if he would allow me to partner with him. His reply? "Send me up some stories and I'll decide!" From that point forward, the rest is history. Finally, in 1990, we got the hint – we decided these ongoing questions were not a coincidence and we had to do something, create something. We formed a partnership to write a book.

Soon we found that transferring our stories to paper was not as easy as we first thought. In fact, it was incredibly time consuming for two people on the road all of the time. After three years, we found that we had written a little over half of the stories we had planned on – not the 101 we thought we needed.

We decided to expand our partnership to include a Dream Team of other professional speakers, and requested they send us their favorite motivational, inspirational stories to add to our list. It was like dropping a large stone into calm waters. In no time at all, we were overwhelmed with incredible stories of phenomenal people who have done amazing things. We couldn't believe how many great stories we received!

We then decided we'd interview many best-selling

authors such as Dr. John Gray, Ken Blanchard, Barbara DeAngelis, Deepak Chopra, Wayne Dyer and more. In the process, Dr. Blanchard told us, "Feedback is the breakfast of champions." We took Ken's advice to test our stories on a potential market. In so doing, we set up another Dream Team, this time made up of 40 other people, and asked them to rate each story. In no time we had the top 101 stories. See how this built – and built – and built to create a realized dream?

***"When you alone
have a dream you
are powerful. When
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unstoppable!"***

We had one more obstacle to overcome. Our book didn't have a title. We knew the title had to absolutely pop off the page, so we partnered again for a common goal – think of a winning title for our book. For an hour each day we agreed to meditate on the ultimate title. Soon, Jack was giving me a call. Jack had seen an image of the chicken soup his grandmother made when he was a child and remembered how she told him it would cure anything. We decided that that's what we

wanted this book to do – have the healing power to cure anything. Jack called me at 4:30 a.m. with the title: *Chicken Soup for the Soul*®. I tell you. I got goosebumps as soon as the words were out of his mouth. We knew, without a doubt, we had it.

Unfortunately, no one else thought we had it. Thirty-three of New York's biggest publishing houses said “no” to our book. It was rejected by a total of 140 publishers. Pouring more rain on our parade, our agent gave the book back to us and said: "I can't sell your book."

Thank God we had partnered with each other! Can you imagine going through that kind of rejection all by yourself? Granted, there were some denizens of history who acted individually and forged their way through . . . but in most cases, it took one support person or a cast of supporters to help that person past the dreary low points, failures and rejections. While Jack and I had built a number of supporters to boost our spirits, it truly was the partnership we'd forged between us that got us through those exhausting days. We continued to focus on our goal and encouraged one another during the “Why me, I can't go on” slumps. We never stopped moving forward.

Finally, after leaving a copy of our manuscript with Peter

Vegso, president of Health Communications, Inc. who agreed to publish it, we saw our dream come true. And we have now shared in the success and accolades! We saw *Chicken Soup for the Soul*® make international publishing history, and together held the title of "The Best-selling Authors of the Year" by USA Today for both 1997 and 1998, selling 15 million books, which was more than any other author had done in America.

There is Enormous Power in Partnering

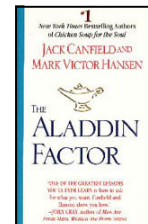
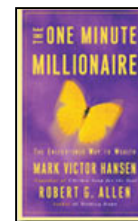
Deciding to join forces with people for a common goal is the quickest way to your success. Create an alliance with those you like, trust and respect. Chances are very good that if I asked you, you could list one to five people you'd consider as partners in this venture or that. Believe your intuition about potential partners – your intuition is a stronger ally when it comes to recognizing real strength and goodness vs. red flags of potential future issues.

When you've chosen a partner potential, make sure they feel the same way about you. Make sure these people are individuals you want to share the good times and the bad times with before you enter into a partnership. Then,

embrace them – allow them into your life and love and support them.

When you alone have a dream you are powerful. When you partner with the right someone to create that dream, you become absolutely and magnificently, miraculously unstoppable!

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