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To: lisa@salesmarketing.org.nz
Subject: Amplify Your Success and Rock your Life

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Dear Lisa,

 The amazingly eclectic month of May. On May 1, I was driving past Revolution Square in Santiago De Cuba. Everyone was speculating on whether Fidel Castro would appear or make an announcement. Over 500,000 people were in the square in Havana. Fidel never did either. I started thinking....'I bet he has already died and they are hiding it because they are not sure what to do.' Cuba is on the verge of a huge change. The glorious 1940's cars that you see everywhere will go, things will change. You can't get anything american there. Not even a Coca Cola. They really don't want a lot of it either, even though my Apple Mac just had them going wow...they certainly don't want McDonalds or KFC.

Cuba has been in Fidel's hands for 50 years next year. I left Cuba with a profound respect for Fidel and Che Guevara (who was taken out by the CIA in 1967), for creating what they have created there. Whilst people are poor, no one is homeless and everyone has food. Better than NZ even. You really have to see it yourself, but it is changing. I'll be interested to see how they control that and how it plays out. Another revolution maybe?

A week after Cuba, there I was standing on the beach in Puerto Vallarta in Mexico waiting for the bride and groom. A \$30 million home owned by a Mexican dignitary was far removed from the beach in Cuba. What a wonderful and crazy world we live in.

Back in NZ we ran Rock Your Life in Auckland on 31 May, another fantastic event, which saw the audience really getting into the swing of things. We are primed for a great June event in Perth.

Have a Great Month!

Upcoming Events

This month we reveal the long awaited follow up to Global Gypsy, Bill James (one of the tight 5 speakers new workshops), the new Tight 5 event, but first an update on Rock Your World Egypt.

1. Rock Your World Egypt - It's SOLD OUT. Yes thats right, Rock Your World - Egypt - Spirit of the Ancients is sold out. If you were considering coming but haven't said yes yet, we need to know now. We have requested two more rooms, however the boat we are on for some of the trip is full. If they free up then we already have a few people on a wait list, so we will be releasing only four more places. That's the maximum we want to take. For those of you booked and paid up, don't forget to check our face book site - Rock Your Spirituality - for regular updates. Our leaders meeting this week uncovered some other very cool stuff we will share with the group. Dave

Rogers, Michael Bradford and I are very excited about this never to be repeated trip.

2. Global Gypsy II - This is the follow up to Global Gypsy. That book was more popular than I ever believed myself. Thanks to everyone who wrote to me about the book. In Global Gypsy II, I track my journey through 2007, from the ancient healing centre of Hippocrates on the island of Kos where some cool stuff happened, to my trip to New York where I turned down a publishing deal anyone would want, and saw the inventor of the electric guitar Les Paul. This book is full of stories of ordinary people doing Wow things all around the world. These stories are absolutely inspiring. For your FREE, yes FREE copy email naadia@rockyourlife.net with GGII in the subject line. The books will be ready mid June.

3. Bill James - Bill is a fantastic speaker, full of humour and great insights and is one of the Tight 5 (www.tight5speakers.com), NZ's leading business speakers. He is running a series of workshops, the first of which was sold out. Bill's second workshop focuses on "Uncover a Goldmine at Networking Events". Few people know how to really get value from a networking event, Bill does. Check out the course on www.inspiredlearning.net.nz.

4. TIGHT 5 Breakfast (You simply must be there) - The Tight 5 are New Zealand's leading business speakers. Every 4 months or so they run an awesome breakfast event, showcasing the 5 speakers and also a magic opportunity for networking and for learning and connecting. Every one of the last three Tight 5 events has sold out so don't be left outside. You can obtain a seat for only \$45, or a table of 10 for \$400. Its on Wednesday 25th June at The Heritage Hotel, 35 Hobson St, Auckland City. Please contact Naadia at naadia@rockyourlife.net if you are interested.

Rock Your Life TV - Online Tips and Tricks

Successful Recruitment Techniques - Hear Mike's new online tip on [Rock Your Life TV](http://RockYourLifeTV.com).

Human Interest: Maya Shahani

In Mumbai I had the most amazing experience on that first trip. Akhil Shahani who was organising my Mumbai speech had organised it to be in his mothers apartment. This was a new experience, giving my key note speech in an apartment. Not knowing exactly what to expect and just going with the flow we go to the apartment. The apartment is a 4,500 sq ft penthouse on the absolute ocean front of the Arabian sea, facing due west it is a most beautiful place that picks up the most incredible sunsets. It was there I met Maya Shahani. Within five minutes of meeting this incredible person I felt as if I had found a second mother. I am positive I have known Maya in many lifetimes, as indeed I feel about a number of the people I have met this year. Maya has an incredible story.

She was born at the end of the second world war in Pakistan. Her family had nothing. They were refugees and headed for India for a chance of survival. On the night they crossed the border, when Maya was just a baby there was a terrible rainstorm, followed by a flood. On that night Maya's mother held Maya above the rising waters whilst the rest of their possessions blissfully sailed away. This was how she came to India.

The above article is an excerpt from Mike's book 'Global Gypsy', available now for [FREE](#).

How Loud Do You Play?

Having played in a rock band into my 20s, the one thing guitar players want to be is loud. I had a 1965 split channel Marshall 100 watt amplifier with two Quad boxes (for you non 'musos', that means eight speakers). This thing's volume literally went to eleven.

Jim Marshall was a drummer who opened his own music shop in 1960, after having taught drums to people such as Mitch Mitchell from the Jimi Hendrix Experience. In 1965 Jimi Hendrix, on his first visit to the UK, met with Marshall and after playing with the amplifier said he would use them exclusively. Marshall, in his biography The Father of Loud, claims that Hendrix was a nice bloke because, unlike other musicians, he actually offered to pay for all the gear. Today, Marshall is the most recognised rock amplifier in the world.

My Marshall was so loud that I literally never had it above a setting of 'one' on stage. At one outdoor concert, I did turn it to 'two'. One day on a friends's farm, I set the amplifier to ten, in a paddock 100m from the house. I stood by the house with my guitar connected to the amp through radio. It was so loud, one cow actually broke the fence getting out of the paddock.

Why do we only amplify our success in life by going to 'one' or 'two' on our own personal amplifier? What's wrong with playing at an eight or nine, or 11? Very few people do. Most of us are happy to complain about what everyone else has. Are you in the band or in the crowd?

I recently went to see U2 in Auckland. They were fabulous. This was the third time I've seen them play. It was a great experience and I clearly remember both previous concerts. But for them it was an incredible experience. If you aren't participating, you are not rocking your life. I believe that regardless of how good my experience was, it was more profound and a more incredible experience, not only for the band, but for the entire team - 'roadies', security, etc. Do you want to watch or do you want to play? Playing is ultimately more fun.

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[Read the full article...](#)

Have a great month ahead and we will talk again soon.

Mike is not a 'motivational speaker' he is an innovator. Mike is a professional conference presenter, expert trainer and 'business innovation coach'. To book events and coaching with Mike email info@rockyourlife.net.

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