



KUREK
Ashley
SUCCESS INTERNATIONAL



Kurek Ashley is a man who has led a very interesting life. The 44-year-old has been a Hollywood actor, with some 38 film and television credits to his name; a world record firewalker; a stand-up comedian; and a peak performance and success coach, with corporate clients including Flight Centre, Schwarzkopf and the Brisbane Broncos. But it is this last career that he is most fervent about and probably is most famous for, despite his Hollywood past.

Kurek says that he became an actor because he thought it was interesting and had the notion that when he made it as a celebrity, it would provide him with the platform to be able to speak about personal development and success, which was his real passion. When asked when this passion began, he explained that the urge to help people achieve their goals has been with him most of his life. "I've always been coaching, even since high school. I didn't really have a term for it back then, yet I always helped people with setting goals and going after them."

The majority of the characters that Kurek played in his films were bad guys, and he soon realised that nobody wants to interview the "bad guy", so he decided that his acting

career was not achieving his ultimate goal. However, it wasn't until a horrible accident occurred in 1989 during the filming of the action movie *Delta Force II* with Chuck Norris that he decided it was time to leave the industry.

"I was involved in a helicopter crash where my best friend died in my arms on fire. We lost five guys that day, all who were long time friends of mine," he recalls. "That's when I



started questioning why I was in the movie industry and I came to the realisation that Hollywood movies weren't going to get me the position in life that I really wanted. So that's when I started spending more time doing seminars and coaching people. And then I finally phased out Hollywood

completely."

Kurek's career hit centre stage when he got the opportunity to come to Australia. "I just completely let go of the movie industry and my career took off at lightning speed after that, because I was only here for a few months when Natalie Cook, the women's Australian beach volleyball player—the bronze medallist from the Atlanta Olympics—asked me to take her to gold at the Sydney Olympics, which I did. So the rest is kind of history after that."

He is quick to point out that he is not a motivational speaker, nor a life coach, but a Peak Performance coach and his focus is on developing skills in people that will assist them to motivate themselves, overcome procrastination, and achieve their goals. "Motivation is when you go to a convention and they get all pumped up, you get all hyped up, and you're bouncing off the walls, and you're all excited, and you get into the group energy. But then you get home and all that energy dissipates and you go right back to being your old self. That's not a real skill unless you are going to pay all those people to come around your house each day and pump you up again."

MLM asked Kurek what product or project he would recommend for people involved in network marketing. He discussed his most recent product, the Life Success Club, which is a monthly CD that gets delivered to members and teaches them success habits. He explains that once success becomes a habit, it's not hard to do any more; it just becomes something you do. "The reason why I believe it's so pertinent for network marketing and multi-level marketing people is because a lot of the examples that I use on the CDs are real people that I've worked with in multi-level marketing, including Jean McDonald-Smith, who happens to be a 'Senior Diamond' in one of the top MLM companies in Australia. I've worked with her and her team over the last year along with the 'Diamonds United' team and record breaking results have been achieved.

He adds that once you join the Life Success Club, you don't just receive the monthly coaching CDs, you also become a member of a worldwide network. The Life Success Club is steadily growing and members are able to log in to a member area of the Kurek Ashley web site. He explains that these people can all network with one another, and that in itself is multi-level marketing.

Kurek believes that there is a common bond



among network marketers and multi-level marketers that they are all passionate about what they do; citing the biggest reason for why these types of people are attracted to his coaching is due to the fact that he produces results. "I teach people real strategies and skills, and when you put them into action, you get real, long-lasting results.

MLM asked Kurek what he believes are the most important things that people should concentrate on in order to achieve success and he responded with the following three strategies.

1. Stoptelling disempowering stories

Kurek says that there are two types of stories: those that empower, and those

that are disempowering. A disempowering story is when you start telling yourself that something isn't going to work out before you take any action to make it happen. He cites the example of thinking that somebody who is already successful will not want to hear from you should you decide to call them. "These are stories," he says. "The reason that they're stories is because there is no truth behind them because you haven't even taken any action yet. The reason why stories are so deadly is because they produce what I call 'drama glue'. This means that you get stuck in the story, it literally paralyses you. People want to tell their stories about their alcoholic parents, or how they're not smart enough, or they're too old, and all that stuff just disempowers you. It steals away from you all the power to take the necessary action to produce the results you want."

He says that the majority of people tell the drama stories, rather than the ones that empower. He talks about the news, or reading a newspaper, and how full of negativity the media is. "Rarely do you turn on the news and it's a full hour of how people are more spiritual than ever before or how they're more successful than ever before, because that doesn't sell the news. It doesn't sell newspapers. People want to hear the drama. And people get stuck in that. So I say: free



yourself of telling the stories, free yourself of the drama glue, and you'll notice that you just automatically start to move towards being successful."

2. Remember that all creation comes from the thoughts that you have

"It's the thoughts that get turned into actions which produce your results. That is the formula for creation. So instead of thinking about what you don't want, such as 'I don't want to be poor in my old age', well if you keep thinking about that, you're going to take those actions to produce exactly what you don't want and you're going to get the result that you don't want," he explains. "So focus on what you do want. Think about only that. Think about how you're going to get there, and the excitement of having that, and that will automatically get your nervous system to activate to make the act which will produce the results of what you're thinking about."

Turning to history to illustrate his point, Kurek says the great achievers in life have all been visionaries. These visionaries think about what they want to produce in the future, whether it's already there or not, whether there are examples that it has succeeded or failed. He states that they

basically see the invisible, something that isn't there yet. His advice is not to think about your past, or you're going to continue to act like you did in your past, which will in turn produce the same results that you have previously experienced. He emphasises that you can't live by yesterday's standards and expect great results today because the world has evolved since yesterday.

"A great example is Walt Disney. He saw Disneyland in an orange orchard when nobody else could even imagine it. And then he got other people into his vision, until finally Disneyland became the result. And when they were opening Disneyland in France, I believe it was, a reporter was asking his grandson, 'Isn't it a shame your grandfather isn't here to see this?' and his grandson replied, 'Sir, that's where you're mistaken, my grandfather saw this first and that's why it's here'. That is a very powerful strategy: focus not on where you've been, and not on where you are, only on where you want to go."

3. The most powerful thought you can have is your identity

Kurek says that your identity creates your beliefs, beliefs become your behaviours, behaviours are transmuted into your actions

and actions produce results.

"For two and a half years, with the women's beach volleyball team that I coached, I had them proclaim that they were the gold medallists from the 2000 Olympics, and they had to sign autographs as the gold medallists, they had to be on the TV, the news and in magazines and all that stuff, because if you keep saying 'I am the gold medallist, I am the gold medallist' over and over again, there is a part of your subconscious that actually starts to believe it," he explains. "Once you believe it, you start to behave like it, you take those actions, and if you take the actions that a gold medallist will take, you will produce a gold medal. And sure enough, now my girls are gold medallists."

Kurek applies this thinking to a multi-level marketing situation, providing the hypothetical example of the multi-level marketer who wants to be a Diamond, or the Gold Director, or whatever is the top level in their chosen group. Instead of thinking, "Well, I'm the entry level guy" when they're starting out, he advises people to think "I'm the top dog", and once they think it and say it often enough, they will begin believing it, and eventually they will start acting like that person and receiving the results that the top dog deserves. [MLM](http://www.kurekashley.com)

www.kurekashley.com

