

PROPHET W. MAGAYA  
FOUNDER OF PHD MINISTRIES



40 LAWS OF  
**SUCCESS**

IF YOU CAN DREAM IT, YOU CAN DO IT.

Proverbs 16:3



40 LAWS OF  
**SUCCESS**

PROPHET W. MAGAYA  
FOUNDER OF PHD MINISTRIES




---

## CONTENTS



<b>Introduction</b> .....	5
<b>Law Of Good Aura</b> .....	8
<b>Law Of Connection</b> .....	11
<b>Law Of Energy</b> .....	16
<b>Law Of Information</b> .....	19
<b>Law Of Management</b> .....	22
<b>Law Of Product</b> .....	24
<b>Law Of Mentorship</b> .....	28
<b>Law Of Maintaining</b> .....	32
<b>Law Of Good Culture</b> .....	36
<b>Law Of People</b> .....	41
<b>Law Of Hard Smart Work</b> .....	46
<b>Law Of Hands Off</b> .....	50
<b>Law Of Seven Streams</b> .....	54
<b>Law Of Leadership By Permission</b> .....	58
<b>Law Of Leadership By Reproducing</b> .....	63
<b>Law Of Leadership By Inforpreneurship</b> .....	68
<b>Law Of A Calm Heart</b> .....	72
<b>Law Of Rising Again</b> .....	76
<b>Law Of Politics</b> .....	84
<b>Law Of Answering Tomorrow</b> .....	86
<b>Law Of Understanding Time</b> .....	89
<b>Law Of Private Angels</b> .....	92
<b>Law Of Imagination</b> .....	96



---




---

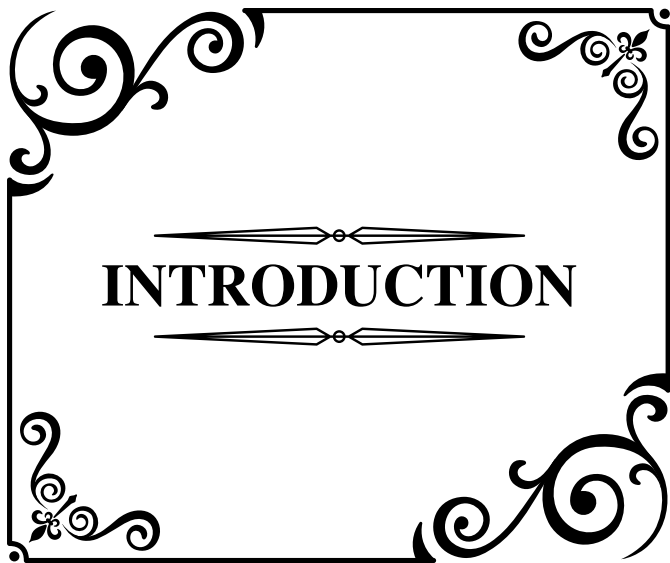
## CONTENTS



<b>Law Of Invitation</b> .....	101
<b>Law Of Reading</b> .....	104
<b>Law Of Intentional Growth</b> .....	112
<b>Law Of Seperating</b> .....	116
<b>Law Of Environment</b> .....	119
<b>Law Of Wisdom</b> .....	123
<b>Law Of Record Keeping</b> .....	127
<b>Law Of Exercise</b> .....	129
<b>Law Of Entrepneuership</b> .....	132
<b>Law Of Finance and Commercial Mindset</b> .....	136
<b>Law Of Order And Being Ready</b> .....	140
<b>Law Of Surrounding People</b> .....	142
<b>Law Of Being Happy</b> .....	146
<b>Law Of Perfection</b> .....	149
<b>Law Of Appreciation</b> .....	152
<b>Law Of Commanding Your Day</b> .....	155
<b>Law Of The Kingdom</b> .....	158



---



**INTRODUCTION**

**T**he poverty that you see in a person is only a revelation of some principles or laws that were misplaced or misused. In this book I will answer questions on why things are not moving in your business, life and nation.

I am going to answer why some things are not adding up or why you have not met your dreams or wishes. I will address why those things that you set down as goals never came true.

After seven years of Ministry there are lots of things that I discovered but there are some which are fit to be called laws. Why they are fit to be laws is because they are not changeable with time, environment, nation or continent. This then means that, if you are an ant in Africa, you will also be an ant in America.

If you violate laws, success will not knock at your door. If these laws are followed by anyone whether they are Zimbabwean, South African or American, it means success is certainly coming their way.

I therefore come to you with this book which I have summarised and simplified. In this book I have come up with forty laws; of which some are a bit deep whilst others are a quite simple. However, if the forty laws that I have highlighted to you are followed, then it means surely, success is certain upon your life.

One may define or come up with their own revelations or opinions different from mine, it's fine, you can come up with your own laws or revelations that can bring success

## INTRODUCTION

but let us share the ideas. Personally, I have discovered these, speaking from a position where I have smelt the highest and the lowest. After sniffing through all the positions, I realised that there are principles that brought in good measures to me and there are principles that also brought me some bad slashes which drew me back from growing into the greatest in the shortest period of time.

My wish and my prayer as you read through this book is that you grow and develop into the champion that you were born to be. It is to develop you to become a ruler and a conqueror as you were created to be.

Money answers all things, and that we all agree. We are not only talking about success of having money but also the success of building an empire. We are referring to success that will enable you to leave something for your children and the generations to come.

We are talking about success that ensures the unborn child's life has been secured by what you are doing today. I am dropping this book in your face so that I can give you something that can allow you to leave an inheritance for your own people.

When principles are followed, trust me, success is inevitable.





LAW NUMBER 1

**LAW OF AURA**





**WORK ON YOUR AURA,  
PRODUCE YOUR SUCCESS!**



**I**n definition aura means the spirit around you; what people feel when they are around you. This is also governed by two things; you may be an expert of cleanliness or smartness which makes the aura around you good.

Why did I start by explaining the story of the aura around you?

It is because one can be delivered of bad aura if it is motivated by evil spirits. One can also be taught to have good aura which is something that I am doing right now.

In all success, there is an element called being likeable; if one is not likeable, they can hardly be helped. It is key that you create a good sense of being liked by whoever you visit or meet. Thus, to that effect, an aura is a very key part in the world of success.

Those with good aura are received at all intervals and are able to create followers. For it is basically the one who can create followers, who can then transform the followers into monetary terms, that is if you work with a

commercial mind. To that respect, we have a topic in the book called, "Commercial mind". Commercial mind is an issue of transforming numbers into money.

Henceforth, I want you to evaluate yourself each time you arrive at a gathering of people by asking yourself this question,

"Are these people happy or they get angry because of my presence? Do they appreciate my presence and do I make a difference or they merely treat me like anyone else?"

If people are still treating you in an ordinary way, it means your aura is not motivational enough. It also means that whenever you are among people you don't speak with enough power to attract favour; this needs to be worked on. So, in this book, I want you to take note of this first law.

Are you a group or team leader?

If yes, then you must work on your aura. It may take time but it can be achieved best when started early; hence, in other words you need to start now! Check yourself on how best you can develop your aura before the next meeting or gathering.

Therefore, work on your aura and if you do, I assure you that success is certain. You can't succeed if people do not like you. Work on your aura! You cannot go very far if the people around you don't listen to you. For it is the art of creating followers, I repeat, which then when transformed into money, produces success.

Work on your aura, produce your success!!



LAW NUMBER 2

**LAW OF CONNECTION**

**P**eople can speak, everyone can talk, read, stand in front of people and even preach, but very few people can connect. It is when you enable someone to think about you in your absence (to the point of involving you in their plans in absentia) that will lead them to develop you in monetary terms.

If the art of connection is not in you it means you are going nowhere. One might wonder what I mean when I speak as such, connecting refers to creating people constantly in your life who will always think about you.

Connecting means gaining favour wherever you go. I remember when I wrote the book *Gaining favour from men*, I extracted a scripture from Luke 2 v 52 which talks about Jesus Christ gaining favour from both men and God. Jesus Christ could connect with any man and people liked Him that is why His ministry is still in existence more than 2000 years after His death.

He is the most celebrated leader ever and has not lost His influence world over. His book is still being read across races to date because He is the creator who had an art. He was 100% human hence he managed to connect with people and managed to influence people to think about Him even in His absence.

I have got a question for you, who are you connected to? Do you know that whoever you are connected to determines your pocket? If you are connected with people with less it also means that there is less in your pocket. There is no way you can be big financially, mentally or even socially yet your connection levels are

low. To those that are speakers, preachers or CEO's it is very key that you connect with your people. In order for them to always subscribe and follow you there must be a connection.

Earlier I spoke of aura because it is the first feeling that people experience when you approach them. When you are communicating with them do you know when to breathe, laugh or be serious? Do you know which words to say or not to say?

To connect, you need to create time. For instance, I always teach that growth in every relationship is intentional. You have to want it to grow. If you want to connect you have to invest time.

It takes money, time and moments to connect. It does not just come automatically. You have to want to connect and strategize to connect as well as to position yourself to connect. That is why it's expensive to connect yet it produces results at a later stage. Dig deep inside you and find out why you are failing to connect and hence you are losing out. The devil knows this and he attacks us.

Everyone in power needs to shake hands with different people but if you do not do so, you will not reach the highest level. By failing to reach the highest level you would have failed in life.

Here is yet another question for you, how are your contacts? It is our connections that determine our level. Our level is not determined by who we visit but who visits us. That person who can call you wanting to speak to you

is a sign that they have found something valuable in you. In connection you should find what is called a safe square. A safe square is a position of advantage which results in a person thinking of you and wanting to be with you simply because you have connected and have found a position where you can lead.

If you cannot find the link then it means you have not connected. These are the things you must think of. How can I connect or link which can enable the person to always think about you?

What is your safe square?

Do you want to connect with any president?

What is your strategy?

How are you going to connect with them?

What are you going to say?

What news are you going to convey to them which will result in them thinking about you?

When you have met him how much are you going to humble yourself to get the most of him?

When you are talking to someone how are you going show attentiveness which will show the person teaching you are learning?

When you are talking to your mentor you need to react in a manner that will make that mentor regard you as their favourite child/mentee. If connection is not there in everything that you do, you will always talk to many but benefit from none.

Speak to a few and connect more, that is the art of this life. Connect with anyone who has got an opportunity to share

any story with you. Speak to them and ensure you connect with them and make sure you harvest from their heart. If you can achieve that it means that in the laws of success you will succeed wherever you go.

I always say that an ant in Africa is an ant in America. You cannot just wake up making money in America. This is because you are failing to adopt to a simple concept which gives you power, the concept of connecting.

Take that power and make it a part of your life. It does not matter where you are, what matters are the laws that are being followed. Look into the law of connecting and revise it.

If you need to apologize, apologize until you have been forgiven. I thought about the law of the golden vase where if you make a mistake and ask for forgiveness, the value of asking for forgiveness must be greater so that you can reconnect and bring back value. Where you need to visit, visit.

Whoever you need to tell that you love, tell them. Tell whoever you need, that you need them, such that wherever you go you can reach the highest level of linking with people. This is key in linking with people anywhere we go.

Do not waste time. We have little time and that short time must be spent in connecting so that you can harvest the most out of people. People are there for your success but if you do not use your art of connecting, they will be there but you won't make full use of them in your life.



LAW NUMBER 3

LAW OF ENERGY



Whatever you put your effort and weight on, grows best. Energy, both physical and mental, opens up your eyes to what other people haven't seen. So, in the laws of success, where your energy lies, is where your success is. If energy is absent, your success will not manifest. You have lost it.

The energy that a person moves with is determined by what is behind them. A person being chased by a lion moves faster than they would when being chased by a dog. The viciousness of what's chasing you determines your energy.

No wonder, in order to have motivation that will release energy, a person's responsibilities are a major determining factor. A person with more demanding responsibilities, particularly those that have short time frames will release more energy to achieve the desired goals than the one with a few responsibilities.

The moment your obligations increase, you release more energy. Many people are surprised by the energy I have over the things that I do. Little do they know that I have visions which stretch very far from today, thus requiring more energy. What I have done and what I have, may be just one tenth of where I really want to go. Therefore, I am still working on the ninety and I need energy to achieve that remaining percentage. In other words, if your vision is small, then your energy remains small.

If you are somebody who only works for your monthly rentals, you don't need to sweat very hard, neither do you need to wake up very early. However, if you are

## LAW NUMBER THREE

somebody working towards building an empire, you will need to wake up very early and sweat very hard. Therefore, the energy every person has, is determined by the vision, goal, time frame and their end.

This also means that when you are employing somebody, you need to check on their energy levels. If their energy levels are low, it means their goals and efforts are also small. In that context, never allow a person with low energy to work for you because they will derail or delay the delivery of your goals.

You must always engage or hire people that give their best so that you can harvest from the best of their effort. Thus, more energy means more harvest and if you work on more energy, you will see the harvest improving.





LAW NUMBER 4

**LAW OF INFORMATION**

People are paid according to what they know, they are paid according to what they can translate from knowledge into practical. Success is determined by information. The informed are ahead of the uninformed. The informed can mark the price before the uninformed.

When one is informed, they carry value and it is the value they carry that brings respect, and not age or gender. It does not matter if you are young all you need is to be well informed. People will respect you. You are called a COO, CEO or given a position according to the information and solutions that you can bring into an organization.

I have preached and taught about this many time, NO INFORMATION NO VALUE. Your depth is determined by the information you carry inside you. It is only champions, people who are informed and those that carry information inside them who are ranked the best in the world.

If you want grow big you have to get more information. MORE INFORMATION MORE VALUE. In my case, I try by all means to read 5-7 books a month so that I can be more informed and increase my value.

I have got listeners who have to continuously listen to me. They must see the value I have inside me. People can only follow a person who is informed. If you are a man of God and people are coming and going it is probably because you have nothing new to offer them.

If you are well equipped, people will always come under your wings to listen to you. Information comes from others; it comes from impartation. Information also comes from reading books. What you read makes you informed.

Check right now on how informed you are. If you are surely involved you will see that your value increases. Later on, I will teach on the commercial mind. You need to transform the information you have into money. The informed are rich, carry value and hold powerful positions.





LAW NUMBER 5

**LAW OF MANAGEMENT**

**I**t is written in the book of Genesis that God did not allow anything to sprout until there was a cultivator on earth. Management shows ability, what you can manage can be expanded. On the contrary what you can't manage won't expand.

God can only give you what you can manage, if you can't manage it God is not motivated to give you. Many people cry for more yet they are failing to do the little they are expected to do. Why do you cry for more when you are failing with little?

In order for there to be proper MANAGEMENT there is need to put systems in place. We get this lesson from God Himself. He has an ecosystem in place which runs automatically even without much human interference. If the rising of the sun had been tasked to humans, I am sure by now we would have lost track. God did this to protect the interests of His creation. Systems are strategies you put in place to substitute human effort.

This requires team work and rotation among other things. Rotation means you change people around before they get too comfortable with their positions. When you hire a person, they are exceptionally good for a certain period of time, but time changes their way of thinking.

Your MANAGEMENT skills can affect your imagination. Your imagination and management must go hand in hand. In essence, what I am saying here is that, where there is order there is growth. You need an eye that can identify mistakes all the time. If there is no proper MANAGEMENT there is no way you can grow.



LAW NUMBER 6

LAW OF PRODUCT



If a product cannot be sold beyond borders it means that you are limited to the area that your product is currently influencing. By all means, you must put up measures that can allow your product to influence beyond borders.

If you attain this, your measurement will no longer be national but rather international, hence you will be creating capacity for your own success because you will be able to earn in foreign currency.

If your product is racial it also means that you are limited to the race that will purchase your products. You have to come up with ways of making your products reach beyond a specific race.

An example of such could be KFC, SPAR, PICK N PAY and other brands that influence beyond their own countries and races. They are only multiplying the same product into other countries. Many people want to attain riches but lack proper products.

What product do you want to multiply and can your product be multiplied beyond your race?

If your product is limited to your local currency only it means you are equally limited to your country's budget yet success should not be limited to what comes from your country but beyond borders.

Here are the other question for you

How big is your product?

What influence does it carry?

How many borders can it go beyond?

If it is limited to your region, be rest assured that your level of success is also limited. You need to ask yourself about your regional budget, it's capacity and the amount of money which circulates in that area.

Another important factor is your ability to take all the money within that region. If you are unable to take all the money from that region your influence will be limited to a certain percentage. You can only take a certain chunk from your region and not all of it.

There is an issue of market share, if there are competitors in your market, you need to ensure that your product takes the biggest chunk of the market. It must also be something that is deeply influential, addictive and should have influence beyond borders.

In order for you to be a billionaire you need to take note of whether or not your product can be multiplied. If it can't be multiplied then you are dealing with a wrong product. Go back to the drawing board and think again. Think deep and analyze deeply until you find the right product.

A product's ability to multiply determines whether or not it will produce millions or billions of dollars. The owner of Facebook has never been to Zimbabwe yet he makes money out of Zimbabwe. He is a multi-billionaire as a result.

They managed to create products that can multiply and influence other countries beyond their borders and they have made real money. If you think that you are going to become a billionaire or millionaire yet your product

cannot be multiplied then you are fooling yourself.

Multiplication is what gives your product influence. Take a close look at Microsoft or Apple, they are just multiplying the same concept by updating and upgrading the same products.

At national level a country needs to have a product that can be multiplied, if not, the nation is going nowhere. You need to identify such products and venture into them in order to make a huge impact in the world.





LAW NUMBER 7

**LAW OF MENTORSHIP**

**H**aving a mentor is a gift, a requirement and an art. It is a gift in the sense that good mentors are hard to come by. It is a requirement because if someone can rebuke you, you can grow big and develop into a better person. On the other hand, it is an art because you need to attract a person who is a good mentor.

To be groomed and develop into a better person you must have the art of listening, following, obeying, researching, among others. Basically, we are saying that every normal human being needs someone who can guide, rebuke and direct them in order for them to become better people who can rise to higher levels. This can only happen when they have a mentor speaking into their life.

If there is no one guiding and rebuking you, you will lie and comfort yourself when you make mistakes. Every territory or level comes with pride. When you become powerful, you won't realise your mistakes such that when you speak, many people will not tell you where there is a mistake, especially those that feed or rely on you.

Even if you are the country's President or a prominent person, you need a person well above you, to mentor, rebuke and guide you so that you do not fall due to the mistakes you will be making.

Hence, in all my books, from the time that I was teaching the Billion-Dollar Class to the Partners and all Leadership, I have always stressed this point and I think it is the greatest requirement in the world of success that, "One must have a mentor at all times." One should have a

person who should speak to them every time; someone who should be able to rebuke them.

When choosing a mentor, you must first look at your life. You must ask yourself, "What do I really need to achieve in life?" By so doing you will be declaring the end from the beginning of your life. You must then ask yourself again, "Who then should take me to that end?" If you can find that person, go for them.

Having managed to get a mentor, try by all means to be a good listener, have that art of attracting favour from that mentor so that more can be poured into your life. Remember, if a mentor does not pour themselves into your life, you will not benefit much from the mentorship.

You need to apply the good traits mentioned above such as the art of connection, having that good aura which makes you to be likeable, being a good listener, to benefit from the mentor. A mentor is a requirement for your soul so that you are taught and groomed to become a better person.

A mentor will teach you a winning culture, which you then adopt. Look at Moses when he moved from Egypt, he went to meet Jethro who then taught him about the God of Abraham, the God of Jacob. That enabled Moses to redeem the Israelites by means of the new culture. Remember, Moses was now more like an Egyptian because of the time he had spent with the Egyptians under the house of Pharaoh. The initiative by Jethro made Moses understand a new way of surviving.

## LAW NUMBER SEVEN

Having acquired this new knowledge and culture, Moses then went back to Egypt to redeem his fellow Israelites who had been kept in captivity for over 400 years and he succeeded.

Mentorship is about changing culture, style and way of living. Therefore, the person mentoring you should be carrying a winning culture. You don't have to be mentored by someone because they are old, but because they are a winner.

Therefore, take note, if no one is rebuking you, it means you are not going anywhere.





LAW NUMBER 8

LAW OF MAINTAINING



**M**aybe I have explained more about this topic in the book that I titled, "The art of maintaining" but just to summarise as one of the Success Laws. Everyone can start but not everyone can finish. The difference between many people is in the next day.

On first day we all look the same but come the next, when energy and favour are lost and when things normalise, how much skill of maintenance do you use to maintain and accomplish whatever you have started? If there are no skills to maintain, it means the good things will eventually die.

Again, take note of this, everyone can start but not everyone can finish. When favour is lost, things change and even the direction change. We are not all prophets in the manner of prophesying into the future but if we don't have an art of saying, "How can we maintain this?", it means whatever we start cannot reach the highest level.

This is the art that must be kept in your books. In all that you have started, how do you induce the same energy so that you can maintain the same flavour and spirit that you had in the first place. No wonder some other organised companies go as far as doing some workshops, competitions and outing camps, introducing incentives, extra bonuses and many more, the idea is all based on trying to maintain their flavour. It is in the culture of maintaining because it is natural to lose energy along the way.

This is because most of the tasks that we do may not be related to our purpose and when it is that way, it is very

easy to lose the energy that we started with. The question that I throw at you is, "When you are in the middle of the park, what measures do you take in order to bring back the first love that you lost?" This does not only happen in business but even in marriage, relationships and whatever we may have started to run on a long term, thereby losing it. In the end we become extinct or even our products too.

This point works in conjunction with that of energy, where I said where there is more energy, there is more growth. Energy is lost with time, so how can one induce more energy in order to maintain the standard? From time to time we need to motivate our workers.

I am reminded of when a Spar shop opened in Chivhu. The owner was visiting the shop every day and it made very good business. However, it went down the day that he stopped visiting.

This means in maintaining, you need to establish system monitoring and evaluation methods which will monitor your energy and guide you in maintaining the standard of doing business.

Let your bar graphs and pie charts speak to you in order to prevent you from losing track of proper running of the business. If you don't put systems that monitor energy, you will end up putting more effort and capital in the production costs yet the yield or profit will be going down.

High energy in the beginning is a norm. On the second day it goes down but the winners maintain the same energy all the way. How can you have the same energy all the way? That is what I am trying to teach here. Hence, you need to put up systems that can monitor your energy levels and if you can't, then hire expertise to do that.

Starting, everyone can start but maintaining is the challenge with many people, hence not everyone can finish.

Great athletes started well but they failed somewhere on the way. Even great projects died just because there were no mechanisms to maintain them. Whatever you are running, be it ministry, business or whatever project, the challenge is not how to start them but on how to maintain them. The challenge is on the next day when the favour, flavour and energy are gone. How do you induce the energy back?





LAW NUMBER 9

**LAW OF GOOD CULTURE**



---

**GOOD CULTURE IS  
A KEY LAW**

---



**T**his point is well explained in a book I wrote titled, *The CEO's Mind* in February 2019. This law is of paramount importance. All successful people carry common ways of survival. They are happy and energized people who do not believe in magic but hard work.

A culture is a methodology, it is the algorithm behind the system. It is the coding behind the computer and the producer behind the scenes. If culture is wrong and the product is perfect it will not flourish.

When I speak of culture, I am talking about daily ways of doing things and our daily mentality. If what we do on a daily basis is not well motivated or properly structured the goodness of the product will not matter.

If a wrong cultured person is given a flourishing company and they bring in a contaminated culture they can knock it down. Many people think that they must change people yet all they need to change is culture and everything else falls into place.

I have experienced it in PHD Ministries, in as much as I tried to convey different teachings and introduce various new things people would come and go because what was wrong was the culture. The culture did not show love hence we could not hold people close to the ministry.

This repelled even the good and powerful people from the ministry. Every culture has a certain attraction. If your culture is poverty centred you will also attract the poor and vice versa. The million-dollar question is HOW IS YOUR CULTURE?

HOW DO YOU SEE THAT YOUR CULTURE IS NOT WORKING WELL? The answer to this question is simple, you see by what you attract. Culture only brings those that believe in your methods and your way of living. Culture is what we respect the most unknowingly. If culture is wrong then we end up attracting wrong people.

If you are running a church and it has only young people then it means your culture accommodates the young. The calibre of people dominant in your church are determined by your culture as a church.

A church must have a universal culture which accommodates everyone. Your current results showcase

the culture that you carry. If I were you what I would work on after reading this book is an environmental study.

Look around you closely and see the calibre of people you attract, that should give you a clearer picture of the culture you bear. Personally, I am working on the culture we have so that we go international as a Ministry and reach different levels. This means that the way the choir and ushers dress must change.

The reception we give and even the songs that we sing have to change. Yadah TV was greatly affected because most of our songs were in our vernacular language hence it became more of a Zimbabwean channel than an International one. I was preaching in our local language as well which limited our capacity to impact the world. Engaging translators who translate into various languages and balancing them well means that we can reach beyond our borders.

Culture will colonize you; colonization means taking over. I will give an example of Africa the way we dress up and our way of living is a resemblance of our colonizers. Whoever colonizers you determine even how you eat and dress up.

What I would love for you to do after reading this book is to try and find a winner who has a certain winning culture which you have to allow to colonize you. If that culture colonizes you, things that you were looking for will start to follow you.

If as PHD Ministries we add more languages to our TV channel it means that more people will watch the channel. If we don't talk and dress in their way then we won't be able to attract them.

You should ask yourself whether or not you carry a winning culture.

Are you a person who can bring a winning culture into any environment?

Do you think your culture can bring you success?

Look at what you are and work on it to bring out a culture which can attract success in your life.

Culture is a key law.







LAW NUMBER 10

—◆—  
**LAW OF PEOPLE**  
—◆—

**T**here are some laws that are not taught at school like the law of understanding people. Sometimes one can learn the hard way but we thank God for I shall elaborate more on what can make you succeed. I always say to people, people are people and people change.

There are fundamental things that you need to take note of, everyone takes from where they are working. It is only the systems put in place that can limit it but you can never eradicate it completely.

People do change in life. I have seen people losing great projects because they underestimated documents which they were supposed to sign to protect or patent their ideas. By so doing you will be undermining how people can change and work against you.

Your mind should always be programmed on the fact that people are people they will record you or trap you. They will hunt you down, try to kill you among a host of other evil things hence you ought to exercise extreme caution knowing that whoever is close to you is dangerous.

Whoever is working for you is a thief and they only differ in their capacities. You must put systems in place that can limit or restrict them from stealing. Even when you plan you must factor in a budget that can accommodate the issue of people and their mischief.

When you wake up every day you must be programmed to fight, run and be the fastest. You should wake up to be the smartest because you are fighting against people who are

fighting to pull you down in the best way they know how to. Sometimes they just want to take you down for fun and not because they will gain what you have but it's because it's part of their nature.

If you are not wise enough you will make mistakes that will cost you. People's eyes can record to their subconscious mind and keep it in their hearts for use against you at a later time.

Ensure that when you work with people, they do not bear any form of evidence that they can use against you. It might not even be true but do not allow them to have anything they can claim or use against you. Do not trust people too much with your life or family they can knock you down.

In several instances, there are people who have made attempts to knock me down simply because it's like a game and its human nature. We are killed by other people, diseases and other things are manufactured.

People are languishing in prison for crimes they did not commit but simply because people plotted against them. Some of the mistakes people make are designed by other people. Always keep it in your head that people are people and have the potential to come against you and fight you.

Never cease to do good because of bad traits in people. Do good knowing people are bound to change. No one will give you success on a silver platter, you will have to fight and work for it. You have to pray and fast for it

because it does not come easy. Always remember the fact that those that will lift you up are rarely your relatives but complete strangers you meet along the way. They can be your relative but it's not an obligation that they should lift you up.

Those that you meet and connect with are the very people that will lift you up but even as they lift you up be careful. Even in a marriage set up exercise caution, the one who loves you now can turn against you. Ensure you protect your interests at all costs.

If you leave your children without a will they will suffer. Your siblings seem to love you now because you are alive but they plot to take your empire away from those entitled to it in the event of your death.

It is in human nature to want to benefit out of what they have not worked for. If you give them a dollar, they will want a hundred, they always want more than what you have to offer. They can even go to the extent of claiming ownership of a house which is not even theirs. If you lend them a car for a week, they want it for a life time, it's human nature.

Exercise extreme caution and ensure you safe guard your empire. Be in the habit of signing legal documents as and when you have to. Do not take this casually. Even when you get into a relationship have the exit plan in place.

At some point in time leaving that relationship might be inevitable. In the event of any agreement an exit plan must be in place, you can't partner for life because people are people.





LAW NUMBER 11

---

**LAW OF  
HARD SMART WORK**

---

**A**s I was saying, never substitute hard work with sleep. If you are still young and energetic, that's the moment to sweat and create an empire, an inheritance for your generation. I have always taught that success is only measured when the successor has succeeded.

It then means that you should work hard so that the unborn child should benefit from your sweat. Make it a law, like the Jewish law in which they work for the unborn child and the unborn child also works for the next unborn child, creating an inheritance every day.

In Africa we lack that. Whatever we do is centred on us. However, I want you to adapt a system of working so hard, becoming an early bird every day, responding to situations, finding solutions and doing wash-walks, whereby every day you analyse things, criticise, monitor and you make sure that you polish it to the end.

Hard work and smart work, when combined, will lead to more achievements. When I say smart working, I am referring to tools that make your work easier while you still achieve your goals.

This can be achieved by hiring people that are smart in specialised areas in order to achieve your desired goals. If you don't mix these two, it means you going to work harder but still not achieving enough of your goals because you won't be working smart enough.

Let the hard work be coupled with smart work and when these two marry, it means the end result of your work will be powerful and massive. Induce yourself and remind yourself that you are not an average worker but a hard worker who goes an extra mile to achieve the desired goals.

Tell yourself that you are a person who wakes up early and sleeps late. Remind yourself that you shall sleep early at a certain age in future but not for now. Of course, I know that good sleep is a health aspect for the renewal of the skin, refreshing the mind and restoration of worn out body cells but that shouldn't matter at the moment. Put all your weight into it. Produce as much as you can then at least get rest.

Hard work is also installed in your workers. Therefore, I want you to do that by installing the spirit of hard work in your workers and create systems that make you to work hard. Look at the book of Isaiah Chapters 60-61 they talk of working 24 hours and the mentality is hard work.

Have a look at Dubai, what they have done from 1992 till now; they have transformed their City to be the best and they the largest mall in the whole world, Dubai Mall. Harare was bigger and better than Dubai in 1992.

Go to China, what you see today will be different from what you see when you come back tomorrow. This is because of their 24-hour working policy. They work in shifts and they developed machinery to ease their work and multiply their production output. This is because



they have got a mentality of working very hard to develop their country as a nation.

Let this spirit be installed in yourself and in your workers. Nothing can substitute hard work. When it comes to success, don't ever believe in anything less than hard work and working smart. These two have to be intertwined, hard work and working smart. You will be excited by the great results from what you produce.

God bless you.





LAW NUMBER 12

**LAW OF HANDS OFF**

What I am referring to on the law of hands off is an art of reproducing yourself. This entails trying your level best to remove your hands from what you will be doing as you lead from behind. If one fails to lead from behind, they would have failed in the art of success.

If everything is operating because you are present it means you are limited to your 2 hands. successful people come up with ideas, implement them and then move away after re-duplicating themselves into various leaders like the CEO, COO to mention but a few who then run their vision as well as they would, had they been present.

The art of being hands off enables you to expand as much as possible. If you are only limited to what you will be doing it also limits your income to that one line. There will be no way your desire to be rich or established will flourish if all operations require your presence.

Enabling others to operate as you would requires robust training. You need to ensure they are aware of the vision and they are fully aware of what you Intend to achieve. This law is one of the reasons why I teach against employment as it is a sign of limitation.

Look at it this way, say you are working for a bank and your salary is USD 1000 and you are paid an hourly rate and you are granted leave days yet you desire to be a millionaire. Your employer is failing to make profits to the tune of a million, how then do they pay you a million?

This is the sole reason why your salary is USD 20 an hour, you are paid according to the limit of your master. When I say hands off, I am also referring to a situation whereby whatever you are producing is away from you. If you are employed forget about becoming a millionaire.

They say that a salary is a bribe you are given to be content as you work under someone pushing their vision forward. My tip to you as an employee is that you need to come up with something whilst you are still employed that can generate at least three times more than you are earning before you can think of resigning.

You being employed should be a stepping stone to another level, do not let it be your ultimatum source of income. Where your hands care should not determine where your money is. The truth of the fact is that you need to be hands off and make money.

Re-produce yourself into someone and allow them to run with your vision as that person allows others to run with their own vision. It's more like a tree. If this law is mastered one is guaranteed expansion. whoever you work for must educate you as much as possible enabling you to find yourself even whilst you are Still employed. Do not be limited to your hands only you will not go anywhere.

It is said that Ronaldo and Messi earn a lot more than what they earn on the pitch from adverts. They built up their names and it earns them even more. Transfer fees to other clubs mean more money, the huge following they have on

social media earns them even more money.

The world was shocked when Donald Trump became president and the list of companies and estates he owns came to light. This was a clear indication that everything he was doing was being run hands off. He is a president and at the same time a businessman. Being an entrepreneur does not mean running that one shop but also an out of reproducing yourself in others.

Think deep on this law which I have not dwelled most on in previous publications. Look at where you are currently employed, they require your services for 8 hours hence you ought to utilize the other hours off work to the fullest capacity as you build something you can equally run hands off. When you set this up ensure you do not duplicate the mistake of having things being run only in your presence.





LAW NUMBER 13

**LAW OF SEVEN STREAMS**

**A**fter dwelling on the law of hands off I feel it's time we move on to the law of seven streams. No millionaire has less than seven streams of income; this is a clear indication of the fact that they have mastered the art of being hands off and they can reproduce themselves in others.

It is fundamental to note that those who become leaders in their act, not just as a position, but have reached the third level in which they reproduce themselves and can have seven streams or more successfully. By talking of seven streams I am discouraging you from putting all your eggs in one basket.

You should have various sources of income running independently; feeding into one basket i.e. feeding into your portfolio then you can speak about earning millions or even billions. As you do this put most of your effort where you are thriving the most.

Even before you thrive allow me to say this, you need to have an “all weight” strategy. This is where-by you start stream by stream putting all your focus on one stream as you build more.

If you become a jack of all trades you might end up being a master of none. Ignore the rest of the streams and put all your weight on one stream and ensure it grows into a giant before you transfer your weight onto the next stream.

## LAW NUMBER THIRTEEN

Take this concept stream by stream as you grow bigger and bigger and have seven or even more streams running. When done with a stream before moving to the next make sure there is someone you have equipped run it as you would though you will still need to check and pull strings. Do not overlook placing systems in place like creating a dashboard which gives you detailed reports from the various stream. We are living in a world of advanced technology even a simple phone can be your dashboard.

Always keep in mind that as the vision holder you have the power to steer the vision forward so do not lose touch. Make sure the dashboard is giving you full reports of whatever will be transpiring.

As you look for these seven streams you need to look at things you are good at and things that you like. Do not look at things you do not have an understanding on. Reading and studying are vital as well as employing the right people without putting away the fact that people are people they are bound to change.

You might not find the correct ones but try and establish their mistakes. make sure you employ people because of their skill and qualifications not because you know them. You do not employ a person simply because they are your relative unless if they are highly qualified and it is the only option you have.

It is a well-known fact that you create enmity as you work hence you do not need this with your relatives as you will need them outside work or even at a later stage in life.



## LAW NUMBER THIRTEEN

The law of seven streams requires that you employ, duplicate yourself as you put all your weight on a stream at a time. If you put your weight across streams, this might result in you not reaching your fullest capacity.

You need to put on proper leadership to succeed. Always take note of the fact that patience pays other streams can be created even at 5-year intervals or even longer. It does not just happen overnight unless you have extremely good products





LAW NUMBER 14

**LAW OF  
LEADERSHIP BY PERMISSION**



**YOU CAN'T LEAD PEOPLE UNTIL  
YOU LIKE PEOPLE**



I have often said that, leadership by permission is based on relationship; you cannot lead if you are not permitted to do so by the followers. Also, you cannot be permitted if there is bad relationship between you and the followers.

At the “Permission” level of leadership, employees follow your leadership because they choose to, not because they are forced to. Leaders that achieve this level of influence are able to build interpersonal relationships to inspire and motivate employees rather than relying on their title.

In other words, followers give the leader permission to lead them. To grow to this level, leaders work on getting to know their people and connecting with them. You can't lead without people, which means you need to learn to like people if you want to lead well.

When you like people and treat them as individuals who have value, you begin to develop positive influence with

them. Trust grows, which usually leads to respect. Eventually, the environment becomes much more positive; whether at home, on the job, at play, or while volunteering. This kind of leadership is where solid, lasting relationships are built that create the foundation for the next level.

While some of that leadership influence is earned, much of it is because the “tribe” bestows permission on that individual. This becomes a virtuous spiral of trust, permission and leadership. It would be wise for all of us in executive positions to find and get to know these individuals. Their insight is invaluable.

A crucial part of permission leadership is trustworthiness. Trust in human relationships is believing that the other person has your best interest at heart, not just his or her own. Without trust, you will fail as a leader, regardless of the level of leadership you have attained.

That is another reason why transparency is so important in leadership. Your team will continue to allow you to lead if they can understand the reasons for your decisions, and believe that those decisions are in the company, team and individual's best interest.

In developing leaders then, it is critical to help them understand the values that underpin trustworthiness, not just technical competency or relying on position authority.

When it comes to levels of leadership, “Permission” is considered to be on the second level after “Position” Therefore, making the shift from Position to Permission brings a person's first real step into leadership. Why do I say that? Because leadership is influence, nothing more, nothing less.

Leaders who rely on their positions to move people rarely develop influence with them. If their subordinates do what they are asked, it's usually because they think they have to in order to receive their pay, keep their jobs, prevent being reprimanded, and so on.

In contrast, when a leader learns to function on the Permission level, everything changes. People do more than merely comply with orders. They actually start to follow and they do so because they really want to. Why? Because the leader begins to influence people with relationship, not just position.

Building relationships develops a foundation for effectively leading others. It also starts to break down organizational silos as people connect across the lines between their job descriptions or departments. The more barriers come down and relationships deepen, the broader the foundation for leading others becomes.

When people feel liked, cared for, included, valued and trusted, they begin to work together with their leader and each other and that can change the entire working environment. The old saying is really true: people go along with leaders they get along with.

## LAW NUMBER FOURTEEN

Moving up to Level 2 is an important development in leadership because that is where followers give their supervisors permission to lead them.

People change from being subordinates to followers for the first time and that means there is movement. Remember, leadership always means that people are going somewhere. They aren't static. No journey, no leadership.





LAW NUMBER 15

——  
**LAW OF LEADERSHIP**  
**BY REPRODUCING**  
——

Of course, some of the areas I am touching on, in this Chapter have been mentioned in passing under the Chapter, “The Seven Streams”; the difference now is that I have elaborated them here in detail for clarity and better understanding.

Reproducing leaders is synonymous with the Leadership Reproduction Cycle. I believe that helping my leaders reach the desired goals within the Ministry or any organisation and in life is an important part of developing each person's potential.

We also learn through this process that there are leaders who are ready to step up to a new level of leadership. Young or old, experienced or new to the company, we have people who always want to push themselves in their leadership positions even in departments.

It's a good initiative but a great problem to have if the leaders above them are not ready to develop themselves for higher levels; they can suffocate their subordinate or junior leaders because they view them as threats to their positions.

It also means that we have to make sure the leaders above them are growing as well! Nothing suffocates potential leaders like senior leaders who cease to grow. Leadership means constantly lifting the lid on ourselves, so we can lift the lid on our people.

Hence, the Leadership Reproduction Cycle.



Growing leaders, grow other leaders. It's just the nature of the role. As you sit down for your own performance review or go over the review of someone who works with you, keep a sharp eye out for leaders ready to rise; be they established leaders or people looking to lead for the first time.

There can never be enough leaders. So, here's how you can keep the Leadership Reproduction Cycle moving in your organization.

### **TRAIN LEADERS**

First and foremost, if you're a leader, you need to be pouring into other leaders. If you're a leader at a senior level, this has its challenges, but they're mostly of the time and opportunity variety; do you have enough time to take advantage of the opportunities you have to mentor the leaders on your team?

The answer is always yes; you just have to be intentional about it. Maybe you're not a leader with a team or a title; maybe your leadership is unofficial or simply a matter of your own high standards of excellence. Regardless, continue to pour into the people around you. You don't need a title to lead; leadership is influence, after all, and you can show others how to use it well.

### **LOOK FOR POTENTIAL LEADERS**

As you use your influence to positively impact your team and others, be on the lookout for people who mirror your best efforts. These are the people who buy into the vision, who demonstrate initiative, who serve as a reflection of

the power of growth. You can recognize potential leaders because they ask great questions, want to offer their ideas when working together as a team and are more committed to the team's success than their own agenda. They encourage others, grow in their strengths and sharpen their skills. These are exactly the kind of people your organization needs to build around.

## **MENTOR DEVELOPING LEADERS**

For those leaders you identify or have already identified, the next step is intentional or planned time for them. Yes, you only have so many hours in a day. Yes, every person to whom you give a mentoring meeting means less work you'll get off your desk. But you're a leader. Developing other leaders is your job, so make it a priority.

Hand off some of those pressing tasks to one of the leaders you're mentoring. Instead of complaining about the work you're not getting done, make that work part of your time with that developing leader.

Let them take over tasks they can do 80% as well as you or let them run with an average idea that you might never take on but will produce powerful growth in them.

Don't be afraid to show someone else how to do what you do; the sooner they can do your job, the sooner you're freed up to do something that offers you and the company a greater return.

## **MOVE UP TO NEW LEVELS OF LEADERSHIP**

And that's the beauty of this cycle: when you are consistently training, seeking and mentoring more and more leaders, you're creating the opportunity to move up in leadership yourself, where you can keep the cycle going for future leaders.

It's never too late to start the Leadership Reproduction Cycle in your organization. You can begin this year with something as familiar as the performance review. In fact, because the cycle is a great measure of organizational health, it might be the most important task for you to do in the coming year of 2020. This is because if your team is consistently reproducing new and stronger leaders, you're in a great position for sustained success





LAW NUMBER 16

**LAW OF LEADERSHIP BY  
INFORPRENEURSHIP**

This is a different type of leadership; it is basically leadership in which one succeeds because they are well informed. This person can be hired just to give information pertaining to various things. An infopreneuer is a person who is well versed with information. This person takes this gift out there by selling the gift.

An example can be Myles Monroe, John Maxwell and other great speakers that have lived on earth. These people can answer almost all the questions presented to them. They are different from entrepreneurs in that entrepreneurs convert information into money where as infopreneuers teach.

Book writers, story changers and information packed people who can speak and link with people at any given time. This is a level of leadership in which is rare to find and it's ranked as the 6th level of leadership.

There are not many people who are like that. You need to acquire as much information as possible in order for people to pay you to be you. People will find themselves paying you to take out your information.

You are guaranteed success if you become an infopreneuer. When people develop worries or questions over anything be it the economy among other things, they must think about you.

People should run to you for answers pertaining to anything and automatically money will start to follow you. You might wonder how you can develop this but it's

simple you have to be an extreme reader and researcher. This can also be developed by rubbing shoulders with big people in society.

I have got one young man that I will call Mr Banda. He has contacts of all African Presidents and his contact base extends even to Europe. If ever I want to meet up with any President, I simply bring him in because he is an inforpreneur. He doesn't do anything else apart from creating relations and people meet.

He has information on all the big gatherings where presidents meet and he goes there to make contact. Just this simple act has led him to enable me to meet up with various presidents among other influential people and I pay him for that.

He has information I want and if I want to meet the influential, I have no choice but to bring him in. In your case what can I pay you for? What type of information do you have?

If you are empty it simply means that you can only become an entrepreneur which is not the highest level of success. Being an inforpreneur is the highest level of success, an inforpreneur can be an entrepreneur but not vice versa hence you have to mix and reach a level in which you become an inforpreneur. Know people, know things, have answers, answer economic crisis.

Answer community and city crisis. Have information on where things are found, that value is bigger than having someone who is merely informed. You will be using your

information to become an entrepreneur. An informed person can be hired or be employed but you as an inforpreneur will not be employed you will be paid for information and that is the highest level of information.

*As you rank yourself, what are you?*

*Are you just an informed person?*

*Are you an entrepreneur?*

*Are you an inforpreneur?*

Rank yourself and work yourself up until you become an inforpreneur and people will pay you for who you are.





LAW NUMBER 17

——  
**LAW OF A CALM HEART**  
——



When Jesus was about to leave the earth, he took time to speak to his disciples and these were more like his last words to his disciples. He told them not to let their hearts to be troubled and that they needed to believe in God and him as well.

These were the last words of the Creator making them very important and a survival guide. One might wonder why He advised them on this it is because it is very key to understand that a calm heart can solve problems.

Most people lack in success because their heart is not calm and they speak too much. If your adrenalin is always rushing and you panic it means you cannot answer to certain things. If you are calm you can answer everything.

This is where most people err. They are not calm enough to answer things but if you have a calm heart it means that you are able to address issues presented to you. Calmness is key and has to be mastered, ensure that your heart is calm.

Another point to note is that most talkative people haven't gone far in life.

You must always take note of the fact that the first report is not the last report. Yes, you can be disturbed as issues are being laid out to you but always remember that is not the conclusion. Everything has two sides even stories have two sides as well. If you just attack for the sake of attacking or agree for the sake of agreement without hearing the other side you will always be a person who

## LAW NUMBER SEVENTEEN

reacts. When you react you regret. Sometimes you need to be calm, listen more and hear why it's happening before you react. This is a very serious art of leadership. The rich have mastered this art, they have calm hearts and are always happy.

Do not react simply because something has been said. If your heart is beating too fast it blocks your brain but if you are calm you may see things that others cannot see. Do not speak nor react when you are not calm.

You do not reiterate because you can say words that are hard to reverse or take wrong actions or make wrong decisions due to lack of this calmness.

A calm heart will give you answers full of wisdom and is careful on choosing words. Many have lost favour because they were quick to react and speak without giving it enough thought due to a steaming issue on the fire.

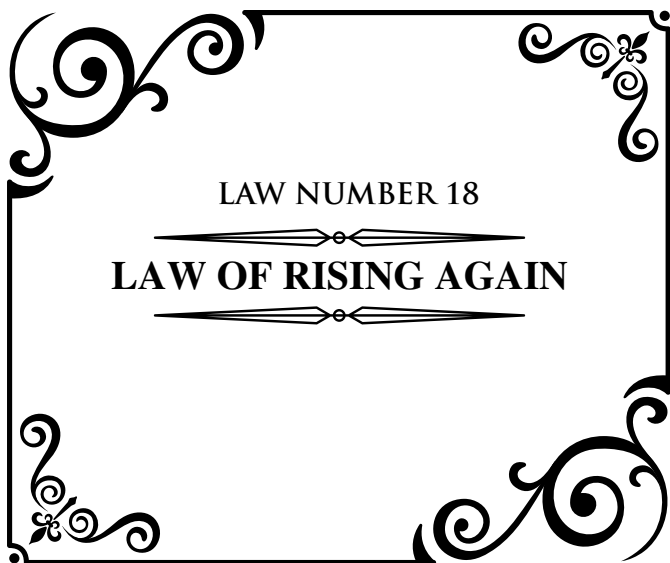
Many fail because they speak out of emotion not reason. If you hold a position power and lack this skill that power can turn against you simply because you reacted without calmness.

A calm heart is a sign of maturity. If your heart is not calm then you are bound to fail in leadership and success will not follow you. You will make a mistake that will cost you the rest of your life. You need relations and they only come due to a calm heart.

## LAW NUMBER SEVENTEEN

You need people to support you and go with you get this only comes if you have a calm heart. Look at your position as well as the condition of your heart. When you are angry remember this teaching and remind yourself about having a calm heart and you will conquer.





LAW NUMBER 18

—◆—

**LAW OF RISING AGAIN**

—◆—



---

**SUCCESS  
IS DETERMINED BY HOW  
MANY TIMES YOU RISE AGAIN**

---



**T**he term “Rising again” means you have been trying something. You can't really talk of success when you haven't been trying something. There is nothing that you start which will make you successful; that's a lie. It is usually something that you find along the way of doing something else which can then make you successful. It is always what you correct yourself on, which will make you successful.

If you are someone who gives up so easily and you don't rise again and again and again, you won't make it in life. It's not the number of times that you fall which matter most but it's how many times you rise. If you fall and remain down, that's failure until the moment that you rise again.

However, if you fall and rise, again and again and again; please take note, the number of times that I am saying “again”, it's because you won't rise once in this world but

several times. How you come back is what matters most, the comeback must be more effective than how you started.

Many people that are successful today, have done so because of their come-back. Look at Tiger Woods; he went down but the come-back what he did made him a successful person. I am hundred percent sure that he brought many viewers to TV channels.

Look at the life of Paul Scholes, when Alex Ferguson took over, he brought back Paul Scholes from retirement. His popularity became huge when he came back to the field of football.

***“The comeback of Tiger Woods - story***

Michael Jordan, who famously came back from retirement to add to his haul of NBA titles, has paid tribute to Tiger Woods's return to the peak of golf.

Jordan and Woods forged a friendship through their shared experiences as two of the most famous athletes in the world, although the relationship has been strained in recent years. However, in an interview with the Athletic published on Thursday, Jordan hailed Woods's victory at the Masters last weekend.

“I never thought he'd get back physically,” Jordan told the Athletic after Woods won his first major since 2008. “He didn't think he'd get back physically. But he did it. No one expected him to be back the way he is now. He's probably the only person who believed he could get back.

To me, that's a major accomplishment. To me, it's unbelievable. Mentally, you always think you can. But you can't answer to what your body has to deal with. ... To me, it was the greatest comeback I've ever seen.”

Woods has battled numerous injuries, as well as problems away from golf, over the last decade and many – including Woods himself – feared his career was over.

“I took two years off to play baseball, but nothing like that,” said Jordan, who returned to the NBA in 1996 to win three more titles with the Chicago Bulls. “I'm pretty sure he questioned himself, whether he could get it back, and he had to put a lot of work in. But he took it head-on. He had to change his game; he had to change his perspective a little bit.

Dealing with his emotions, obviously he believed in himself. But until you put that into action, sometimes it's a struggle. I think he's gotten over the hump. I think he's going to win more. It's tough mentally. It's absolutely tough mentally. And then you think about the physical. I'm elated.”

Woods is now 43 but Jordan, who played until he was 40, believes others on the PGA Tour have plenty to fear. “They got problems,” Jordan said. “His confidence is only going to build from here. The unknown is the biggest thing. You don't know what Tiger's capable of doing. He's won a tour event [the Tour Championship].

He's won the Masters. He's won a major.”  
Woods now has 15 majors, three behind Jack Nicklaus's record of 18.”

*(Source: Guardian Sport)*

The statistics of viewership at the come-back of Tiger Woods

“The tee-time adjustment made the final round a harder sell for golf enthusiasts in the western-most time zones, but an encore presentation that followed on the heels of the live broadcast helped claw back a fair amount of those lost impressions.

When rolled up into one tidy number, the early coverage and the replay averaged 15.4 million viewers and a 9.9 rating, making it the most-watched Masters since Woods' second victory delivered 19.2 million viewers back in 2001.”

*Source*

*<https://adage.com/article/media/making-history-tiger-woods-spins-wild-tv-ratings-story/2165016>*

Sometimes we are not popular enough until we get back to what we were doing before. I want to challenge you if you are down. I want to challenge you if you have never risen. I want to challenge you if you have never been knocked down.

In this life you learn from experience and experience is the best teacher. When you are knocked down, your rise



back must come with greater force and energy than you had before.

How many people viewed the channels when Tiger Woods came back? Levels are changed when you are knocked down and rise again. I enjoyed most the coming back of Tiger Woods. It explained a lot of things, the followings, the advertisements, how America took over the golf tournament and conquered the world in 2019 because Tiger was now the captain.

Before his rise, Tiger was cast out by friends, left and isolated. The same applies when you fall, people and friends are going to leave and even despise you. Remember, people are people. What I want you to do is to Rise again. Tell yourself every moment that, “I will rise again”. If you don't do that, it means the day that you fall, you remain down there, forever. But if you tell yourself every moment that, “I will rise again”, surely you will rise. and when you do rise again, it means you have become someone who is now very powerful.

Every success story is determined by how many times you rise again.

Sometimes what you are going through has been experienced by other people before and they sailed through because they fell and rose several times.

The precept which says, “Fortune favours the brave”, can never be far from the truth. If you have never been brave, it means fortune will never favour you. Those that rise again do so because they have shown signs of being

brave. Look at Job, he lost his family, his animals and friends but he did rise again.

This is what I am talking about; look at Samson, he lost his long hair, eyes and strength. My bible says, when he was holding the pillars of the Philistine temple he said, “O Lord GOD, remember me, I pray! Strengthen me, I pray, just this once, O God, that I may with one blow take vengeance on the Philistines for my two eyes!” ***[Judges.16:28 NKJV].***

This is what I want you to say and do. Have that statement in your mind at all times, say it more often, “Once more, O Lord! Once more, O Lord! Once more, O Lord!”. that's how we thrive. Say it again and again. When you go down, say it, “Once more, O Lord!” and rise. Go down sixteen times but rise seventeen times. That's what we want. That's the significance of success.

Train your children the same sentiments, teach your workers the same sentiments and also pass them to the next generation as you prepare them for their fall and rise. And your come back, your come back, I prophesy and speak spiritually in your life as you read this book that your come back must be so powerful and better than how you began. That is what I am looking for; that's the child I am looking for.

I want you to rise higher more than ever and I want people to see the opposite of what they have expected because they thought that when you went down, you would be finished. For you are a seed, planted anywhere you can rise again, provided there is good environment and good

weather. That's what I am looking for. Try to find the soil which creates a good environment. What you need is the soil that creates a good environment.

That is what I want for you, to rise again; year 2020 or whatever year it could be, I want you to rise again.





LAW NUMBER 19

——  
**LAW OF POLITICS**

**P**olitics is a key factor in every big and influential thing you might be running. Your political affiliation in Africa will most likely affect your business. The Gupta's in South Africa were doing very well until their leader was dethroned. Everything went down with him. Some media outlets have reported that they have since fled South Africa for other countries.

Their political affiliation was too obvious and known by all hence when the Government changed it affected them. Once you decide to make it big in business circles, try by all means to be silent about your other streams. Perhaps you can leave one open whilst you are silent about the rest of them because political affiliation will affect you as we tend to use feelings more than reason.

You need to continuously monitor your political environment in a bid to predict the future. Try your very best to be non-partisan because the moment you show your side it can affect you negatively. If you support the ruling party at a particular moment you might flourish but you will be affected once there is change of power.

Being neutral and being quiet as you succeed may prove better. Maybe one or two of your streams may indicate your affiliation but not all of them. Having an ability to predict the future in politics can be very, very important and if you can't you will definitely be affected.





LAW NUMBER 20

**LAW OF  
ANSWERING TOMORROW**



**SOLVE TOMORROW'S  
PROBLEMS TODAY.**



**T**he power that Facebook, WhatsApp or Twitter bear is merely in answering tomorrow. Most of the billion-dollar projects that are thriving today are thriving because the manufacturers or inventors of these products are answering tomorrow. They looked into the future and answered tomorrow.

The inventors looked for things that seemed viable and they ventured into those. If you cannot predict the future then it means you cannot answer tomorrow. Subsequently you cannot be truly successful because every product that carries the answer of tomorrow carries a lot of value which is unavoidable.

I could give you an example of Facebook, it's a mode of communicating and at the same time a data collection which has now taken up advertising generating huge amounts of United States Dollars (USD). Mark Zuckerberg is gaining even more value with each passing day.

## LAW NUMBER TWENTY

In order to succeed answer tomorrow. My question to you then is this, do you think that your product will carry value tomorrow? If the answer is no then you are destined to go down and if it does then well done as you are bound to gain more value. Value only comes when your tomorrow is answered and if your tomorrow is not yet answer then you would have lost it.

Work on your value, make sure that your tomorrow has got answers and you will be guaranteed success. Predict the future, prophesy about the future and address future problems today. When tomorrow comes your value will increase tremendously.







LAW NUMBER 21

**LAW OF  
UNDERSTANDING TIME**



**TIME AND CHANCE HAPPEN  
TO THEM ALL.**



**I**n support of the Law of answering tomorrow timing is one of the things one should pray for. A good product can come in at the wrong time and people might not take it up. If the timing is right the product will surely flourish. Great ideas are also supported by timing and correct time of launching. If you do not work out your timing correctly, what is meant to carry value might actually lose that value.

*When is it time to launch?*

*When is it time to announce it?*

*How is the political state at the time?*

*How are people bound to react to it?*

Your timing is very, very key for any product you might intend to launch. Sometimes you may rush and you rush to fail. Think deep about the issue of time. The book of Ecclesiastes talks about time. It states that there is a time for everything.

***Ecclesiastes 3:1-8 (NIV)***

***A Time for Everything***

1. *There is a time for everything,  
and a season for every activity under the heavens:*
2. *a time to be born and a time to die,  
a time to plant and a time to uproot,*
3. *a time to kill and a time to heal,  
a time to tear down and a time to build,*
4. *a time to weep and a time to laugh,  
a time to mourn and a time to dance,*
5. *a time to scatter stones and a time to gather them,  
a time to embrace and a time to refrain from embracing,*
6. *a time to search and a time to give up,  
a time to keep and a time to throw away,*
7. *a time to tear and a time to mend,  
a time to be silent and a time to speak,*
8. *a time to love and a time to hate,  
a time for war and a time for peace.*

Our Lord Jesus Christ understood the issue of timing. He did not go onto the cross as a baby but He waited until He had matured and had weight, then launched His mission. He chose disciples to work with and after 3 years, when he had made enough noise he went on the cross.

Proper timing is required to make enough noise and have an impact. Never underestimate the issue of timing. Tomorrow morning before you execute anything, I want you to ask yourself this question, IS THIS THE CORRECT TIME? If it is the correct time then go ahead but if it's not or you are unsure then please wait for the proper time and launch then, if you do this you are guaranteed success.



LAW NUMBER 22

**LAW OF PRIVATE ANGELS**



**PRIVATE ANGELS ARE PEOPLE  
HIDDEN BEHIND THE SCENES  
YET THEY GO OUT OF THEIR WAY  
TO RESEARCH ON YOUR BEHALF  
AND POUR OUT THEIR  
FINDINGS TO YOU.**



**P** rivate angels are people who are not known in an organisation. They are advisors that are above. They privately do the dirty work on behalf of the Visionary or owner the company and are not in the public domain.

For every business entity to prosper, it is fundamental for every Visionary to have what are called “Private angels”. They are a form of skill or an art in which you have people who study and research for you, people who do the dirty and donkey work for you and then you take the pride out of their work. These are the people who run around in all directions for you.

Private angels carry silent power, an entity that is so powerful and reliable enough to support the vision of the ministry, organisation or company. The power of a private angel is like that of a silent flooded river, it flows

with very little power yet a half-flooded river makes so much noise. However, a fully flooded river runs silently yet it's loaded with so much immense power that can uproot trees and push heavy logs down to the lakes and seas. This is similar to the power of a private angel, silently contributing so effectively to the proper running and success of the vision.

I personally have got such people in my life they are special and I call them “private angels”. Private angels are people hidden behind the scenes yet they go out of their way to research on your behalf and pour out their findings to you. I call them private angels, Why? It is simply because they are not seen by the public eye and it is only the glory that shines on you that is seen by the public.

The public give praise and complement you for your success despite you receiving all the stuff from these angels. No one talks about the private angels despite all the effort they will be putting in your organisation or business. In actual fact, like I mentioned above, they are completely unknown by all the people except you.

You are the Visionary and you are allowed to have such people in your life. They come to you and they rescue you with information. They rescue you in research and studies. In the eyes of many you are a great business owner but deep inside you, you know very well where you are getting your information.

I have a very important question to you Visionary, “Do you have private angels?”

“Do you have people who come to you and give you information whilst you are seated?”

When you become a business owner or Visionary, it's a demanding position, people expect you to have all the answers. You need to have people that don't have to knock on your door for an appointment. If all people around you have to book an appointment to see you and you don't have private angels, then you have failed as a vision owner.

Please listen to me Visionary, have private angels who go behind the scenes to research for you and bring you information. Yes, you have to pay them and these people don't operate in a formal way. These private angels are not known by people. They are your friends, you can laugh with them and you can have coffee with them, later in the day.

These are the people you have to support more than anyone else. These are the people you have to be there for more than any other. THEY ARE PRIVATE ANGELS WHO COME BY NIGHT!





LAW NUMBER 23

**LAW OF IMAGINATION**





**“WHATEVER THE MIND  
CAN CONCEIVE AND BELIEVE,  
THE MIND CAN ACHIEVE.”**



**W**hatever you cannot imagine or perceive will never be in your hands. When God created us, He created us with the front and back mind and we call it the subconscious. The subconscious mind takes up conception which is the spiritual side and stores what we see and hear. Imagination is the creative part which bears the blueprint of your life.

For any prayer to be answered two things have to be in place, your imagination has to rise as well as your management. A high imagination is a key tool as it is proof that you are ready and can do it. This proof is very important, the angels can only deliver not only what you can imagine but what you can manage as well.

God will not give you what you have never perceived in your own mind. You can never hold anything in your hands when you have never imagined it. Imagination is

the spiritual conception; you receive and claim things because they are yours and you are seeing them in the spirit. You deserve whatever you can perceive and manage.

The law of imagination is a universal law in the sense that if your imagination is dead in Zimbabwe there is no way you can have a better imagination in America. If your hopes are high in Zimbabwe then they can also be high anywhere you decide to go.

I taught you earlier that an ant in America is an ant in Africa hence if you are an elephant in Africa you will be an elephant in America. Attitude makes a huge difference and some of the attitudes are determined by imagination.

When people listen to you, they must call you crazy because your imagination can not be perceived by people. It is this creative part which led to the creation of airplanes among other inventions we have seen in the world.

If you had a chance to ask these inventors, they will tell you that their imagination was very high and they wanted to make life easier and they would see it in their minds with closed eyes and they took that to reality. Inventors have huge imaginations by being able to imagine you can have whatever you want.

As you are reading this, I want you to ask yourself this simple question,

## LAW NUMBER TWENTY-THREE

Where do you think you will be in 10 years? You can never be there in those 10 years if have not imagined it now. Claim the position now and you will have it. This law is not limited to Christianity but it is universal and works for everyone, Christian and non-Christian alike. Whoever imagines will be granted what they imagined and they will succeed because of that.

*How great can you become?*

*Where are you going?*

*Can you be there in the spirit?*

You need to peruse the streets in the spirit before you are even there physically. You need to work on your imagination on a daily basis through positive affirmations in the morning. What you say to yourself and how you command your day determines how it goes. Always remember that if you lose a day you would have lost a week and if you lose a week you have lost a whole month and it stretches to decades.

When you speak about your imaginations people should see you as crazy. It's not about seeing it first but imagining it first before you even see it. Imagine it until you see it.

Imagination is an act of faith and that faith pleases God.

Imagination is enhanced by what you see and what you read. Do not allow your children to carry an imagination limited to what they learn at school. Allow them to see and go beyond school by placing them in environments that enhance it. It is key to note the power of the subconscious mind. It has the power to store things even

if you are not even aware of it yourself. Whatever you see goes into your subconscious mind automatically despite being negative and it can yield negative results. Positive affirmations every morning is key. Tell yourself that you are successful because by so doing you are enhancing your thinking and by enhancing your thinking you will grow rich like Napoleon says in his book “think big and grow big.”

Imagination is the conception part in which the egg meets the sperm hence you need to enhance it. This process is what brings a baby in your hands when the environment permits. The time period to delivery differs as this is a mind pregnancy. You need to work on your conception by taking note of what enters your mind and what you see.





LAW NUMBER 24

——  
**LAW OF INVITATION**  
——



**BEING INVITED MATTERS  
MORE THAN INVITING.**



**I** always teach about the law of levels which works based on who invites you not who you invite. You need to monitor your invitation because it determines your level. If you are no longer being invited it is a clear sign that your level would have gone down or you are not making an impact at that point in time. This might result in people closing the door on you.

Whoever visits you determines your level. If you invite somebody and they come it's a clear indication that they respect you and at the same time if you visit someone it's also a sign that you respect them. When you then visit each other, it means that a level has been reached hence you need to monitor your invitations.

If people go for a year and they are not keen on you being in their lives it's a clear indication of a problem which can deter your success. Remember it is only the infopreneur who has reached the highest level. People must see your success and quiz you on how you got there. If no one is asking you how you did it then something is wrong.

Everyone must notice your success and must always be asking you questions on how you did it. If people do not ask you that yet then it's an indication you need to work on yourself until that level is attained. The question on how you accomplished something is very vital. Look around you and check on when last people were keen to learn from you.

It's only when you have achieved something that people ask you but if you haven't then they will not have anything to ask you. The law of invitation is a great law in success. Look around and see if you have ever been invited.





LAW NUMBER 25

**LAW OF READING**





---

**EVERY SUCCESSFUL PERSON  
IS A READER. NO READING - NO SUCCESS.**



---

**IF YOU WANT SOMETHING  
YOU'VE NEVER HAD, YOU MUST  
BE WILLING TO DO SOMETHING  
YOU'VE NEVER DONE**



**I**nformation is power and much of the information comes from reading. Reading opens your mind. It develops you intellectually. We all need to learn from other people but there are times when these people are from distant places; this is where reading comes in, in order to gain knowledge from other people and expand our horizons of information.

If someone asked you to name one trait that truly sets successful people apart, what would pop into your head? Talent? Resources? A great network base? Innovative ideas? All of these things surely make a difference, but the single constant trait that permeates the top one percent of income earners is that they read a lot.

If you hate literature, forget about being a successful person. Reading is an integral element of success. You can't expand in your business or dream if you hate reading. Just as no man is an island when it comes to physical, financial and psychological support, the same applies to information, we need other people's knowledge for us to expand.

Due to the ever-expanding dynamics in knowledge and education, in order to meet the ever-changing world trends, the education Masters have revamped the curricular to the extent that Lower Primary children are now doing over ten subjects.

All this is happening to equip the child from the earliest possible stages in their life. Remember, the adage, "Catch them young". But if you compare these children's educational content with that of our time, a decade or so and further, you will see massive difference.

There is empirical evidence to support that, while less successful people read mostly for entertainment, those at the top are avid readers of self-improvement books. In fact, 85% of successful people read at least two or more self-improvement or educational books per month.

Reading has a powerful effect on our capacity to learn, develop and grow successfully in new ideas. Like exercising and meditation, many of us are aware of the positive results that come with a reading habit. The question, then, is: Why aren't more people, particularly young students and professionals, reading more books?

I have noticed that there are two major divides of people who don't read. There are people who simply don't put a value on reading. These are people who maybe haven't graduated from high school or college and they just don't see a correlation between reading and success.

Then the other group of people are professionals who understand there's a value to reading but aren't reading as much as they would like to. Even according to modern research, it has proved that the average professional, especially in Africa, reads fewer than three books per year; and that's an incredibly low number.

There are three main reasons that prevent professionals from reading as much as they might like to. These are:

**1. "I'm too busy to read."**

While professionals are indeed busy, but if we look at the amount of time, we watch TV, browse social media and otherwise use up other chunks of our day, we might find that we're not as busy as we think. We just feel busy.

There is, of course, nothing wrong with watching TV or using social media, but as the top successful people show, to prioritise reading is a habit that offers a huge return on investment that hours spent on TV and social media just can't match.

## **2. “Books are challenging.”**

If we aren't familiar with a particular concept (such as investing or negotiation skills), reading can seem like a chore.

Thus, for many, at the end of a long day, it's just all-too-tempting to put their mental energies to other uses, such as watching TV.

## **3. “Where do I start?”**

Roughly, there are currently more than 250,000 titles released by major publishing houses every year and, on top of that, another 750,000 books are offered by self-publishers. That's over one million new books each year – it's no wonder that people feel overwhelmed.

Diving deep into context

With the caveats that exist around reading books, might we be better off turning to the internet for concise blog posts and all those convenient 'top 10 ways to achieve success' articles that pop up everywhere? Surely books are so 20th century?

According to Brunson, if we stick to online reading, we're selling ourselves short by missing out on the one crucial factor for learning that we find in books: context.

Books take you so deep into the narrative in a way you can't get from blog posts – and it's the narrative that gives you context. The context is like glue – there are little bits of concepts that are dropped in. And then there's context, which binds the concepts in your mind.

The challenge for people who read the 'top 10 ways' articles is that, while they come away with the tips, they don't have the context. Therefore, they don't know how to apply those tips in multiple scenarios – the tip comes at face value, but there's no depth to it.”

I read over 50 books every year – an impressive feat that I achieve by making sure I get out of bed early every morning to fit in two hours of reading before everyone else wakes up. This ensures I get about 14 hours of reading time each week, enough to get through at least one book.

My advice to you is, there needs to have some immediate application of what you're consuming, through reading. What I've found to be most effective is to write up how I can apply what I've learnt to my life. What can I do right now that can make me better?

There is little doubt that reading for self-improvement makes a profound impact on a person's capacity to succeed. Business mogul and multi-billionaire Warren Buffet reads between 600–1,000 pages each day; Bill Gates gets through 50 books per year; Winfrey is a voracious reader; and when someone asked how he learnt to build rockets, Elon Musk replied, “I read books.”

The evidence is clear – reading is the habit to develop if you want to increase your chances of leading a highly successful professional life. But how exactly do books affect the reader? What edge does someone with a habit of reading have over those who read few books or none at all?

Here is the catch; If you choose to read – and I'm talking rigorous reading – you are going to climb your ladder faster and higher; you're going to make more money; you're going to have more influence; you're going to create a bigger impact; and, most importantly to me, you're going to create a powerful legacy.

Application of knowledge is power. This notion of application is perhaps why the self-help industry is, in part, so successful. How many of us read in order to find that one sentence or single concept that will magically transform our lives? We humans are evolutionarily wired to seek the maximum benefit while expending the minimum energy.

In other words, we're not naturally geared towards investing in ourselves beyond what makes us feel comfortable. And yet, a great number of us want to reach beyond our comfort and achieve specific goals and ambitions.

As the saying goes; If you want something you've never had, you must be willing to do something you've never done.”

This is what sets successful people apart from the rest – they are constantly learning, both within their area of

interest and outside it, learning new ideas and concepts along the way.

When we take a look at successful people, none of them began at the height of their stories; they had struggles and doubts along the way just like the rest of us. What set them apart was their determination to nurture a curious mind, learn as much as they could, and make an investment in themselves that would push them all the way from where they started to wherever they wanted to be.

And the crucial point bears repeating – the sole constant that runs through most of the stories of successful people is that they read as many books as possible. They read books that help them to develop and grow their existing skills, as well as master real life skills such as willpower, communication and negotiation skills, and self-discipline.

It is my current mission to foster a hunger for reading in as many people as possible.

“Do you have someone who is in the top one percent in the world to help you get from where you are currently, to where you can reach your goal? I'll bet 99% of people will say they don't, and that's why they need to pick up a book. While there are awful books out there, when you pick up a masterful book, you are literally being taught by a world-class mentor.”





LAW NUMBER 26

**LAW OF  
INTENTIONAL GROWTH**





**NOTHING GROWS BY MISTAKE  
EVERY GROWTH IS INTENTIONAL.**



**Y**ou can't plant something then you expect to see it on a high note the next day, no, it's not like planting maize, but even the maize crop requires you to prepare the land, sow the seeds, apply chemicals and fertilizers then attend to the crop on regular basis.

Here I am talking about the growth of any organisation, church, workplace, your life, relationship or any mega growth; there must be some mechanisms to make that a success. If you can't put mechanisms on anything that you are running, it means whatever it is, will not grow because nothing grows by mistake.

Many people wish to be big but there are no mechanisms to make them big. Some people wish to be millionaires yet they do not have the financial knowledge on their

table to become millionaires. Others desire to greet many people but the mechanism is not there to achieve that.

If you ask someone who is the most important person you would want to meet in life, they would say, they aspire to meet the President. But if you ask them on how they are positioning themselves in preparation for that manifestation, they do not have any clue.

It simply means that they want to do it by chance; many people believe in magic. I personally don't believe in magic and I think everything is intentional.

I challenge you to start to strategise and plan the flow of your progress which positions you in the path of success. If you don't do that, you shall realise that the dreams you have will not be achievable.

In the end, no matter how hard and often you cry, you will remain with wishes or desires to grow but without going anywhere. In that aspect as well, it means you need to plan and work out ways to achieve the goal. You need to have a budget. You need to attend seminars and workshops in order to develop yourself in terms of knowledge.

Upon receiving an invitation to a seminar or workshop or for mentorship by someone higher than you, it is mandatory to do background checks on the person so that you have good knowledge of the person; that will also help to prevent you from going blank in certain circumstances.

Put some monitoring measures on your progress, how much are the people and consumers appreciating your business? Everything is intentional to be a success. Work on it and achieve the success.





LAW NUMBER 27

---

**LAW OF SEPARATING**

---

This is a hidden law not known to many. It works on the laws of seven streams, understanding people and everyday operation. Let me begin with people, people are different and should be handled differently. There are people you need to give tough love and those you have to use submission on.

There are people you have to uplift and people you have to go down for. If you can't separate your relations you will fail but if master them well, it will take you to the highest level.

I teach this to my own children; they speak English but I have taught them to use Shona (our vernacular language) when addressing my grandmother. They cannot speak to my grandmother in a language she doesn't understand because it will be jargon to her. When greeted my grandmother they kneel as our culture commands.

When you speak to the rich give them time, ensure that you respect them, it's a law of separation. Many people want to be understood when they relate but it's not like that. If you want to jump into success you are the one who has to understand people.

If you master this art and address people accordingly you will succeed. The one you have to rise to greet, rise and greet. The one you have to greet while seated greet seated. If you have to shout at someone shout at them. Separate, do not mix, do not bring your own character into other people's worlds that is wrong.

## LAW NUMBER TWENTY-SEVEN

In relation to mood, the anger you had in the morning should not affect the next person knocking on your door, separate. Never transfer the anger from work to your home. You need to master this. Under this same law do not mix business with pleasure. If it's business, do business and if it's time to play, play. If it's family time be with your family and be in agreement with them.

Play when it's time to play, read when it's time to read, it is key. Do not mix things up because you will end up being a master of none. Successful people ensure they sleep when it's time to sleep. They switch off lights and make sure that everything is down to allow themselves to sleep. When it's time to read they read, they take everything away.

They give full attention to whatever they will be doing, everything has to be staggered differently and accordingly. It's a very special law of success. If you mix things you end up confused all the days of your life. My point is to try to handle each particular thing accordingly. When you play, play enough and when you read, read enough, work enough when you have to work.

Know who you are and stagger yourself for the sake of success.





LAW NUMBER 28

**LAW OF ENVIRONMENT**

No one is an island and thus when it comes to business, you can't make it if you isolate yourself. You need to be in harmony with your environment. Remember, there are several environmental factors that affect the running of your business. The political, economic, social, technological, legal (pestle) factors all play good and bad roles in the running of your business.

It is very important to take into consideration the importance of understanding changing times in our business operation environment. Failure to monitor and change will leave your business operating in a past environment while others have moved well ahead of you. This involves a lot of continuous research to understand the demands of your market. Modern business is rapidly changing; it is very dynamic and to keep up the pace you also need to move with the dynamic business world.

Change is an inevitable part of business planning for the economic landscape. And change is coming faster than it used to, especially for small businesses. Big companies are like luxury ocean liners. When they encounter a little storm, the passengers barely feel it. Large firms, in other words, can weather economic downturns or changes in the marketplace. However, small businesses are like small boats. The winds of change can bounce them around pretty hard and sometimes, capsize them completely.

To succeed over the long haul, you have to navigate your small business through all the changes that are bound to happen. How? First, keep an eye on the horizon,



watching out for what may be coming along. Second, be ready to change course or shift position to avoid trouble or to take advantage of good winds and strong currents. Now shift from the nautical allegories to the real world of business, where change is most likely to happen in one of these five main areas:

**The economy:** Economic change is usually measured in terms of the ups or downs of interest rates or inflation or changes in the value of one currency in relation to another. The recent recession proved how important the economic environment can be to small businesses. Firms that were in good shape have survived; those that were shaky to begin with are history.

**Technology:** Changes in technology may mean the introduction of a brand-new technology or new ways of using an old technology. It may also lead to process improvements; better ways of manufacturing a product or delivering a service or new way to better serve customers. The sudden introduction of a new technology such as internet, social media and other forms of electronic media can completely change the competitive landscape. That's why it's so important to be looking ahead.

**Business trends:** Changes in the business climate may result from new competitors coming into an industry or area or companies getting out. Business trends may open new markets and close off others.

**Cultural change:** Everything from changes in the demographics of an area; changes in the age, income,

marital status, education level, or other factual characteristics of people, to social and lifestyle changes can affect industries and markets. Although these changes are often gradual, they can be extremely powerful and almost impossible for your company to escape.

Government affairs: The government's influence over business often takes the form of new regulations, legislation or court rulings that may reflect longer term shifts in federal, state or local political agendas.

In the first section of your business plan where you describe your business environment, make sure that you address looming changes that may affect how your company operates. Identify the trends and changes that are most likely to affect your business and describe how you will watch and respond to each of the specific issues and events that could play a significant role in the future of your small business.





LAW NUMBER 29

LAW OF WISDOM

Wisdom is the proper application of knowledge at the right place, time and state. In other circles, wisdom is described as her because of its capabilities of reproducing itself. Wisdom has the power to multiply once you have it.

The adage – “I respected you until you opened your mouth,” works well for the various applications of wisdom.

Jesus sent disciples on a mission to preach, deliver and heal-. They were sent as sheep but they were going to wolves. Wolves are meant to eat sheep and they were given a survival kit which is to be as wise as serpents and harmless as doves. The problem with many today is that their day to day living is that they require wisdom to tackle the various challenges life throws at them. Most failures we encounter come because we fail to be wise as serpents. The attributes of a snake are:

A snake flourishes without being noticed.

In order to succeed you need to pray to God that he grants you wisdom. A snake can reside with you at the same premise and know all the people around and never be noticed. When you get into an environment study it first and learn to speak only when necessary. The biggest problem we have as people is we talk too much. A snake can breed and the offspring grows to adulthood without you noticing it.

You can notice traces of a snake around your compound but might never come across the snake. Do not rush to announce your existence, wait till you flourish to

announce before you have sunk your roots - do not be too quick to announce. Be quiet and expand. You can find someone earning \$30.00 a day and they buy a \$21 lunch it's not necessary. Do not be too quick to expose the money you have as this will simply create more enemies for you.

You have to pretend as if you have nothing whilst you expand behind the scenes. Your enemies are being created by your actions. You should know when and where to make noise and make news. You should make noise when you are already established and are flourishing so that your enemies do not triumph over you. You should move and progress in silence, that way you get to know who your enemies are without them noticing you.

Establish yourself in silence, do not announce your moves or investments before you flourish. If you announce at the early stages you can be destroyed. The main purpose of silence is that you get to study your enemy or environment so that you know how to tackle events. There is a character which attracts favour.

A snake does not attack unless it is provoked  
A snake ensures it attacks what it can conquer or consume. You should not have false courage because it will make you rush into situations you cannot handle. Do not chew what you cannot swallow. It will choke you. If you notice you can't swallow it engage other forces that can help you attain the goal.

A snake can distinguish an enemy from a friend by using one's heartbeat

One is bitten by a snake if their heart is in panic mode, if you are calm it won't attack. A snake is very sensitive to it's environment and only reacts when it is necessary to. The most dangerous snake e.g. python has special characteristics in which they attract their enemy so that they can attack. If you want to succeed keep your prey or enemy close by. You ought to be very patient in so doing so that you catch your prey unaware.

Even in business you need to attract your potential clients or investors. Snakes do not have strong bones but they use wisdom to win every situation. You should know and identify your weaknesses so that you can flourish in them. You should learn to make your prey be attracted to you. You should learn to know the environment to tackle certain tasks in.





LAW NUMBER 30

**LAW OF RECORD KEEPING**

**A**lways keep in mind that you cannot mix business with pleasure. Never give friends and relatives any goods or services without them being paid for. If there is need to give then you have to pay from your pocket, that way it helps to keep your records up to date and maintains your profit margins at the expected levels.

Never take cash from the till or cash box for your personal expenses; if need be, this must be debited against your account. You must also have your own salary on the company payroll, just like your workers to minimize your chances of taking from the cash box. This also minimizes the chances of your workers taking advantage of the same and thereby stealing from you.

It is very important to keep every record of each transaction and receipts must be issued to customers for every transaction made. Every form of goods purchased for resale must be well documented in terms of their cost and invoices which can then be compared against the sales at the end of a periodical moment or just before restocking in order to calculate the profit.

All damaged goods must be taken note of and if the supplier is prepared to replace them, store them in one secure place. Every cent must carefully be accounted for, there is no money or transaction, no matter how little which is less important. Remember, you can't remain a millionaire if a dollar is subtracted. In other words, every cent counts to make a dollar and every dollar counts to make a million.





LAW NUMBER 31

——  
**LAW OF EXERCISE**

Successful people exercise and by so doing they benefit tremendously from it. Exercise is defined as any movement that makes your muscles work and requires your body to burn calories. There are many types of physical activity, including swimming, running, jogging, walking and dancing, to name a few. Being active has been shown to have many health benefits, both physically and mentally. It may even help you live longer.

Exercising regularly can improve your mood and reduce feelings of anxiety and depression.

Exercise is crucial to supporting a fast metabolism and burning more calories per day. It also helps you maintain your muscle mass and weight loss.

Engaging in regular physical activity can increase your energy levels. This is true even in people with persistent fatigue and those suffering from serious illnesses.

Daily physical activity is essential to maintaining a healthy weight and reducing the risk of chronic disease.

Moderate exercise can provide antioxidant protection and promote blood flow, which can protect your skin and delay signs of aging.

Regular exercise improves blood flow to the brain and helps brain health and memory. Among older adults, it can help protect mental function.

Regular physical activity, regardless of whether it is

aerobic or a combination of aerobic and resistance training, can help you sleep better and feel more energized during the day.

Exercise has favourable effects on the pain that's associated with various conditions. It can also increase pain tolerance

Exercise offers incredible benefits that can improve nearly every aspect of your health from the inside out.

Regular physical activity can increase the production of hormones that make you feel happier and help you sleep better.

It can also improve your skin's appearance, help you lose weight and keep it off, lessen the risk of chronic disease and improve your sex life. Whether you practice a specific sport or follow the guideline of 150 minutes of activity per week, you will inevitably improve your health in many ways.





LAW NUMBER 32

**LAW OF ENTREPRENUERSHIP**

**M**uch of the conversation about entrepreneurial growth narrows in on sales objectives, hiring the right talent and other similar objectives. The importance of the entrepreneurial mind set is often missing from these conversations.

The entrepreneurial mind set is about a certain way of thinking; it is about the way in which you approach challenges and mistakes. It is about an inherent need to improve your skill set and to try and try again. But why is this important?

The entrepreneurial mind set is what you need to propel yourself forward. This mind set can dim as you get entrenched in the daily grind of entrepreneurship. But by making an effort to embody this mind set, you position yourself to meet everyday challenges and experience growth.

### **Revisit Your Vision On A Daily Basis**

Much of the entrepreneurial mind set involves a steadfast commitment to a very narrow vision. This drive allows entrepreneurs to carry out the necessary steps to accomplish that vision. The problem is that the demands of the day can get in your way, creating a space where your vision recedes. This leaves room for frustration and doubt, which can lead to stagnation or worse.

That's why it's so important to make an effort to set aside a specific time every single day to focus upon your vision and your goals; to bring your vision to the forefront. You don't need to set aside hours to remind yourself of why you're doing what you're doing. Even 10 minutes can be

enough to create the energy needed to refocus your efforts and propel you to work a little harder the next day. The key, however, is to actually make this commitment concrete. Write it in your planner if you have to. Set a reminder on your phone at the end of every night. Over time, it will become a habit.

### **Put Yourself In Challenging Situations**

As an entrepreneur, you will naturally face new challenges every day. Just because obstacles arise doesn't mean you should be afraid of making mistakes. If you want to cultivate an entrepreneurial mind set, you have to embrace challenges. You have to seek them out.

It all comes down to basic psychology. The more that you put yourself in challenging situations, the more you will find that you not only equip yourself with the skills to handle those very challenges but also the confidence of knowing that you were able to succeed. So, make an effort to put yourself in challenging situations every single day; even in your personal life. And don't be afraid of making mistakes.

Much of the entrepreneurial life is about trial and error, and mistakes are a natural by-product of that. But more than this, mistakes are an opportunity for growth. Extract all of the value from them that you can.

### ***Read On A Daily Basis***

The best entrepreneurs out there are never content with the way things are. That's exactly what drives them to create in the first place. This also applies to their own skill set. Simply put, entrepreneurs are always looking to

improve themselves in some way. This could be adding to their skills or reading motivational quotes to inspire them to take action.

If you want to get into the entrepreneurial mind set, you have to act like an entrepreneur. You have to commit to becoming a better version of yourself. This means nourishing your brain by reading on a daily basis. Learn new skills. Devour books about successful entrepreneurs. The more you read books like these, the more you'll think like them as well.

### **Approach Problems From All Sides**

If you read a lot about the entrepreneurial mind set, there is a common thread: the idea of approaching problems from all sides. Simply put, the entrepreneurial mind set is about thinking differently than the rest.





LAW NUMBER 33

---

**LAW OF FINANCE  
AND COMMERCIAL MINDSET**

---



**A** person geared for financial success must shift from the consumer mentality to the producer mind-set. This is the stage when one develops the sower mind-set rather than the eater. Remember, the seed to the sower and bread to the eater scriptures (2 Cor.9:10).

The law of financial and commercial success manifests in your life when you move around looking business opportunities as you focus on the problems being faced by the society and working on turning them to solutions which come as services for payment.

Money is rarely about money. Money is all about behaviour. Your habits, thoughts, and feelings about money are going to determine how you spend money and what your financial goals are. So what's a financial mind-set? A financial mind-set is a predetermined set of beliefs about money.

We all have them. Even if you can't verbalize what your mind-set is, it's still there unconsciously. Some common money beliefs are 'life's all about what you own', 'retirement is far away' or 'my financial problems are a result of someone's fault. Recognize any of these in your own life?

It's important to take time to identify what your financial mind-set is. Why? Because your financial mind-set will either help you succeed or it will hold you back. It's an either-or situation and it's not enough to just label old financial mind-sets as false, you have to replace them with a new mind-set.

Here are four common misleading financial mind-sets, with the best replacement options:

1) Your life is about what you own Your life is not about purchases

My fellow Africans are consumers. This isn't strange to many. We easily get caught up with what's new, next, and just beyond our price range. We justify like it's our job but this cycle of constantly upgrading is hurting your financial life. I talk about cutting your dependence on your income a lot because of how important it is, but cutting your dependence on things is vital too. Learning to be okay with an older model of car and phone will make your financial life a lot less complicated until you have finally made it to the millionaire stage.

2) Saving money is for people who have an extra understanding of the importance of an emergency fund

Your financial life boils down to spending less than you make. It's really simple but what often happens is people spend up to the very last penny they make which doesn't leave room for error in the future. Emergencies happen and you may not have an extra \$500 this month to cover the appliance that was fried by lightning. This is how debt happens, so turn your mind to a saving mentality.

Saving a portion of your income not only lessens your dependence on your income but it also prevents you from going into debt in the future.

3) I can afford the payment - Adopt the phrase "I can't afford it"

Being able to afford the payment doesn't mean you can

afford the item. Making the phrase “I can't afford it” an everyday part of your life will prevent unplanned spending. It will also foster a mind-set of spending less.

4) Someone or Something is to blame - Don't waste your time looking for others to blame

It's possible someone stole your identity or something, but outside of some crazy scenario, you and only you are responsible for your financial life. All the decisions, big and little, you've made along the way are what have led you to your financial spot. The less time you waste blaming others for where you are, the faster you'll be able to move on.





LAW NUMBER 34

**LAW OF ORDER AND  
BEING READY**

**F**ortune favours the brave. That is a very important statement that must stay in your heart at all times. If you don't work on the aspect of being orderly and being ready, sometimes when fortune comes, you may not be brave enough to be ready.

Planning does not mean that your pocket is permitting at all times. You can even plan when you have nothing in your pocket but you are accommodating the belief that something good will come upon your life. You are accommodating that blessing that can come upon your life.

Those that are ready are indicating that they can believe in themselves; you cannot be ready unless you are believing in yourself. This is a simple but key element in success. Therefore, be ready and show that you are believing in yourself such that God comes in and pours upon the readiness in you.

Even under the law Management I even told you, if you can manage, God can bless you. Being ready is a sign that you can manage things. So, prepare. what do you want to do? Be ready, stretch yourself in whatever you can before the money that you wish for comes through. Do whatever you can to make your dream, vision or project come through.





LAW NUMBER 35

**LAW OF  
SURROUNDING PEOPLE**



**IF YOU ARE SEATED AMONG  
5 POOR PEOPLE, IT MEANS  
YOU ALSO BECOME THE SIXTH ONE.**



**Y**our surrounding determines who you are. Show me your contacts and I can tell how rich you are. If your contacts are poor, it also means you are poor. There is a statement that I always say, which says, “If you are seated among 5 poor people, it means you also become the sixth one”. It's natural, that's the nature of life, that's the law.

This is because working with the law of the environment, the law of imagination, the law of calm heart and all that melts down to the surrounding people. If you are always surrounded by negative people, it means positive affirmations are even difficult to say to yourself. You need to say positive affirmations to yourself every day and thus, your surrounding people matter the most.

You can't allow negative minded people to surround you because it will destroy you on its own; it will kill you on

its own. Therefore, it is upon you to decide who you should spend the greater part of your day with. I grew up in Chitungwiza where success was measured by painting a house in the town. As a result, it negatively affected my sense of imagination; my horizon was seriously impacted.

But things changed positively when I started commuting into Harare on a daily basis, meeting some other dealers who believed that we could as well own any of the tall buildings in Harare. If you believe that you can own a storey building, surely you can own one. Therefore, if you can't be part of it, then it can never come to you.

You need to be a person who can become great because your surrounding is also great. The people around you must not be afraid of large sums of money. By so doing, it means you have worked on your surroundings by having people who can support your great vision.

As you develop these wild thoughts and if someone says, you can't do it, that tends to stick at the back of your mind and this is where positive affirmations come in, so that you overcome. No wonder I insist on saying that you mustn't allow yourself to be surrounded by negative minded people.

You need to have people who are positive minded such that they can tell you that, you can do it and from that you can build your positive affirmations. So, who are these people that should be next to you and surround you? You



need to identify great people, find your way to them, have lunch with them and spend more time with them so that through them, you will be motivated at all times.

In other words, you need to invest your time to be with great and powerful people in order for you to be successful too. Shake hands with champions in order to be champions too. There is no way that you can become a champion when you are not shaking hands with them. In simple terms, championship comes by spending more time with champions.

What are your surroundings like? Who do you spend much time with? When you go on holiday, who do you take your cup of coffee with? It's very, very important that you work hard in perfecting your surroundings for the sake of your success.

Have your breakfast with proper people. Have your lunch with great people and also remember to have your dinner with proper people and your success is highly guaranteed.





LAW NUMBER 36

**LAW OF BEING HAPPY**

**I**n the Law of being happy; we live once, I mean a lifetime comes once. Happiness is a choice. Trust me, happiness is a choice. Don't waste time, don't waste God's creation by being sad. Happiness is a choice. Choose to be a happy person.

Choose to smile. Don't be stiff and hard on yourself. Choose to be happy at any place and time you may be. Choose to be a person who is always excited, always smiling and a person who has got answers.

Even if you are wrong, choose to be happy. This is a law that has been ignored for many years but I discovered that in China; they have a hospital where laughing is a solution to many diseases. Yes, when one laughs, the type of muscles that you used naturally repel disease from the body, leaving a person healed. Sadness is an attraction for bad aura, it attracts bad people. Just choose to be happy.

No one wants to travel with a sad person. I fly regularly, sometimes long hours, I wouldn't want to sit next to a person who is frowning, someone who is not ready to say anything exciting or crack jokes. I wouldn't want to be served by a non-smiling cabin crew; I prefer being served by a happy person.

Generally, are you a happy person? The reason why we work and do all sorts of things whilst on the planet earth is to generate resources that can add to our happiness because life is very short. We have very little time to live on this planet. If you fail to have happiness, then you have

failed the reason of living. Our reason for living is happiness. Work on this principle every time and again. Choose to be happy.

When we say happiness, some people may confuse it with the taking of alcohol, abuse of drugs and other substances but that's not it. I am talking about natural joy that is not motivated by any substances. I am talking of excitement because you have told yourself to be excited. I am talking of relaxing your body and mind by just deciding to be happy.

I am not saying be in bad places in order to be happy. I am not saying, search for happiness in wrong places. No, can still achieve happiness when you are calm with your friends, family and associates.





LAW NUMBER 37

**LAW OF PERFECTION**

**T**alent alone is not good enough. There is no way you can just reign with your talent and be a champion. Ronaldo can be an example; he perfected his skill. He is worth a lot because he perfected his skill. I do not want you to be a person who does not know the importance of perfection. Be a person who reaches the highest level of perfection.

Do not start things and leave them midway. Find other things you complete for your own sake. This will give you answers. Perfect and train because the results of whatever we see are in the training ground. Smartness will always bring you attraction.

A gift which is not perfected will never be complete and will never reach the highest level. Become a perfectionist not because you want to be a bother but because you want to see things to completion.

The fact that we live once is reason enough to be perfect and happy. Take up perfectionism in a happy and exciting way. Start things and complete them.

If you are in the habit of leaving things along the way you will live to regret. It means you are going to start a lot of things but never reach the end. Become a person who is aiming to see the end on any project and then go for the end. Look at it and see how you can do it, thrive for it.

This is what you should do in order to see success. Success comes from seeing an end. Write a book and finish it. Write a song, compose it to the very end. Record it and ensure it even comes with a mind blowing

LAW NUMBER THIRTY-SEVEN

video which fits into your budget.

If you decide to work on your own skin, work on it fully. Become a perfectionist, that is what success requires and you will become a champion.





LAW NUMBER 38

**LAW OF APPRECIATION**



**T**his law is key as well, it centres on the aspect of the mind. All our success, as I have said in different laws depend on whether our mind is open or not. If our minds are open, it means great innovation will start to come into our lives. One who appreciates what others have done can work on himself. I am not talking about competing here but appreciating. Do not look with a critical eye but an appreciative eye.

It might seem small in terms of content but it's huge. Work on your appreciation, dwell on it and you will see what you will become. If you are weak in seeing good things it means your imagination will also be on the low side.

Your mind set should see and appreciate what others have done. As you appreciate others you become likeable, it brings about an aura. Become a person who sees beauty and always comment when you do. Appreciate whatever you come across, it could be buildings, bridge, companies that are doing well etc.

The moment you start doing this it means your mind will open up some more.

*How is your mind?*

*When last did you appreciate?*

I run a TV station but I go through other TV stations that specialize in various things like CNN for instance just for me to appreciate the graphics. Whenever I see something beautiful, I open up my mouth and speak even if I am alone. It creates an imagination and creates a certain aura

LAW NUMBER THIRTY-EIGHT

which makes people like you.

Whenever you see something good appreciate it, this will awaken your mind and change you.





LAW NUMBER 39

---

**LAW OF  
COMMANDING YOUR DAY**

---

**A** perfect day results in a perfect week and a perfect week results in a perfect month and goes into a year. Your year can be made perfect by what you do in the morning because what you do in the morning commands your whole day.

This is a law you should put into practice. There are some duties you should carry out during your mornings which will give you daily satisfaction. Daily satisfaction is key. There are tasks you should do in order for you to have a sense of accomplishment.

I want to urge you to work on your mornings and command them by making positive affirmations. Do not underestimate the power of I am. What are you? What the world says about you does not matter, what matters is what you say about yourself. What you say after the words I AM is key.

***Say after me,***

*I am powerful,*

*I am successful,*

*I am a conqueror,*

*I am a ruler,*

*I will go beyond,*

*I am going to live my children an inheritance.*

Saying such words might sound silly or petty but this will give you energy which then supports the law of good energy as well as the law of imagination. If you say anything to yourself you are bound to imagine it. You

need to feed your subconscious and become like so. You are what you say you are. You are not what the world says you are.

Take up this law in the coming year, I want you to make positive affirmations from the first day to the very last day of the year, it is key. I want you to live a life in which you confess positivity. I want you to take a close look at a chain, a chain cannot be broken but the rust it accumulates is what can break it. The rust you accumulate in your heart is what can break you. It is upon you to ensure that no rust accumulates by making positive affirmations daily.

This principle works, take it up daily. David was a champion hence he defeated Goliath. Jesus is a champion proven when he fasted for forty days, among other things. He always used the words IAM for instance, I am the son of God. It is these affirmations that kept Him going. You need to understand the power of IAM. If you are a champion from within then the outside world will start to see that champion in you.

God bless you.





LAW NUMBER 40

——  
**LAW OF THE KINGDOM**  
——

## **Which kingdom are you in?**

**I**f you are Christian like me it gives great joy if you do whatever you do to satisfy your kingdom. If you don't work your kingdom there is a certain obligation that will always lag behind. In my God's kingdom, the Creator wants your appreciation. This is a very serious law and it is imperative to keep that fire burning. This fire is what should make all you do different according to the kingdom you want to satisfy.

The moment you know that you are satisfying the Kingdom of God the energy you will get is tremendous. The creator Himself will give you more blessings once He realizes that you are working to satisfy His Kingdom. Work for the Kingdom and you will see greatness coming to you.

It is the Kingdom that gives you peace, calmness and other teachings that help us grow. It brings love for each other, serving and working for the satisfaction of others. The law of the Kingdom is what will make you sober in all you do. In other words, I am teaching you to be a kingdom driver.

Find an association or partnership with the Kingdom of God. Do not underestimate partnering with the kingdom of God. People got the shock of their lives when Donald Trump unveiled the woman who prays for him. He brought her into the White House and made her an advisor. If a president has a person who prays for him, what about you? What do you put aside for the Kingdom of God?

This law is important because it makes you sober. Soberness is very key in all we do because without it we fail. The Kingdom of God gives you that soberness and association. We do not live on an island, at least on a Sunday meet people and relate with them. It is very important for your personal growth as it brings order and peace.

It brings our manual the Bible to your hands time and again. You grow from the Bible as you read it. When I started to understand this law, I sought the Kingdom of God and everything else was being added on. How was it possible that everything got added on as I sought His Kingdom? It is because all the principles of success and leadership are in the Bible.

You start to see success following you. The disciples did not fail and neither did Apostle Paul fail because they followed the principles of success. In the same manner experience success in a different way according to Biblical principles.

The real reason why I urge you to follow the Kingdom of God is that you follow the perfect leadership. Jesus Christ gives us an example in the Bible and if you follow His leadership, it is definite that you yourself will succeed according to the principles that are in the Bible.

Churches are being constructed, what hand have you given. Churches are donating to the needy, what are you giving toward that? How much have you facilitated so that the church can go on? Associate with an organization



that supports the Kingdom of God and grow that satisfaction. You can have billions but if you do not have satisfaction from the Kingdom of God you are bound to live in regret.



PROPHET W. MAGAYA  
FOUNDER OF PHD MINISTRIES

Commit to the Lord whatever you do,  
and he will establish your plans.

Proverbs 16:3

.....  
Poverty is just a revelation of principles that were not followed. This book  
teaches you the principles that will bring success to your doorstep  
.....

40 LAWS OF  
**SUCCESS**  
IF YOU CAN DREAM IT, YOU CAN DO IT.

## ABOUT THE AUTHOR

Prophet Dr. Walter Magaya is a Zimbabwean business magnate, investor, infopreneur, author, philanthropist, and humanitarian. He is best known as the founder of Prophetic Healing and Deliverance Ministries.

ISBN 378360173816



7 768771 708163



YADAH TV ALL RIGHTS RESERVED