

# THE POWER OF PERSISTENCE AND WILL

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How I Progressed  
from Zero to Hero

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My Inspirational Life Story

**Robert Goreta**

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WHEN GRATITUDE AWAKENS IN YOUR HEART.

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*How I Progressed from Zero to Hero*

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Robert Goreta

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## **YOUTH, SCHOOL, AND HEARING DIFFICULTIES**

I was brought into the world one December day in the year 1974. Already in my early childhood I got over many children's diseases, and as a six-year-old boy I told my parents that I didn't hear well on my left ear. Even though we immediately visited many doctors, they weren't able to determine whether this was an inborn defect or a hearing impairment due to a children's disease.

I remember, when I was in the first grade of elementary school and despite a cold and my mother's objection attended a sports day, and when I came home that day I couldn't hear well on my right ear too. The next day I was immediately sent to the hospital, where I stayed for the next fourteen days. I was subjected to a special medical treatment, which should bring back my hearing, and after a few days I also received a hearing aid to easily communicate with others.

The tests showed a 95.4% loss of hearing and some doctors and teachers believed that I should attend a special school for the deaf and partially deaf. Fortunately, my two doctors and parents didn't agree with this and so I attended the "normal" school. When I returned to school, the two doctors accompanied me and explained my situation to the other pupils.

When I think about that sports day now, a thought suddenly occurs to me that mothers know much more than we dare to think. Their intuition never betrays them, therefore it is wise to listen to them and do what they tell us. Hmm... I wonder what my life would be like if I listened to my mother?

I successfully completed the first four grades of elementary school with my overall school achievement of "very good" or "excellent". I was a very good student in higher grades as well and completed the elementary school with good overall achievement. I had good relations with other pupils till the sixth grade, but then my troubles began. I became the "substitute" for a pupil, who failed and had to repeat the same grade and of whom other pupils used to make fun. From the sixth grade onwards I had the role of the "black sheep" and was the laughingstock of the whole class.

Even though I didn't wish anyone any harm, other pupils derided me for my hardness of hearing, hid my ball-point pens, and even beat me if they wished so. My mother even complained to the class teacher about it several times, who didn't do anything about it.

Despite the fact that I was a good student, some teachers didn't have a proper attitude towards me. I will never forget, what the mathematics teacher said to my parents at a parent-teacher meeting, "Your son will have many difficulties with mathematics in secondary school!" Well, in spite of all that I finished elementary school with a good overall achievement and decided to continue my studies at the *Secondary School of Economics*, which supposed to be too demanding for me according to most of the elementary school teachers' opinion.

In secondary school, where there were only four boys and 26 girls in our class, the atmosphere was completely different and the teachers' as well as my classmates' attitude towards me was on a much higher level. Since I was used to being laughed at, I was quite timid at first, because I found myself in completely new circumstances; the girls weren't beaten and the boys weren't scoffed at. Because of my bad experience, I mostly kept to myself out of caution and didn't dare to make contact with other pupils. Besides

that I am more quiet and still by nature. (If you saw me now, you couldn't believe that I was that same timid boy from the secondary school.)

Despite all the pessimistic predictions of elementary school teachers, I achieved even better overall achievement in secondary school than in elementary school, and I didn't have any trouble with mathematics because an excellent mathematics teacher knew how to explain it, so that I could understand it.

## **STUDY CHALLENGES**

After I finished the secondary school and successfully passed the final exam, I decided to study economy at the *Faculty of Economics*. Besides myself, fifteen of my classmates chose the same study and among all I had the worst overall school achievement of just "good". In order to enrol to the faculty we had to successfully pass the entrance exam, which I, besides the other nine classmates, believe it or not, also passed, even well above average compared to my marks in mathematics. My studies began and after some major and minor problems I successfully completed the first year and was the first one who enrolled in the second year among my former classmates.

Let me tell you an interesting moment from the first year of my studies, which proves that it is not impossible to pass a lot of exams within a short time. When the summer break began in the first year, I had four most difficult exams left for the autumn examination period. What happened that autumn was almost a miracle. Let me explain it to you...

As soon as the summer break started, I drew up a study plan because I had only two months till the first exam. For four days I studied one subject six

hours a day, then for four days another one etc. I followed the study plan consistently, and even though that sometimes I got tired of all the studying, I nevertheless pulled myself together and motivated myself for further studying. In autumn I passed all four exams in only ten days with the lowest mark being 7 or C (good).

How did I do it? In my mind I pictured that I already successfully passed all four exams and then my whole body acted in accordance with this image. If you ever find yourselves in a similar situation, act in the same manner. Believe in your success; believe that you will successfully pass all exams from the beginning of the new school year. In your mind, nurture a live image of successfully passed exams, visualise, use positive affirmations, and the success won't stay away. As *Wayne W. Dyer* said, "*You'll see it when you believe it.*"

One other small thing, which should not be overlooked and which concerns motivation. In the first study year, I really liked one of my fellow students, and I knew that I wouldn't be seeing her often if I didn't pass all exams, and I would be even more difficult to make contact with her. So I had no choice but to study hard and hope with all my heart to be successful – to pass the exams. I did pass them, however I missed my chance with her because during the summer she met someone else. But it is no coincidence that I sat near her when we took the entrance exam and passed it well above average.

In the second study year the professor of the course *Basics of Management* gave us the possibility for a higher grade if we had an oral presentation besides taking the written exam. I was always interested in rhetoric and public speaking, but I never had the courage to actually do it. That is why I decided to attend a course in public speaking.

No sooner said than done... and already I participated in a 50-hour-long course in rhetoric. My first few public speaking experiences weren't exactly brilliant, but after I completed the course I felt more self-confident to speak before other students. I wrote a seminar paper entitled **Rhetoric** and presented it at a lecture before at least two hundred other students. At the professor's request, I first lectured for about 25 minutes to one group of students and then to another one. The professor's and students' reactions were very encouraging, which instilled me with courage for new exploits.

Despite some highs and lows (failing exams) during my studies, I managed to complete the third and the fourth study years as well. I am not ashamed to admit that in average I had to take every exam twice and probably held the faculty's record in the number of failed exams. That way I personally proved the rule that every failure takes you one step closer to success. I believe that in spite of the numerous failed exams, there weren't many students who managed to finish the studies in such a short time as I did.

Then came the time to write a diploma thesis, and so as a topic I chose *Rhetorical Abilities of the Students of the Faculty of Economics*. I researched whether the students of the Faculty of Economics want rhetoric as one of the optional courses. The results were quite interesting even for the faculty's teaching staff, namely, more than 60% of students wanted rhetoric as an optional course.

On 19 October 1998, I had the defence of the diploma thesis, where I had a somewhat unusual presentation, which made quite an impression on the commission. After the presentation, the commission had to ask me several questions in form of an oral examination, which was very dramatic for me, but I didn't allow myself to become confused, and the defence of the thesis turned out better than I expected.

At my defence two other students were present, whose turn was right after me. When we left the lecture room and the commission after my defence, they were more scared than I was, "If they will examine us as they did you, we will definitely fail." That was all they could say at that time. I tried to calm them down and relax them, but I wasn't sure if I succeeded. After that I was very much surprised when I learned that my diploma thesis was graded with a 10 or an A, despite my low exam grade average ("only" 7 or C).

I was the first one to graduate among my former secondary school classmates, and in that moment I felt as *Edmund Hillary* reaching the top of *Mt. Everest*, while in my ears the words of my elementary school teacher were ringing when she said, "Your son will have many difficulties with mathematics in secondary school." This is how my university years came to an end and I became the first hearing-impaired university graduate of economics in Slovenia.

## **SEARCHING FOR A JOB AND REAPPEARANCE OF HEARING DIFFICULTIES**

I could say that with completing my studies one chapter of my life was closed. When I graduated, I thought the whole world was mine and that all doors were open for me. Finding a job was supposed to be very easy, money would be raining down on me, and in a few years I would be a manager driving around in a Porsche. Ha, ha, ha ... I couldn't have been more wrong.

Because I graduated, I wanted to find an internship. I thought I wouldn't have any trouble finding one, since I was a scholarship holder of one of the largest companies in Slovenia. It made perfect sense that I would get an

internship there. My parents urged me to start working as soon as possible and my friends and neighbours were impatient as well. That is why I didn't hesitate and began looking for a job.

If I had known then what was ahead of me in the following few months, I would have taken a month off to fill my batteries and to rest. The story that I will tell now will shock many. However, I did learn something from it, so take my invaluable advice, regardless that others will rush and urge you to get a job after graduation: After you get a diploma degree, take at least one month of vacation and – enjoy in doing absolutely nothing.

After my parents' and friends' "advice" I had to find a job as soon as possible, as work supposedly strengthens and frees you. I agree with it, but only regarding the work you enjoy. I didn't enjoy mine. I managed to get an internship and in the middle of November in 1998 I started my first "job" in the same department, where I finished the compulsory practical training.

On my very first day of the internship among my "old acquaintances" I experienced a real shock. A shock? Yes, my dear friends, you read it right - a shock. I have never experienced so much negative energy, envy and other things that I received on the first day of my new job in my whole life. Where did all those nice co-workers, which I remembered from my practical training, disappeared to?

Apparently, a new diploma graduate was a thorn in their side. Everyone except the director considered me as a threat to their jobs. At that time I didn't know how to explain my feeling and tiredness I experienced with my co-workers, but today I know that I was receiving a lot of negative energy from them, and because I was very susceptible to those vibrations then,

they really wore me out. The first days, I was coming home really tired, but mostly disappointed, because I didn't expect that kind of an attitude.

You will probably ask yourselves, how was it possible for me to sense that after a few days. However, it is possible, because I felt like this a few years later, when I was leaving a meeting, at which we discussed financing of a foundation for the disabled. After the meeting I was so exhausted that when I came home, I had to sleep for three hours. Wow, that was quite a dose of negative energy!

Let us return to the internship. If my financial situation then let me, I would gladly pay back all the scholarships I received and start searching for a more suitable employment. Since I couldn't afford to do that, the only solution was to work it off. One evening, I think it was after two days, I sat alone quietly in my room.

I was very sad and asked myself and the universe what to do next. I couldn't even imagine staying in that depressing work climate for the whole year. In that moment I turned for help to a higher power – to God. I have never asked Him for a solution so sincerely and with so much love as I did then: "God, please help me to free myself of this internship. I won't be able to stand these bad relations and so much negative energy for an entire year. Please, save me from this job, so that I won't have to pay back the scholarship."

**When you ask for something from your heart, it comes true!** So be very careful what you wish for, as it may come true that you will get exactly that, even at the expense of your health. It happened to me exactly like that, even though I wasn't aware at that time that my prayer, my sincere appeal, was granted. What happened? In a week my hearing worsened so much

that on Monday morning I decided to see a doctor instead of going to work.

This time too the doctors weren't able to determine the cause for the worsening of my hearing (and I too didn't know what it was all about), so they sent me to the same hospital as when I was seven years old. Again I received a special medical treatment, which was supposed to bring back my hearing, but there was no improvement. After a few medical treatments and repeated vomiting I asked my doctor what were the chances of my hearing getting better. Ready-wittedly and very convincingly she answered: "If this didn't help, then nothing else will."

Although I almost cried in that moment, deep inside me I was convinced that some day I will hear again. I was asking myself what to do. From the very beginning I intuitively knew that the prescribed medical treatment wouldn't help me much, because even my body couldn't endure it well and responded by vomiting. I already read a lot of literature on positive thinking, so "by chance" I remembered autosuggestive affirmations.

Namely, if you persistently repeat a positive affirmation and put all our emotions in it, changes start to occur in our body – just look what happened with my prayer. This way we can improve our behaviour, health, in short – become what we want to be. With positive affirmations we can programme our subconscious, which has an unlimited power.

**At that time I didn't see myself as a person, who doesn't hear, but as a person, who does hear.** In the hospital, I didn't have the opportunity to speak the positive affirmations aloud, but in my mind I constantly repeated: "I hear better and better every day." Because after a week of medical treatment my hearing didn't improve, the doctors decided to do

some additional tests, so that some time in the future I could get a hearing implant (cochlear implant). I was released from the hospital in the beginning of December 1998.

When I came home, I could hear absolutely nothing in spite of the hearing aid. And to make a little joke, I was welcomed by: "Welcome in the world of silence." Because I was living in complete silence, I could communicate only by lip reading. In the next fourteen days, despite persistent repeating of positive affirmations and visualizations, there was no change, so I decided by inspiration to try to treat myself in some other ways as well.

In the nearby library I got all available books on alternative medicine, from bioenergetics, acupuncture, and acupressure to Reiki, macrobiotics, yoga, ayurveda, and Thai Chi. It was two days before Christmas. In the book *Bioenergetics* by *Alexander Lowen* I discovered two exercises, which could help me.

A day later I didn't wear the hearing aid since I couldn't hear with it anyway, and on Christmas day I put it in my ear and, surprisingly, I could hear just a little – the first time after a month of complete silence. It was a small step, but in a right direction. After that I read several more books on alternative medicine and quite improved my knowledge of alternative medical treatment methods.

I began to do other exercises and my condition started to improve gradually, especially when I tried acupuncture. Now my condition is much better, even though it is not like it was before the prayer. But most importantly, in spite of the doctors' predictions that I won't hear ever again ... I CAN HEAR.

The cause for my hearing getting worse was, in my opinion then, stress. However, now I know what was the real reason – my sincere prayer or wish to solve my problems at work, which didn't fulfil me. That thought was so powerful, so genuine and so sincere that the universe granted it unconditionally, regardless if it was at the expense of my own health.

**Thus, in November of 1998 I was in my room, praying, and unintentionally tested the power of a sincere prayer, an honest wish, and discovered the law of creative thought.** When I think about it now, I feel that in a sense this was a wonderful gift by the universe, so that I could share my experience with you. I am thankful today that it happened, because life directed me on a completely different path – on the path of personal growth, spirituality, communication, public speaking, motivation, discovering of human potential, and discovering the power of our thoughts.

Because my hearing abilities diminished at that time, we agreed to discontinue the internship. So in the middle of March 1999 I became a member of the biggest party in Slovenia – the party of the unemployed. Since then I intensely searched for a job (I specially wanted to work as a copywriter in an advertising agency or marketing, sales etc.), however I couldn't find one. I sent **more than 130 job applications** and went to **at least 15-20 job interviews**.

When I attended interviews, I realised that certain companies have a totally wrong attitude towards the hearing impaired or partially deaf, because they underestimate us and look down upon us. The fact is that I can't communicate efficiently with customers over the telephone, because I help myself a lot with lip reading in communication with others. It happened that potential employers phoned my house and my mother answered. But

immediately after she mentioned that I can't hear or that I wear a hearing aid, their attitude completely changed.

Some asked if I could even speak, others promised to call back (which they never did). I won't list all of it, since it is not something worth losing words over, but **today I am grateful to all those employers, who rejected me, grateful with all my heart, because all their "NO" answers brought me on a path, on which I am still walking.**

## **SEARCH FOR THE MEANING OF LIFE AND THE FIRST ENCOUNTER WITH MY FUTURE MENTOR**

In those difficult moments when my hearing was getting a bit better and I was still unemployed, I discovered an exceptional book [\*The Millionaire Mindset - How To Tap Real Wealth From Within\*](#) by *Boris Vene* and *Nikola Grubiša*. I was so enraptured by the book that I decided to meet the authors in person.

I have to admit that meeting Boris for the first time profoundly changed my life, although in that moment I wasn't aware of the power of his words, when he said to me in his office: **"Robert, you can look at what happened to you as the greatest punishment or the greatest gift. The decision is yours."**

At that time I didn't fully understand the meaning of his words of wisdom, but today I am fully aware of what he wanted to tell me. It is true! It wasn't a punishment, but a gift. I am truly grateful to the universe that I met Boris, because I have learnt a lot from him.

But most of all, I started to appreciate more the "presents" that life gave me. At our first meeting, he mentioned to me the possibility of communicating with the world over the Internet and e-mail, and thus opened for me a new way into the world.

His words about the Internet and e-mail were literally prophetic, because today I am mostly communicating with the world, doing business, selling and marketing my seminars, workshops and books precisely with these two media. Modern technology made it possible for me to connect and communicate with the world in a way, which wasn't possible with the help of the telephone.

Since advertising always fascinated me, I entered three of my scripts on the topic of healthy lifestyle, Slovenian army, and wine for a competition in the television show *TV Genius*. The latter about wine was also chosen, and in October 1999 as one of the contestants I got the chance to film my advertisement. As usual I didn't win, but I was richer for an experience. This wasn't my first encounter with the television, namely, I took part in *Pop Quiz* and once even won.

It is interesting, how life can turn and how God walks in mysterious ways ... Then the hostess of *Pop Quiz* was *Saša Einsiedler*, today my friend and business partner. As if particular encounters in my life just had to happen! I was meeting people, who later helped me. And not only that! I never thought that I would ever do business with them as well.

In the summer of 1999, I again started to search for a job, and in the middle of November 1999 I began to work for a telecommunications company in Kranj, first for a one-month trial period. As of 1 January 2000 I signed a

six-month contract with them for a regular employment relationship. I composed sales letters and led mailing action, which had a good response.

Because I can express myself very well in writing, I composed sales letters for my co-workers too, but I still felt that I wasn't making good use of most of my skills and abilities and that the work wasn't fulfilling or inspiring.

I began to think about a new job, and without telling anyone, I started to send applications for a new job, although I had an oral agreement with the director to do the internship and thus stay employed there at least till the end of December.

Three weeks before expiration of my contract the director personally ensured me that he would extend my six-month contract for at least another six months.

Hooray, I thought, and at the same time intensely thought about how nice would it be to work somewhere else, for example in a advertising agency. **My creative idea about a new employment was (again) generously granted by the universe.**

Namely, one week before the expiration of my contract the director notified me that there my contract would not be extended, because the company was experiencing some "financial difficulties" and the first one on the discharge list was – guess who. At that moment I didn't think of it as a gift, and to be fair, I myself was responsible for the discharge with my own thoughts.

One proof more how relentlessly the law of creative thought works. I am convinced that you too had such an experience or a similar one at one point

- you were thinking about something really intensely and vividly, and then it happened. That is why we have to be really careful with our thoughts, because we will receive precisely that, which is in a particular moment the prevailing thought, the thought with the strongest vibration.

## **LOOKING FOR A JOB AGAIN AND A NEW CONFIRMATION OF THE LAW OF CREATIVE THOUGHT**

So after six months of employment I was again jobless, and writing applications, searching through job advertisements, having job interviews etc. were my daily companions. And to make my search even "easier", it was summer time. From July to November 2000 I sent **more than 140 job applications** and had at least **fifteen job interviews**, a story I once already experienced. I was in a really difficult situation and psychologically hit rock bottom.

In the library I discovered "by chance" the book by *Robert H. Schuller: Tough Times Never Last, but Tough People Do*. It encouraged me and gave me new strength. Who would have thought that this little inspirational book would give rise to an interesting idea!

In the beginning of September 2000, my mother and I visited my grandmother in the hospital. When I left them alone for a while, I was reading the above-mentioned book in the car and asked the universe: "**How can I make good use of this gift, meaning my unemployment, my experiences in searching for a job, and my ability to overcome seemingly insurmountable problems?**"

As if the universe itself whispered to me the answer, which was as clear as a day and which I couldn't overlook: "Write a book on how to look for a job, how to write a job application, how to think positively in difficult times etc." Quite some time passed from the very idea to its realization, but the seed was planted.

**It is the holy truth that out of something bad always comes something good.** And the only question is if we are able to see that in the moment of crisis. **We always have to express our gratitude to the universe for all wonderful gifts.** The same way I am grateful to that director, who let me go, because I know that in a sense he was just the intermediary on the path to realization of my wish.

## **GETTING A NEW JOB AND PUBLISHING MY FIRST BOOK**

I started writing the book *Where There is a Will, There is a Way* in the beginning of September 2000, when I was still unemployed. In October 2000 I received a job offer for a web site editor for a company, involved in promotion of the Slovenian economy in foreign countries through catalogues. Since I wouldn't have anything to do with the telephone, the job was perfect for me, however I was full of doubts and hesitated, as then I didn't imagine myself as a web site editor.

I was thinking a lot about what I really wanted. Do I want to edit web sites, or do I want to help others with lectures, seminars and my book? I decided for the latter and rejected that job offer. I still didn't know exactly where the path would lead me. Deep within me I felt that on this path of personal

growth and motivation I would have better chances to share my experiences and help others, which was also my heartfelt wish.

In December 2000 I finally got a job as a public relations assistant in the *Association Slovenian Disability Forum*. Whenever you get an opportunity, it is wise to take advantage of it and grab it with both hands. The fact is that one opportunity with time opens the doors for the new ones that you didn't even dare to think of. The same happened to me and my book, which is connected with my goals. I wrote down my goals for the first time in December 1998, and changed them a bit after a year; I wrote them in the present tense as if they were already realized, and I complemented their content as well.

I am still doing this; every Christmas is for me the day for planning and reviewing of my goals. What I am most happy about is the fact that I realized almost most of my written goals, although not in the order they are written in. I wanted to write a book on personal growth, positive thinking and rhetoric in five years, but I realized this goal much sooner than planned – already in two years. The circumstances changed profoundly in the last two years and miracles happen to me every day. What I wrote in the chapter about our goals in my second book *Diamond of Life* – namely, that we need to write down our goals on a piece of paper – is completely true. **If you don't know where you are going, you will never get there.**

My first book *Where There is a Will, There is a Way* was published in May 2001. A lot needed to be done; editing, design, finding the right printing house, editing and entering corrections etc. I gained a lot of invaluable experience, which I use even today when publishing new books.

I am tremendously thankful to the universe, because all Slovenian publishers rejected me and refused to publish my first book, and therefore enabled me to find new ways of publishing my book and gain knowledge and experience for my future books.

The book *Where There is a Will, There is a Way* awoke more than two thousand Slovenians, showed them a new path, and gave them a new hope. This book has been sold out for more than two years and is now only available as an e-book on my web site. I was very happy when I received numerous commendations and thanks when it was published, over the telephone, ordinary mail or e-mail.

The purpose of my first book was more than fulfilled. I am proud that it became a best seller in Slovenia and that I could share my knowledge and experience with over two thousand people needing help, practically without any promotion.

## **TURNING POINT IN MY DEVELOPMENT – MY OWN WEB SITE AND COMPANY**

About a month before the publishing of my first book, my web site [www.osebna-rast.com](http://www.osebna-rast.com) was born. At first it was intended mostly for selling the book and posting personal growth articles. With time it began to evolve, more and more people visited it and they started recommending it, because its content was getting bigger and it was more and more interesting and useful.

In the beginning the web site was visited by fifteen people a day at most, presently there are thirty times more visitors and the number keeps rising.

In September 2001 I started to publish a free monthly newsletter entitled OSEBNA-RAST.COM. The number of subscribers increased from 156 to more than 4.000. Today the former free newsletter OSEBNA-RAST.COM lives under a new name – **the free newsletter STEPS TO SUCCESS.**

On 1 September 2002, there was another turning point in my business development – I founded the company *Roy Goreya Motivation Management*, through which I am marketing my seminars, workshops, books etc. Because I started "anew", I decided to do a complete reconstruction of my web site and its content.

The new web site and a new free newsletter were brought to life in September 2002 and were well accepted by the readers. When you have a company, making new business contacts is much easier, so I extended the circle of my co-workers by continuously developing the web site project.

I didn't mention all of my accomplishments, so that I wouldn't seem pretentious or boasting by communicating the message: "Look and be amazed at all that I have accomplished!" Far from it! I just wanted to tell you that by having a clear vision, extraordinary will, positive expectations, firm belief in your path, and creative thinking and acting it is possible to realize step by step your goals, either personal or business. When we act according to the principle: "Help others and you will help yourself," the universe generously supports us in that.

Establishing my own company brought great changes in my life and way of thinking. From August to December 2002 I experienced a personal rebirth, because in a very short time I came to a lot of new knowledge and realizations, which changed my life and showed me the right way. A former schoolmate from the secondary school, who I met after more than five

years, said to me: "I must say that no one would ever recognize you! You're a completely different person! I can't believe it!"

And it is true. When I broke off the contact with some of my former pessimistic friends, entirely new people stated to come into my life and the vibration of my life changed completely as well. I couldn't believe it myself that life can turn upside down if you free yourself of negative energies. This was quite a shock for me, at least on a spiritual level. By reading books I learnt many new things and gained new knowledge and my past life and events crystallised into a new reality.

I used to think really hard about the reasons for everything that happened to me, but in vain. At the same time I discovered "by chance" precisely those books, which I needed in that particular moment. I learnt that **I myself am responsible for all events, either good or bad**. I have already mentioned several times the law of creative thought, which I unknowingly used a lot, unfortunately in the wrong way.

But when I began using it in a right way, the universe opened to me and new opportunities started coming my way. On the one hand, I regret that I made so many mistakes in the past, but on the other hand I am grateful for the things that happened to me. All these experiences provided me with strength and invaluable new knowledge.

## **ADOPTING A CREATIVE APPROACH TO DOING BUSINESS**

Despite all these successes and knowledge about life, the universe, creative thought and many other things, something was missing in my business as

well as my personal life. Business wasn't going as well as I planned, which resulted in my bank account being overdrawn by EUR 2000 in the middle of February 2003. "What am I doing wrong? Where did I make a mistake?" These were the questions that troubled me then the most. I discovered the answers soon.

At the end of February 2003 I had a presentational motivational lecture in Maribor with 150 participants, who squeezed into a hall intended for half the number of the people present. The chairs were brought from other halls as well, so that the people could follow my inspirational lecture, full of positive flashes. They left the lecture full of positive energy and with more love for themselves and others, but from all participants only one mother applied her son for my workshop.

At the lecture I sold many books and my lecture was very good as well, there I was successful. Was I really? From all those people only one applied! Hmm ... Something needs to be changed. From my experience I knew that the problem lies within me and not in the participants.

That day after the lecture I and my co-worker *IDEAMAN, Boris Peršak*, discussed the secrets of life and the extraordinary book *The Science of Getting Rich* till three o'clock in the morning. I had a flash, which is impossible to describe, as you have to experience and feel it. Since then my life, my finances, and my lectures, seminars and workshops have taken a different course, because of the big life change.

Namely, I changed my way of thinking **from being competitive to being creative**. I decided **to always offer** my customers and business partners **more applicability value of products and services compared to their monetary value and what I gain from it**.

On 1 march 2003 early in the morning I decided to become a magnet of progress, to collaborate with everyone, including the competition, and to continuously strive for us to reach a higher level of cooperation. The consequence or the result of these knowledge and realizations was my second book, entitled *Diamond of Life*, which was published in September 2003.

## **NEW BUSINESS CHALLENGES**

In the summer of 2005 I decided to rename my company to OSEBNA RAST (Personal Growth), Roy Goreya s.p., in order to get even closer to the people, because the name of the company says a lot about its main activity.

By renaming the company, I have also set new foundations for my personal and business life. I refreshed the offer of my lectures, seminars, and workshops, not to mention the complete reconstruction of the web site [www.osebna-rast.com](http://www.osebna-rast.com).

In September and October 2005 I extended my scope of activities to include web site design, and at the same time I also published my third book [\*\*\*The More You Give, The More You Receive!\*\*\*](#), which doesn't discuss only personal growth and motivation, but also business success and how to live a life according to ancient laws of nature.

Despite all my successes I knew that it would be necessary to extend my business on the international market and introduce myself to the international public. I decided to translate the book *The More You Give, The More You Receive!* into the English language.

This way my work and mission were set more broadly, and the encouraging and inspirational thoughts from the articles and books that I write are now available to the international public as well.

## **THE THIRD MILLENNIUM – AGE OF NEW OPPORTUNITIES**

I am fortunate to live in the Internet and e-mail era, because these two media enabled me as a hearing-impaired person an easier breakthrough in the business area and a larger freedom in communicating with others. When I published my first book in the year 2002 and soon thereafter set up my first web site with the help of a computer science student, I didn't know anything about the Internet and internet marketing.

I have learnt a lot about the internet and web site design from my friend Boris Peršak, since he was the one, who encouraged me in 2003 to start learning the HTML programming language. Without his encouragement and advice I would most likely still have only one web site, but now I have more than ten.

Let me list just a few of my most important web sites and blogs:

- [www.osebna-rast.com](http://www.osebna-rast.com)
- [www.robertgoreta.com](http://www.robertgoreta.com)
- [www.robertgoreta.si](http://www.robertgoreta.si)
- [www.robertgoreta.com.hr](http://www.robertgoreta.com.hr)

Every one of them has its own purpose, mission and circle of visitors.

In the last two years I listened to many things in order to come to a higher income and, among other things, tried myself in two systems of network marketing, however, the universe always said "NO" to me, when I diverged from my life's mission – inspiring other people.

In the year 2000, when I was still unemployed and searched for my life's opportunity, mission and the meaning of life, I asked myself a simple but extremely important question: **"How can I make good use of this gift, meaning my unemployment, my experiences in searching for a job, and my ability to overcome seemingly insurmountable problems?"**

This simple question completely changed the course of my life and my "punishment" – the unemployment – became my greatest gift. To be honest, I can say that in my life every "bad thing" later turned out to be a wonderful gift by the universe, which guided me onwards on my path. Only if I had complete trust and faith in success, I received what I wished. When I tried to get something by force, the universe, once gently, the other time tumultuously, "reminded me" - Robert, rush slowly and follow your life's mission.

I don't want my story to make the impression that it is some kind of a self-praise of all my successes and accomplishments. Yes, I accomplished many things in my life, but I wouldn't have all these successes if I didn't first experience many personal, financial, and business failures. Every failure was for me some kind of a "lesson" or "learning experience", because it made me stronger, more courageous and more successful.

When I look at all "limitations" and "problems", which teachers in elementary and secondary school foretold, and later at the university, not to mention the time when I started my company, I realize that the greatest

gift is wrapped in the most filthy wrapping paper. It is not all in the looks – first you have to know the essence (the heart). The Little Prince certainly knew what he was talking about.

On my web sites and also in my second book *Diamond of Life* you can read quite an extensive explanation of my mission and vision. What is written there still holds true, but this time I want to be shorter and more concise. What is my mission? It is simple – **my mission is to inspire other people, so that anyone can write, build, and create his or her own HEART'S STORY.** Not the stories of other people but simply – your own HEART'S STORY.

That is why you all, who read my works, should start to create from today onwards your own HEART'S STORY. Don't follow others; don't listen to others, but to yourself and your heart. The answers you will receive may surprise you, maybe you won't even want to see or hear them and will therefore shut your eyes and ears, however, your heart's desires - your HEART'S STORY - will accompany you your entire life.

## **COMEBACK TO THE ROOTS**

Variability is the only one permanency in our life. When we follow own heart, initial sound and soul, there are new doors, new opportunities and message before us. The contemporaneousness comes in sight and we know what to do in appointed situation. Do we hear these contemporaneousness and messages or we ignore them? The choice is our at all times.

Every decision has defined consequences. In the year 1999 I felt that I could change my name and surname on the base of numerology. Most of you, who reads this note, knows me as *Roy Goreya*.

Many people asked me where my name and surname are from, where my origin is. Am I maybe American in Slovenia or we speak English on my workshops? In the same cases I explained that I made the numerical change of my name in surname. For somebody it was “strange”, somebody asked me same details about numerology...

In the year 2003, in the time before edition of my book *Diamond of Life*, my coach was [Boris Vene](#). In times past we have very interesting conversation about changing of my name. I wanted to avoidance the theme because I was influence over “numerological calculates and vibrations”. Boris told me something very interesting: **the point is not to run a way from myself with the change of name but to change and accept myself and my name and surname would have completely new consecutiveness.**

At the last month there were to turn up different flash of wit about my name and surname. Before 14 days I have been on father’s grave. On the tombstone was name Goreta. And I asked myself: *”Where is Goreta coming from? What is his origin? What roots?”* The answers were coming spontaneously...

Then I asked myself about Goreya and ... no origin, no roots, no descent. I suddenly realised that with change of own name and surname you automatic cut off your own roots ... and deny part of yourself, your essence. With Goreya I asked myself a question more: *”Can I imagine that my children have surname Goreya?”* The answer was immediate and determined NO. And I was brought to a standstill. Thinking.

But it was not the end of contemporaneousness. I got a order for one of my books. I put my name to every book. So this time – I take a pencil in my hand and put my name to the book. With difficulty. I was “thinking” hard.

Hand did not slip smoothly, it was hard to write. O God, I thought, what is happened to me.

After few days I met my good friend Anton. He said he had a “message” and I took piece of paper and pencil. After that – instruction: write your real name and what do you feel about that. Hand slipped on paper – my birth name **Robert Goreta** in first two thoughts were – *happiness and smile*. After that a moment of silence. And inner peace. Aha, that’s it ...

My mind puts in gear. But, Roy ... Do you know how many Slovenes know you as *Roy Goreya*? You write the books, lead the seminars, you are guru for some of them, you are teacher and you can not change your name after 12 years ... What could people think? Yes, that’s my mind, ego...

After that my heart puts in gear. **Robert Goreta** – this is you, this is your energy, this is your mission, your soul, your essence, your chief. At the moment I got different insight at all, on life, universe and cognizance that no one got his name and surname by accident.

At my seminars and in my books I am talking about power of thought, doing through heart, being what we are, loving, receiving... but I change my name and surname before 12 years for “happiness”. These days I know that I denied myself instead of to receive. Few days ago I wrote on Facebook that happiness is not in stars on sky or in the defined numbers but in heart and soul.

In shaman tradition our ancestors are very important. In film *You Can Heal Your Life* by *Louise L. Hay*, *Gregg Braden* is talking about his Indian friend who thanks to ancestors before prayer for rain. Also at Ho'oponopono is cleansing procedure to thank ancestors and to do honor.

Our name and surname are, word for word, “code” or connection with our ancestors, family and roots. Plant of tree needs strong and blow away roots to become a giant and healthy tree. If the roots are not strong, the tree could not subsist. The same is with us – when we deny our roots, we deny own tree of life, ancestors in ourselves.

With change name from numerological *Roy Goreya* to birth ***Robert Goreta*** I am probably the only one in Slovenia and maybe in world. I awakened my birth name. On this way I awakened genuine domestic roots with message: **the secret is not in the name but in the man, his heart and soul.**