

The Upside of Being Downsized

**You Can Turn Your Nightmare
Into The American Dream**

Paul Leroy Rudy Jr

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The Upside of Being Downsized

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*To my father, who gave me the innate desire to dream big
and to know that I can do anything. You left us recently
and I miss your sweet spirit. It was great having you
around. I somehow expected that you'd be here forever.*

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Acknowledgements

This book is dedicated to my parents, Paul Sr. and Catherine Rudy, who always encouraged me and told me that I could do anything I desired. My father was a dreamer and gave me the inspiration to do and be whatever I wanted. It is further dedicated to my wife, Normetta, who has been an inspiration to me throughout our married life. I recognize her for all my accomplishments. She has always been there supporting me as I have dreamed big and set out on a mission to be all I can be. She has stood by my side and never failed to be supportive. One of my dreams was to have an Eternal Family and she has provided and raised our six children; Paul III, Shereen, Thad, Conrad, Hannah and Ryan. I dedicate this book to them for all that I have learned from them as we have worked and played together on and off our farm. Each has a strong work ethic and commitment to caring for themselves and others. I dedicate it to all those whose lives have been elevated as I have touched them. I dedicate it to all those who have encouraged me in this process. I dedicate it to my brothers (Denis, Jay, Ronald, Leon and Rex) and sisters (Marie, Betty, Kathleen and Shirley) who have always supported me in the pursuit of my dreams. I must acknowledge my good friend Myron Golden for his push to get this book done and his nephew, Daniel Golden for the book cover design. Myron has been an inspiration to me as I learned his story of being a trash man in pursuit of a dream to be a cash man. I see his story as one of inspiration that we can all have the American Dream. Lastly, I wish to dedicate this book to my Lord and Savior, Jesus Christ, recognizing that He has made all things possible for me. He is my Friend and my Savior.

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Introduction

Thank you for taking the time to read this book. Before we dive into *The Upside of Being Downsized*, you should know that there are basic principles and steps that we must all follow to get anything we want. No step in itself is difficult but each must be done. From having a vision or a dream of what you want, to taking each step along the way, many of us fail to take ACTION! Many of us get stopped before we even start.

This book is not a religious book, but my roots are founded in Christianity and in Proverbs 29:18, we read, “Where there is no vision, the people perish; but he that keepeth the law, happy is he.” Many of us don’t even get started because we have no clear vision of where we are going. Others of us have a clear vision but are paralyzed by the poor habits we have developed over the years.

I want to begin by telling you my story so that I can encourage you to face your challenges and make it happen. Many of us are driven by fear. Some of us are immobilized by fear of becoming a success. Both are contributors to the many millions of people who stop short of accomplishing their dreams.

I was born in central Pennsylvania in rural America. My father worked hard to provide for our family. But at an early age, I realized that I wanted more. At the ripe age of 4, I developed polio. This was a challenge for me and for my parents. At that time you had to be quarantined

because polio was thought to be contagious. A neighbor boy contracted polio shortly after me. They feared that I might have given it to him.

We somehow managed to survive the ordeal and I almost had full recovery. I remember the times sitting in hot water to relax the muscles and soothe the nerves. At the time it seemed to take forever. I learned patience from the overall experience. I still have a few remnants of that time. I still tire in my legs as the day wears on. I still have limited ability to walk long distances but I have truly been blessed by the efforts of my parents and the doctors of that time.

When I was about 8 years old, I began my quest to change my status in life. We lived next to a farm and the field behind our home was planted in corn. After the farmer harvested the corn, I gathered all the remaining ears left on the ground and sold them to the feed mill. I raised one penny for every pound of corn I was able to collect.

Because I was the oldest son, my father relied on me to assist him in home upkeep and auto repairs. I am not sure why, but it seemed that auto repairs were always required when the temperature outside was really cold. We had no garage. Our parts store was also called a “junkyard” back then. Sometimes we had to take the old part off the car in the junkyard before we were able to put it on ours. When a part that matched our need could not be found, my father would somehow make do with a part from another car. These experiences have served me well over the years. I have been able to “make do” when necessary. I learned that I could do things even when the pieces did not fit

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nicely together. I learned to press forward with faith even when things seem hard.

At age 14 I was lucky enough to find a job working on a farm. The farmer paid me 50 cents an hour. That was probably the hardest money I ever earned. But, it gave me some freedom. During the summer I worked up to 80 hours a week. It gave me money and it kept me out of trouble. My first significant purchase that summer was a transistor radio. It was great and I used it a lot while working the farm.

I still have that radio. It represents more than just a radio to me. It is a symbol that we can have anything we want when we set our mind to act. Yes, working the farm gave me freedom to do more than ever.

As I grew up, I learned that you had to take on difficult tasks to have freedom. I worked part time during the school year and full time during the summer so I could do what other children were doing. As I approached my senior year in High School, there were pictures, a class ring, not to mention all the activities.

Yes, I was driven. I wanted a car. I wanted to be more than I was. And I got a full-time job during my senior year of High School. It was hard but I knew what I wanted. I needed the money to take care of myself. I wanted to be able to do what the other students were doing. I still had to go to school and do my homework but it was worth it to me to have the freedom.

My wife and I married young. We had ten goals that we wanted to accomplish in our lives. Today we have accomplished most of them and are still growing. We found our purpose in life and went after it. That is probably the most important thing in life; to have defined our purpose.

Let me just share with you our ten goals that we had defined when we married. They are:

- Marry in the Temple and have an Eternal Family
- Wife be a full-time mom
- Make \$10,000/year; that changed to \$100,000/year and now it is to have the freedom to do what we want when we want
- Have our first home by age 21
- Own a farm and raise our children on the farm
- Build our own home with our own hands
- Have our own business
- Go on a church mission
- Be strong church leaders
- Have time to spend with our family

Today as we look back, we have had a wonderful time getting here.

I share this with you that you may know that these things do not “just happen.” They require some effort. Knowing where you are going is of utmost importance. Then, it is important to take action, sometimes with little progress and sometimes with big leaps. I would not give up any of the experiences that we have had and neither should you. Take them and build on them. Life is grand and will take

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you down many roads you never expected to follow. Have joy in the journey.

Now let me get back to the book. The book will help you do just what I did. It will help you get focused and to have it all. But it is up to you. It is so easy to let life get in the way. It is so easy to accept where we are. No one knows that more than myself. I have lived a great life and I look forward with enthusiasm to what will be. But, it is so easy to make tomorrow just an extension of today. One day at a time we get where we are. It can be a scary place to be.

Fear can run our lives. When I think back to when we first married, we were so excited with anticipation of having children and what the future could be. One day at a time we got more and more comfortable with where we were and my employer was dictating our future. The more I made, the easier it was to accept the normal. Don't get me wrong; it was comfortable, but I was living someone else's life; not mine. I share that with you because it is so easy to get into a trap and never get to where you really want to be. We have been so fortunate to be where we are right now.

As you go through this book, you will be able to lift yourself and rise above where you are today. The amount of money that you make is not always a measure of success. But, it helps tremendously. It is best to be living your own dream and not someone else's.

I have a diagram that shows a way out. It can be applied to you whether you have been fired, laid off, downsized,

rightsized, or just have not had the guts to get out of your everyday rut. You see, the greatest joy comes to those who are working on their own purpose.

With this book you can regain your purpose, define your vision, identify the steps to get there and motivate yourself to action.

I have created what I call The Lift Cycle to Success. I will be referring to it throughout the book. So, take a look at it. There are Upsides in our life and there are Downsides in our life.



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You must be in charge of your life; step up as the CEO of your own life. I have defined “The Big Change” as the point where you really decide for yourself that it is time. Many of us require someone else to fire us to make that happen. Being fired can be such a “freedom call” to step into your own world! It can be a wake-up call to take back your life.

After “the Big Change,” it is time to re-purpose your life and define “The Dream,” your dream, not someone else’s. Make it clear. See it in your mind. Make it a vivid picture of where you want to be.

When you stop, ponder and truly seek your own vision, a great awakening can occur inside you. It will stir the soul and be a great motivator.

Once you have your clear dream or vision of where you are going, you will need “The Plan.” The plan will be made up of the actions that you must take to become “The New You.” I placed it at the bottom of the cycle because it is the plan that allows you to take the next step; to act. It is the transition from the downside to the upside.

On the upside of the diagram, the first thing is that we must take “The Action.” You might ask on what? We shall discuss that more within this book but in simple terms, you will need to build a plan and act on it.

Out the other end of the upside is “The New You.” It is the steps that will bring you closer and closer to where you want to be. It is drawn in a circle because it is not one step or one cycle, it can be many cycles that will bring you

closer and closer to where you want to be. Each time around, you will change, you will get clearer on your ultimate vision, your plan will be more focused, your actions will be more intense, and out the other end will be a new you.

If you follow the principles in this book, *The Upside of Being Downsized, You Can Turn Your Nightmare into The American Dream*, you will develop habits to create a better you. You can have the freedom you desire with your integrity left intact.

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Chapter 1, Wake Up And Start Dreaming Again!

Each day, dream a little, even if it is only in your head, it will soon be in your life.

Many take their dreams with them to their grave. It seems so sad that they never achieved them. There are many reasons why that can happen, but you are not going to get caught in one of them. This book will teach you what you must do to make them a reality for yourself.



I want you to think about your dream right now! It may be something that you need to dust off, clean up, and polish brightly. I do not know what your dream is. Only you and maybe your closest friend(s) may know that. But, it is important to let it shine, let it be bright, let it be clear, let yourself see a picture of it in your mind's eye so that your whole being knows it and can feel it.

This is so important that I want you to stop reading for a few minutes and write it down. Draw a picture of it. Show the colors with beautiful clarity. What is it? Put it on paper in some form; best in picture form and text. Take a few minutes and do that right now. If you need more space, get another piece of paper.

Picture:

My Dream

Text:

My Dream

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Now, can you see it more clearly?

Clarity of your purpose, your dream, and your vision are so important as you progress through this book. It reminds me of an experience that I had with my youngest son, Ryan when he was about 4 years old. I was working in our home on a typical Saturday project when Ryan enters and asks me if he can go out and play with a friend. I did not know why he came to me and at the time I was very busy so I answered, “I don’t care!” Well, a short time later he came back and ask me again. Once again, with maybe a little more emphasis I said, “I don’t care!” Once again he left but a short time later he came in and said, “Daddy, what does ‘I don’t care’ mean? Is that a yes or a no?” He could not act on the information I had given him. You need to be very clear on your vision so your mind can act on your dream.

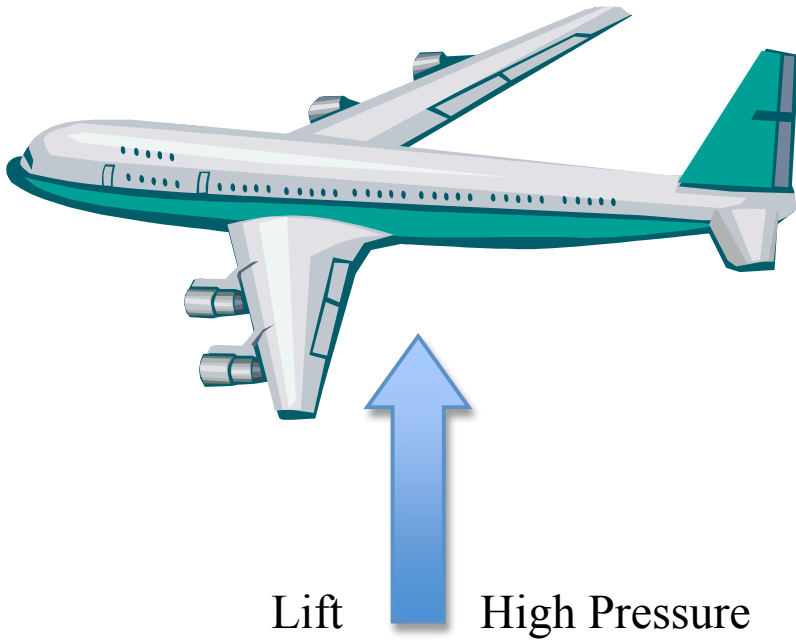
Our lift up

I was on a plane earlier this month and as I sat down I thought, wow, what makes it possible for all this weight to go up in the air like a bird? There were 350 people onboard along with their luggage. I’d guess that would be well over 100,000 pounds; not to mention the weight of the plane and the fuel.

So what makes a plane fly? Let’s look at the wing. The wing is shaped so that the air must travel farther going across the top of the wing than it does going under the wing. That doesn’t sound like much does it?

With the air traveling faster going over the wing, it creates a low pressure above the wing and a high pressure below the wing, which creates the lift for the plane.

Low Pressure



This is much like many parts of our life. Bills pile up and it creates a high pressure requiring us to earn more money faster.

Planes fly using an ADI (Attitude Directional Indicator). When the attitude is up, the plane goes up. The plane's attitude needs to be registering up. That is the same for us. Our attitude needs to be up if we want to lift ourselves higher.