

## CHAPTER 19

# THE GLORY OF FAILURE, THE SORROW OF SUCCESS

BY KATIA STERN

*It's incredibly easy to get caught up in an activity trap, in the busyness of life, to work harder and harder at climbing the ladder of success only to discover it's leaning against the wrong wall.*

~ Stephen Covey

Please enter the beautiful world of energetical embodiment that my mind likes to call success:

- Where your perception of divine perfection has always been in front of your loving soul.
- Where your ego is embraced throughout the temptation of being someone else's idea of cultural triumph, that we like to call success in our society.

For some pleasant and odd reason, I recall a visual portrayal on TV, where I was amazed by this young prodigy, who was participating in a spelling contest. His persona got framed into my mind as a synonym for hyperintelligence and the cultural status-quo for success. I'd just arrived in Canada from Moscow, Russia – where nobody believes in tears, and I was a loved girl to a wealthy father who was a part of the “successful” 1% of the system where everything is ruled by the hierarchy.

## **Success with two C's and a double S.**

It seemed like this young man was a genius and could spell long and, back then, such exotically-sounding English words, and paint rainbow-like verbal images that still haven't left my memory lane. Be the way, half of the lingo he used is still mysterious to me. But now, I don't try to make sense of everything. I became very selective about the nature of information, thoughts, emotions, and possibly even frequencies, so that I let my consciousness upload into my operating system...my B.S.,—my belief system. This different type of B.S. dictates almost everything that we think, feel, and do daily in a continuous pattern and unlimited amount.

Little did I know back then, of how much use – practical, emotional, and financial, I would get out of knowing how to spell S-U-C-C-E-S-S.

1. Spell and live by it.
2. Spell and create it.
3. Spell and teach it to others.

Spelling is one thing. But what is the real definition and meaning of success? What is it that we all strive for? What is it that we want? And what is it that we truly need? Unfortunately, when most people claim they want success, they have no clue what it means to them.

We talk about it, we work for it, we fight for it and sometimes even kill ourselves for it, like the promised paradise that some have created in their mind as the radical result of a different kind of success.

We pretend to know what we're doing, trying to live up to the knowledge, expectations, and experiences of our role models: parents, teachers, friends, TV, and most of all our EGO, of course. (Yeah, I used all CAPS for your EGO just so it doesn't feel left out.) “You must get a University degree and you'd better move

and groove to the dull sounds of traditional education, otherwise you have a good chance of becoming that University's janitor..."

As a young and rebellious teenager, one that Mr. Marx would put in his communism blueprint as the archetype for a sense of national pride in children, I proudly replied that, in the Soviet Union, all professions are valued, and all people are appreciated and treated equally. My parents rolled their eyes.

Funnily enough, mindset programming works perfectly well for us as well as against us. We grow and think in the same genetically-inherited mindset. And since life is so ironic and simple, we all become diverted, and possibly, better versions of our parents, as I still catch myself saying the same things to my daughter. She is different from me; she is a Canadian teenager. But guess what? She responds with the same attitude... the same energy and the same rebellion. Don't tell her, but I will not lose sleep over this if she chooses her own standard of real success as I did much later in life.

Nowadays, my only measure of being successful is being happy. That's it. I'm happy that I've overcome the embodied paradigm that success should involve struggle – suffering in a constant battle that never ends. I can finally enjoy the fulfillment of living passionately, without having to feel guilty and apologetic about my own deepest desires and impulses that have always been there, no matter how 'badass' or bold they can be.

In my movie, called *Life*, the credits roll and I'm coming out on a scene as a Russian immigrant, having come to Canada by myself, at 17, wearing the highest black lacquer stilettos that were available in the shadowy and corrupt scene of soviet consumerism.

Coming from a wealthy, and by communist standards, successful family, the immigration made me stronger by giving me a role-play of the waitress who had to smile and be grateful for every 25 cent tip the precious men would leave me from a \$2.75 beer.

Inside, I was ready to explode, there was so much pain, so much feeling of humiliation. I was holding myself back from becoming part of Charlie Manson's family agenda and completely losing it, because of the lack of respect and empathy I experienced from the drunk, lost souls who approached me on a daily basis. Thank God, I figured out how to use that energy wisely and turned this pain into a self-paced course on anger management that prepared me for all the trials and tribulations of my future life.

I like to think that for all that suffering, life decided to reward me with the role of a 1990's wealthy Monaco resident with a nice "I've made it!" attribute – a young and handsome man who came with a Ferrari and a Yacht as a nice bonus. As if that was not enough (and is it ever enough?) I was offered the role of an American lawyer and got my Master of Laws degree from Miami University.

But as I was getting more experienced (some may call it older, but we know that we are forever young) success started having a different meaning. It had shifted somewhat from the outside world into the inner. It has become a feeling of contentment, an emotion of satisfaction and excitement, a regular experience of ecstatic self-worth.

Like an energizer bunny, but a little sexier, I kept going and going, achieving and overachieving, getting my dopamine and longing for more and more. No time to breathe, stop and think. No time to save for self-talk. No time to hear an honest answer.

- When are you going to be enough?
- When are you going to acknowledge your value and celebrate success?
- Will this be in numbers? ...amount of money? ... degrees? ...skills? ...clients? ...men? ...women who so sweetly envy you?
- What is the true measure of my success?

I got stuck in my own life. I had to stop jolting awake in the middle

of the night thinking “OMG! I’m 40, and my life is wasted on a different kind of B.S.”

So, I had all the attributes of success and a long list of accolades. Let’s check to ensure I am not deceitful to you and it’s not my ego speaking:

- ♦ Four university degrees
- ♦ International best-selling author
- ♦ CEO of a personal development business
- ♦ A real estate investor
- ♦ National-level fitness bikini competitor
- ♦ Health coach
- ♦ Success coach
- ♦ Mother of a talented teenager
- ♦ Mrs. Globe beauty pageant participant, and, worth mentioning, very attractive woman

. . . And modest, as you can tell.

I am 47 now. Feeling open and happy about it is another success of mine. Having overcome immense fear of aging, I escaped becoming “formerly hot” and allowed to live my 20s in the 40s.

After all that short story made long, *how would I define success?*

- Was it when I was standing on that yacht, overlooking the curious bystanders, jealously gazing at me? Almost every little girl would want to live that princess-of-the-world dream in the creme de la creme of society with haute couture outfit and jewels, lots of those.
- Then, how about those tears under my fancy sunglasses, when I felt so disastrously lonely?
- Was it that law degree, when at the graduation they said that we were only 2% of the population who “made it”? Being a lawyer is one of the most desired, but hard-to-achieve professions. But how good is that degree if I dreaded the thought of having to go to the

law office every day and spend days doing research, billing, like a woman with low social responsibility, for my hours?

- Or was it the bodybuilding medal?
- Multiple income streams?
- Succeeding as a good mother, perhaps?

Having made a decision to find that true meaning, all of a sudden I started to receive opportunities. Real and unbelievable coincidences that made me question reality.

But I don't believe in coincidences, so meeting one of the great hyper intellectuals of our times, Mr. Bob Proctor himself, was not random.

I mean, how often do you have dinner with somebody from the movie "Secret" that changed your life? Well, I did it twice. Bob Proctor and Jack Canfield. I take those two meetings as a calling to get on a mission. I asked Bob Proctor – Bob, what do I do to become like you, when I grow up? He said: "Write a book, Katia, write a book!" Of course, it was like a splinter in my mind, so I listened to the man who emanates knowledge and trust in such a high frequency. So, two years later, "You were born Wow" got published, and voila, it's a bestseller!

I was not supposed to be in Santa Barbara on the day I met Jack Canfield, but I was. I was not supposed to be invited to that event, but I was. I was not supposed to be one hour early at Jack's event, mess up time and meet him outside the venue, but I did. My inner voice commanded: "Katia, go up to him and ask the same question as you asked Bob!" Again, he said to write a book.

Since my first book was almost done, like a femininely obedient and loyal student, I listened to him and decided to "kill two birds with one stone." Actually, I didn't want to kill anybody, but wanted to write a second book, and get closer to someone who I genuinely believe is a related spirit, someone that has experienced the universal message and understanding on a brighter level.

It felt so related to Jack's experience and expertise in my own selfish good way; so I can spread the love back to you and feel like I am supposed to feel – successful!

So, a year later, I am a Certified Jack Canfield Success Principle Trainer, and the co-author of our beloved and sanctified book – *Success*.

Don't get me wrong, joyfully sharing this about my personal achievements is not something I view as a necessity to influence someone. The message is not to show off what I have, but to share with you how to have it. How to free yourself from yourself, so that you could have an unbelievably amazing journey to becoming truly successful.

However, until you get clear on what success is to you, you will be sitting in that car with no one behind the wheel, even though that little V8, like the astrological infinity, is running so sexily and smoothly. Even if you have a self-driving Tesla, she still needs that final destination entered before the ride – to serve her mastermind to a purposeful satisfaction.

Take a break in your so busy schedule and define your success. What is really for you?

What has to happen so that you can honestly declare to the Universe: “And the Oscar goes to me! I am successful! Hi Mama, I am the happiest university custodian of my mind!” Live your life like you're the hero in your movie.

Until you realize what you fear, and what you desire, you may never get the joy and satisfaction that you are longing for. Until you get rid of inner conflicts, anxiety and overwhelm, there is a chance that you may never get from your “now” to “wow”.

Start talking to yourself. Get aware of your reality, are you successful, happy, satisfied?

Self-talk and being true to ourselves is so powerful, yet extremely challenging. You may realize you are living in a box, even if it looks like a golden cage. Being in this golden enclosure does not make you feel successful if deep inside you prefer silver. Or if you want to fly away not to make your mama bird happy, but because you really want it.

You may realize the harsh but awakening truth – Success is a feeling. It's an emotion. It's a state, a state of satisfaction and joy. *The ecstasy of living is real success.* Everyone has equal rights and privileges to sense it. Go ahead, allow yourself!

- ◆ And, just a friendly reminder: You were born Wow!
- ◆ Claim it. Own it. Be Wow.

With lots of love and gratitude,  
Katia Stern

P.S. Let me know about your success journey. (See email address in my Bio.) What if we can ride it together? What if? What if? One thing I can promise – it will be fun! Because life is a party. A success party it is!



## About Katia

Katia Stern was born and raised in Moscow, Russia and moved to Canada when she was 17. She has since lived in Toronto, Miami, Monaco, Moscow and other countries due to her hunger for new experiences and interests in diverse lifestyles and cultures. She is a single mother of

a gifted teenage daughter.

She calls herself a personal development junkie who has always been interested in figuring out how to live the best life possible. She went from a Psychology major to getting a master's in International Law, but found her true purpose to be mentoring ambitious, already successful, accomplished women to get them to the next level of success through inner joy and fulfilment. She has become a health coach, fitness nutrition and hormone specialist, fitness trainer and national level fitness bikini competitor, so that she could help women transform both their bodies and minds.

Later, she became a Certified Jack Canfield trainer in Success Principles, and is now mentoring women all over the world. She is using her extensive list of accolades to help women over forty who have been too busy achieving and overachieving and are now ready to finally start living for themselves. She is empowering them to release all limitations, change their mindsets and old programming, so that they can unleash their true self, get out of overwhelm, feelings of guilt and resentment, and fall in love with themselves, fulfilling their own bold desires and living in peace.

She is an international best-selling author of a book, *You Were Born WOW*. As a firm believer that all of us were born 'WOW' – free, adequate and enough, she is examining how we've been convinced by society, teachers, and parents to think otherwise, and gives simple steps on how to get away from the imprisonment of those old thoughts and beliefs, without having to waste another day on BS.

Her mission, using her energy and passion, is to inspire and motivate women to experience love and joy every day of their lives so that they can have a totally 'Wow life' – vibrant and fulfilling! She is leading by example, and is now participating in the Mrs. Globe Beauty Pageant for women over 45. She is Mrs. Ontario Classique, and is going for the Mrs. Canada Classique title.

Katia calls all her clients ‘Stars.’ She thinks we are all starring in our movie called life, where we should play the main role and get to choose where to shoot the next scene and who to choose as supporting actors. Also, we are all deserving of our own Oscar! Her Stars call her the “Wow Woman Creator” because she is helping women create a new life – the life of real ‘Wow woman!’

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