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★ Dr John Demartini ★ Pip McKay ★ Dr John Gray ★ and more



DALE BEAUMONT

WITH DARREN STEPHENS & FOREWORD BY DAVID ROCK

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CONTENTS

PREFACE		1
FOREWORD		7
INTRODUCTION		9
GEORGE FADDOUL	TIME TO CHANGE	13
MICHELLE DUVAL	AUTHENTIC SELF	29
PAT MESITI	GENEROUS MINDSET	49
PIP MCKAY	A BALANCED APPROACH	65
DR JOHN GRAY	OPPOSITES ATTRACT	83
ANDERS SORMAN-NILSSON	GOALS FOR LIFE	99
DOMONIQUE BERTOLUCCI	LIVE FOR NOW	117
PETER BARR-THOMSON	INNER GENIUS	135
SAMANTHA McDONALD	MAKE A DIFFERENCE	153
JOSEPHINE THOMSON	CONQUERING FEAR	173
ANDREW MAY	BODY AND MIND	189
ANNI HAQUE	MEASURE OF HAPPINESS	209
DR JOHN DEMARTINI	HIGHEST VALUES	229
LAURENCE HARROULD	ALIGN YOURSELF	245
PAUL BLACKBURN	ENDING OLD PROGRAMS	263
FINAL THOUGHTS		279

OPPOSITES ATTRACT

John Gray



DR JOHN GRAY

“ By having differences between you, your relationship has more dimensions and there are more opportunities for you to enrich each other. You need to have enough differences to sustain your attraction long term. ”

DR JOHN GRAY

Dr John Gray holds a PhD in psychology from Columbia Pacific University and is a Fellow Diplomat of the American Board of Medical Psychotherapists. For over 30 years, he has presented seminars throughout the world, helping men and women to understand, respect and appreciate their differences. His expertise and authority in the field of relationships, psychology, gender communication and personal and professional growth is supported by his best-selling book, *Men are from Mars, Women are from Venus*, which has sold over 40 million copies and spent more than six years on the *New York Times* Best Seller List. Incredibly, it outsold all other books in the 1990s with the exception of the *Bible*! John has since added to the Mars/Venus collection with a range of best-selling books that further develop his unique approach to managing modern relationships.

Known for his humour, compassion and simple wisdom, John jointly established Mars Venus Coaching, which has grown into a multimillion-dollar global franchise aiming to improve the lives of people around the world through business and life coaching. John's worldwide seminars and workshops cover topics such as relationships, dating, sex, divorce, parenting, personal success, workplace communication, practical miracles and healing. He's also developed new concepts and skills that can be applied to the business world. Mars and Venus Workplace Seminars result in increased individual, team and organisational performance.

John is one of the most sought-after international media identities and celebrities. He is a frequent guest on major US television and radio network shows and has often appeared in Australian and other international media. He lives with his wife, Bonnie, and their three children in Northern California.

What inspired you to write your world famous book *Men are from Mars, Women are from Venus*?

As a marriage counsellor I gradually developed an understanding of the differences between men and women that was incredibly helpful to couples and individuals. Progressively, this became the subject matter of my personal growth seminars and the groups loved it. People wanted me to put it in a book and gradually I did. I knew it would be successful because the ideas had helped so many people in my seminars and private practice, but I had no idea that it would become the best-selling book of the decade.

For the benefit of people who have not read your book, what are the key messages?

Well, the title is the real giveaway for one of the key messages – *Men are from Mars, Women are from Venus* – in fact, it has resonated with so many people around the world that it has now become a household saying. It simply points out that men and women are so different that it's almost as though we come from different planets. The messages in the book relate to those many differences and how we can learn to understand and better communicate with the opposite sex to improve our relationships, and therefore increase our satisfaction and the happiness in our lives. When reading the book, the majority of people, regardless of their age, ethnicity or religion, find themselves agreeing with most of the sentiments and scenarios.

Not only do men and women communicate differently, but they think, feel, perceive, react, respond, love, need and appreciate differently. They often communicate in such different ways that it is as though they are speaking different languages. The book gives people practical techniques for solving the problems that arise from our differences. It is not just a theoretical analysis of psychological differences, but also a practical manual for how to succeed in creating loving relationships.

“ Men often feel compelled to find a solution to their partner’s woes to ‘prove’ themselves... ”

What is something you can do on a daily basis to improve the quality of your relationship?

There are so many things all of us can do every day, no matter how happy or unhappy our relationship is. If I were to pick out one key thing for men and one key thing for women to do on a daily basis to improve their relationships, it would be:

Men – listen! You don’t have to offer solutions to your partner’s troubles or worries – you just have to listen. When women are stressed or upset, the way they deal with it is to talk. They need to verbalise how they are feeling and they simply want their partner to validate their concerns by listening. Men often feel compelled to find a solution to their partner’s woes to ‘prove’ themselves, but this is not what a woman wants. A simple listening ear is all she is asking of you most of the time. So, listen up!

Women – give your partner the space he needs. When men are stressed or upset they don’t want to talk it over. The first thing a man wants to do is retreat into his ‘cave’. By this he’s saying he needs some time and space to himself – physically, mentally or emotionally – to work out in his mind what is bothering him. This process may take 15 minutes reading the paper after he comes home from work, or it may take a weekend spent in the shed working on a project. Whatever it is, women need to try and respect his need for space and wait for him to come to them to talk things over after he returns from his cave.

Another way to improve a relationship is to attend a relationship seminar or enlist the help of a relationship or life coach. While these things may seem like something you would do only if your relationship was an unhappy one, they can also benefit couples in happy relationships. The new understanding and appreciation of the opposite sex that people

get from attending a workshop with one of my coaches makes a huge difference to their relationships. Even those who thought they knew their partner well and were happy together report major changes in how they communicate and how satisfying their relationship becomes after gaining these insights.

What advice would you give to somebody that is still searching for their soul mate?

I would advise them not to give up. You can find your soul mate at any point in your life and if it hasn't happened to you yet, that doesn't mean it won't. I think there are some traps that people fall into when looking for their soul mate. Often people seem to expect their soul mate to be just like them, to understand their every thought and need. This is not the case. It is the differences between people that attract them to each other. For example, if you are a fiery person then a calm person will balance you and you will balance them. By having differences between you, your relationship has more dimensions and there are more opportunities for you to enrich each other. You need to have enough differences to sustain your attraction long term.

If you are looking for your soul mate, be sure to always be authentic. There is no point in putting on a false face to attract someone, as the attraction is then not as real. By being true to yourself, your soul mate has the chance to fall in love with the real you, not the person you are pretending to be. Once you know they have fallen in love with the real you, you can be sure that the love is real and you will blossom in the security that this will give you.

The dynamics of attraction are different for men and women and it is important to move slowly through the stages of dating to allow time for the attraction to build to the same intensity for both of you. It is also important to be monogamous during this time, as monogamy is the key for growing attraction.

Do you believe that there is such a thing as the 'perfect relationship'?

I think the perfect relationship is different for different people. In my case, my wife gives me a tremendous amount of support but is also a source of frustration. We have similar values but we are very different. When I want to go fast she wants to go slow. I think working together to find a balance has made me a much better person and the challenge of meeting her needs as well helps us both to grow in love.

From your many years of experience, what are the specific needs of a woman?

Men and women are usually unaware that they have different emotional needs. Therefore, we often fall into the trap of giving our partner what *we* want to receive, rather than what *they* want to receive. We each mistakenly assume that the other has the same needs and desires and as a result, we end up dissatisfied and resentful.

Most of our complex emotional needs can be summarised as the need for love, but the primary kinds of love that men and women need are different. The six equally important primary love needs of a woman are:

- caring
- understanding
- respect
- devotion
- validation
- reassurance.

By understanding this, a man can give his partner what she truly needs and vastly improve the quality of the relationship (and guys, don't forget to listen!).

In relationships what are the specific needs of a man?

Men also need to be loved in relationships, but their primary love needs are different to a woman's. What men need, and each is equally important, is:

- trust
- acceptance
- appreciation
- admiration
- approval
- encouragement.

The other key need of men is the freedom to retreat into their cave knowing that their partner will not follow them in and force them to talk (so ladies, give them some space!).

In your experience, what is the biggest pressure in relationships and how is it best dealt with?

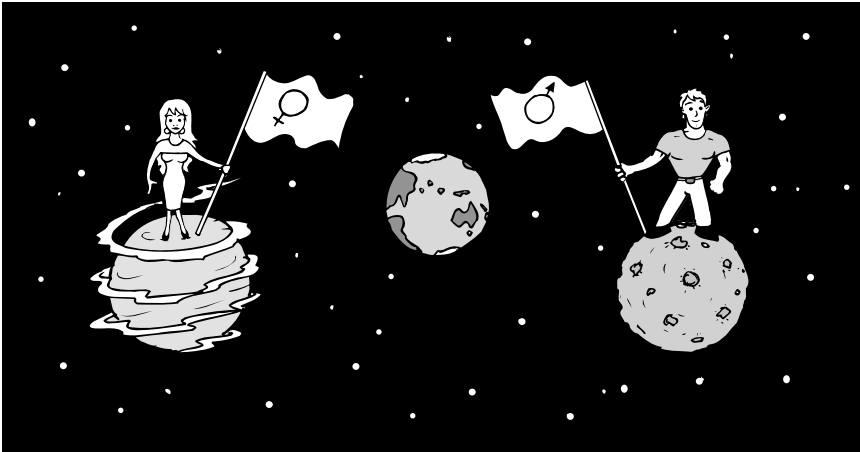
The biggest pressure in relationships is trying to live up to unrealistic expectations. Most of us expect our partner to read our minds and automatically do what we want them to do. This would happen if we were the same, and thought the same, but we aren't and we don't. By taking time to reflect on and understand the validity of our differences we can begin to let go of blame in our relationships and replace it with acceptance and appreciation.

Are relationships the same all around the world?

In the vast majority of cases, yes they are. Of course there are exceptions and perhaps some religious or ethnic groups do experience some minor differences.

“Women all around the world have the same primary love needs, as do men.”

However, I have found through my research that for the most part, relationships are very similar all around the world. The differences between men and women cut across cultural, religious and demographic boundaries. Women all around the world have the same primary love needs, as do men. And women all around the world find relief in talking when they are stressed, just as men find relief by retreating to their caves. Testament to the similarity of relationships around the world is the fact that *Men are from Mars, Women are from Venus* has sold over 40 million copies internationally and been translated into 54 languages. Also, I have given seminars in Europe, the US, Australia, the Middle East, India, New Zealand and many more places, and all of them have been equally well-received by audiences who identified with my findings and concepts.



What has been the most interesting feedback you have received about the book?

For years couples have come up to me in airports telling me that they were divorced and got back together after reading the book.

What should you do if you are the only person in the relationship committed to personal growth?

Differences are natural and a part of relationships. Working out those differences is one of the most powerful ways to grow. We should not expect our partners to get excited about the things that excite us. One of the greatest challenges of growth is to not give in to the mistaken belief that we have to change for our partner to be happy. It is through giving of ourselves that we experience the greatest fulfilment. Patience, acceptance and appreciation are important lessons to learn.

What does success mean to you and how does one achieve it?

Success is the process of getting what we want and wanting what we have. Many people are happy with what they have, but they do not have the confidence to step out and achieve more. On the other hand, those who do step out to achieve more are not happy with what they have. True success is recognising that you are not only in the process of achieving new goals but also being grateful and appreciative of what you currently have.

What has been one of the biggest challenges you've had to face in your own life and how did you overcome it?

There was a time when I didn't know what I wanted and felt very isolated in the world. I was homeless and jobless. It was a low-point in my life. I realised that before I could help the world in some meaningful manner I needed to support myself first. By getting a job I gradually saved enough money so that I could pursue one of my dreams – to teach seminars on personal growth. At first I did it part-time, but eventually it was enough to support me and I was making money from what I truly wanted to do.

“ On a weekly basis, I talk with my friend and business partner, Darren Stephens... ”

What have you found to be the best methods or strategies for keeping motivated and focused?

The most powerful way to stay focused and motivated is to become accountable to others. You set your goals and then report to another person whom you respect. This is one of the basic benefits of having a coach. They are trained to

assist you in setting your goals, making commitments and following an action plan to achieve them. By talking with another person about the outcomes you wish to create in your life they become more real and this automatically increases your sense of motivation. I am often asked who coaches me. This is often one of the largest challenges for famous people (television celebrities, authors, actors, millionaires and billionaires) because many of them are reluctant to share their challenges, ideas, goals and so forth with just anyone. They fear the possibility of material being leaked to or misquoted by the media, which creates a new set of challenges and pressures for that individual.

So what I do is spend time with like-minded people who are already successful in their own right. On a weekly basis, I talk with my friend and business partner, Darren Stephens, who is an awesome coach and businessman. Over the years his wisdom has made me millions of dollars. Then every six months I get together with select groups of famous people, authors and seminar leaders. We all meet at someone's home for a full day to discuss our industry, what is working and not working, how we can change the world and help more people, what is working in our own business and what is not. It is a fantastic day and we basically all coach each other. The last meeting we had was at Jack Canfield's home (co-author of the *Chicken Soup for the Soul* series). Spending time with like-minded people is a crucial key to becoming more successful. It is one of the key benefits that people enjoy when they join our Mars Venus Coaching team. Darren and I know exactly how beneficial it is so we developed systems to create a team of success coaches who can mentor and coach people

to higher levels of success. This has a huge flow-on effect to the clients they serve and we get to have a larger impact on the planet.

What can people do to stay on track, especially when times get tough?

There are many things that people can do to stay on track. I think the most important of these is identifying where you are trying to get to. How can we possibly stay on track if we don't know where the track is leading? To keep moving toward your goals you must be very clear about what your goals are.

The first thing that I would recommend for people to do is to write down your goals. Just thinking about them is not enough. By writing them down and looking at them every day you will set your intention to achieve them. Make some of your goals long term and some of them short term. They should be measurable, time-specific and realistic. Don't make them too easy so they present no challenge, but don't make them unrealistic for the time you have given yourself to achieve them in. And keep updating your goals. If times have gotten tough and you feel like you're making no progress toward the goals you identified earlier, sit down and write a new set of goals. You always need to be revising and updating your goals to keep yourself on track.

It is during the tough times that a good coach can make the most difference to your life. If things have gone off course and you are struggling to get them back on track, then the investment in a coach will pale in comparison to the rewards you will reap in the long term.

Do you believe anyone can succeed in life despite their current circumstances?

I certainly do! We all have times when we feel like things aren't going our way, or that we are powerless to change the future direction of our lives. But the truth is we always have power; some times are more difficult

than others, but we always have the ability to change our situation and our destiny in life. I know people who have come from such a low and desperate state in their lives to achieve amazing success. I am sure that these people were told many times they weren't going to amount to anything and that their lives would never change, but they chose to believe differently, to have faith in themselves and in their ability to shape their own future.

I think this is one of the attributes that sets apart those who achieve great things from those who are happy to settle for mediocrity. They have an inner faith or belief in themselves and their own power. The other characteristic these people have is perseverance. When failure and disaster are on their doorstep and everyone around them is telling them to give up, they continue beyond the point where the average person would quit (and brilliant success and satisfaction are usually just around that corner, just over the next rise). You just have to have the perseverance and the courage to keep moving forward, despite the uncertainty.

One thing that I think is so important in changing your circumstances and moving on to success is surrounding yourself with the right people. By that I mean people who believe in you, people who will support you and not criticise your hopes and dreams. It is hard to achieve greatness if you are surrounded by people who constantly say it can't be done and discourage you from taking the steps you need to take to get you there.

Knowledge is power and if you want to succeed in life you need to arm yourself with knowledge. You need to have a constant thirst to learn and to always read and learn more to grow yourself. The successful people I know all have this in common. They never give up learning or the desire to know and be more. So if you want to move from where you are now to a better place then you need to grow yourself in many ways – intellectually, emotionally, spiritually and physically – and the best way to do this is through learning. The other way to learn and develop is to have someone coach you in this process. A life or success coach can help you reach the goals that can be a battle to achieve on your own. This does not mean that people who don't have a coach or feel they can't afford

one right now will not succeed, it just means that the road they will have to travel will be a longer and harder one. A coach might come in the form of someone who has achieved what you want to, or someone with experience and a real insight into human behaviour and motivation who can help you to work out exactly what you want and how to get there. A great coach will unlock your potential and give you the specific tools you need to create success.

Why did you start up Mars Venus Coaching?

We have had hundreds of thousands of people attend our Mars Venus Seminars all over the world with either myself or my business partners, Darren Stephens and Jackie Tallentyre. After giving keynote talks at interactive seminars we found we had hundreds of people coming up to us afterward, asking if they could have a private coaching session with us. For years we kept knocking people back, as we were usually flying out to another country the following day. Darren, Jackie and I felt really bad because even though we had made a huge impact on the day, people still craved more. We received thousands of letters of appreciation for our empowering seminars, which created more demand for one-on-one coaching. Darren believed that personal and business coaching was going to be one of the fastest-growing professions in the next decade. There was such a demand in the marketplace from people needing coaching – somebody to bounce off, confide in, help set goals and keep them on track – especially in the ever-changing, fast-paced world which we live in today. Darren pointed out that we already had a philosophy that stood out from the crowd and we were, without doubt, leaders in the field of communication, so why not develop a coaching system that would empower and motivate both individuals and business owners to achieve much more in their lives?

“ You just have
to have the
perseverance and the
courage to keep
moving forward... ”

We decided to combine Darren's skills – his business and marketing experience, coupled with his hypnosis, accelerated learning and Neuro-Linguistic Programming expertise – with my psychology and Mars Venus principles and philosophies. We were then able to carefully systemise our combined 50 years worth of knowledge into a unique coaching methodology that no one else had. It took us two-and-a-half years to systemise our seminars and coaching techniques and the results were amazing. No matter how difficult or complex somebody's situation was, whether it was business or personal, our coaching methodology got fast results. Our principles have been tested in over 150 countries and 54 languages and I believe we have the most advanced and accelerated educational coaching training program in the world. Many well-known speakers, authors and celebrities started with one of our programs, and have since gone on to claim success in their own right.

What does Mars Venus Coaching do differently to other coaches?

What makes Mars Venus different to other coaching companies is that we have a 360-degree approach when we work with an individual or business. For example, if we are working with a business owner to help them achieve more money, time and growth, we do so by drawing on our 344 systemised business growth strategies – these primarily involve working on generating sales and marketing leads, conversion rates and average sales of the business. On the flipside, we also use our psychological skills to work with the individual on their mind-set and their sub-conscious mind to ensure lasting change and empowerment.

The number one success principle is to be able to communicate, whether it's with your family, friends, work colleagues, your boss, your customers or even yourself. It all comes down to communication. Knowing how to communicate with the opposite sex makes a huge difference as well, and this is clearly evident by the millions of books we have sold. With our 50 years' experience, we understand how the brain works. We are able to combine people's emotional intelligence (EQ) with solid and sound business principles to achieve massive success. Over the years we have

developed a system that identifies 12 critical areas that can be the cause of someone either failing or achieving enormous success, both from a business and personal perspective. This is why Mars Venus Coaching is different to others in the field. We combine the four intelligences: physical intelligence – body; intellectual intelligence (IQ) – mind; emotional intelligence (EQ) – heart; and spiritual intelligence – subconscious mind.

What is the single biggest question you get asked and what is your answer to it?

Do you have a perfect relationship? My answer is that my wife and I have been together for 27 years and we have grown together in love. As my wife puts it, ‘You have seen the best of me and the worst, and you still adore me. That is real love’.



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GOALS FOR LIFE

Anders Sorman-Nilsson



ANDERS SORMAN-NILSSON

“ We have all been in the ‘flow’ or in the ‘zone’ before and realise how easy it is to lose all perspective of time. Being in this space is a sign that we are in the right place to receive. ”

PROFILE

ANDERS SORMAN-NILSSON

Anders Sorman-Nilsson was born in Stockholm, Sweden, in 1981. He grew up with his brother and parents, and attended a German public school under the instructions of his parents, who were keen for their sons to become tri-lingual and independent thinkers from an early age. At the age of 16, he joined his family in Canberra, where his parents were stationed at the Swedish Embassy.

Anders earned an international scholarship to study a Bachelor of Law (Honours) and a Bachelor of Arts (majoring in international relations) at the Australian National University. After completing his honours thesis in law and finishing a clerkship with one of Australia's pre-eminent top-tier law firms, Anders felt that he could make a more profound impact in the world by channelling his resources and experiences in a more funky way. After speaking at a number of International Youth Leadership Conferences around the world, he became interested in personal development and immersed himself in certification courses at each level of various cutting edge personal development methodologies, including Neuro-Linguistic Programming, Time Line Therapy® and Hypnosis. Anders realised his calling lay in the field of success coaching and training and in 2005, he founded Thinque.

Anders is an international award-winning speaker and a regular magazine contributor, who has effectively coached his clients toward great success. His obsession is with funky thinking and fresh perspectives as platforms and tools to facilitate change in individuals and teams.

Today, he lives in Balmoral, Sydney, where he enjoys a great life. When he's not working, Anders is a keen skier and jogger and takes every opportunity to travel to new places around the world.

What person or event has had the biggest impact on your life and why?

Without a doubt, moving to Australia was a major catalyst in my life. Australia is such a meritocracy compared to Europe that I have always felt that the world is my oyster. As an immigrant it is a pleasure to start afresh on a new continent and build something from scratch at a young age. Australia has truly made this possible for me.

How did you find the transition from Sweden to Australia?

It was a bit challenging at first, culturally and linguistically. I struggled for the first six months, and then gained an appreciation for the fluidity of Australian society. It is a pretty easy gig to be a Swede in Australia, as both nations and their people seem to have a bond that transcends ABBA, Borg, Volvos and IKEA. When I came here it was important for my family to take in the richness of everything Australia had to offer, so I think we were open-minded in our cultural approach, which made the transition easier. Now when people ask me where home is I say, 'Sweden and Australia'.

How did you perform so well at school having only been in the country for a short period of time?

Within two years of learning English I scored a University Admission Index of 99.70 – a feat that earned me the NSW Premier's Prize for Excellence, and a valuable international scholarship to study Arts/Law at the Australian National University.

The key was having fun, being outrageously curious and having a love for learning. I chose subjects I was passionate about and had some great and inspirational teachers. I realised that to be successful I just had to work smarter and be a little more focused than the people I was competing with. I am convinced those principles can be applied in any

“ I have never subscribed to the commonly accepted notion... ”

area of your life. I believe this experience nurtured my flair for entrepreneurship and innovation because I learnt to work cleverly and creatively – I developed memory techniques, essay techniques, study strategies and plans. I was in no way gifted, but I had one of the best learning and implementation strategies around. These were unconscious methods I uncovered during the experience. Since

studying NLP, I now appreciate the variety of success strategies that we all have within us and the ability to tap into them. In addition to these methods, the final keys were a profound visualisation technique, an attitude of gratitude and a supportive network. They all contributed to a great habitat where it was easy to perform. Everything aligned as a result of the intention I put out there to the universe.

Who are the role models or mentors that have inspired you? What important lessons have you learnt from them?

My parents have taught me some priceless lessons. My mum always told me to ‘ask, and you shall receive’, which means I see the world as being abundant in limitless possibilities. My dad, who is from a working-class family from a small mining community in northern Sweden, made his career in the Swedish defence industry. Dad was an outsider in a very traditionally aristocratic establishment. He led by example by forever showing a good attitude and good dose of ambition. He left positive marks on both the national and international scenes. My parents inspired me with their ‘can do’ attitude.

Outside my family, my heroes have largely been in sports. Growing up I played a lot of tennis in Sweden, and while most other guys wanted to be Mats Wilander or Stefan Edberg, I strove to be just like Andre Agassi. I always liked his funky style and his fresh way of doing things, and my appreciation for his character has grown and matured over the years,

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About the authors

Dale Beaumont



Dale Beaumont was born in Sydney in June 1981. Growing up, he participated in a number of sports and at the age of nine was selected for the elite NSW Gymnastics Squad. Training 34 hours per week, he soon learnt the value of discipline, hard work, having a coach and most importantly, delayed gratification.

After six years of intensive training, Dale changed his sporting focus to competitive aerobics so that he could spend more time on his studies and pursue other interests. In 1998 he became the National Aerobics Champion and the youngest Australian to compete at the World Aerobics Championships, where he placed eighth.

After finishing high school, Dale began attending various personal development and success seminars, where he learnt from people such as Jim Rohn, Michael Rowland, Bob Proctor, Robert Kiyosaki, John Maxwell, Brandon Bays, Brad Sugars, Mark Victor Hanson and many others.

At the age of 19, together with good friend Brent Williams, Dale wrote his first book titled *The World at Your Feet*, and co-founded Tomorrow's Youth International, which now runs educational and self-development programs for 13 to 21-year-olds in four countries. Dale has been featured on the *Today* show, *Sunrise*, *Mornings with Kerri-Anne*, as well as in countless newspapers and magazines.

Most recently, Dale has been hard at work developing the 'Secrets Exposed' series, to bring together the very best material from hundreds of Australasia's most successful people. With more than twenty books planned for the next three years and an up-coming seminar series, Dale is now a sought-after speaker on topics such as: start-up business, networking skills, book publishing, internet marketing and generating publicity.

Dale lives in Sydney with his beautiful and very supportive wife, Katherine. With a baby next on the 'to-do' list and lots of international travel plans, Dale is looking forward to the challenges ahead, and to spending more time enjoying life.

For more information about Dale's workshops and educational materials, or to book him as a guest speaker at your next conference or event, please visit: www.DaleBeaumont.com

Darren Stephens



Born in Mildura in 1964, Darren Stephens showed an entrepreneurial spirit from a young age, starting his first business selling handmade chess sets at the age of 13. By the time he was 17 he had bought his first house and by 19 he was living in Melbourne, establishing a shopfitting/signage company. Six years after creating the company, which was worth \$15 million by that stage, he decided to move into the coaching industry and started his own

training and consulting business.

Darren's coaching and training expertise, as well as his strong business commonsense, saw him become founder and international chairman of Mars Venus Coaching Pty Ltd, a multimillion-dollar global business network with offices in Australia, the UK, India, Asia and the USA.

For more than 20 years Darren has taught internationally, motivating thousands of people in over 14 countries to create business, personal and financial success. He is the author of four best-selling books and it was his marketing genius that led to the *Men are from Mars* series being translated into 54 languages, taking the groundbreaking relationship guide to over 150 countries.

An internationally sought-after lecturer, Darren also has many media appearances to his credit, and frequently contributes articles for newspapers and magazines, both in Australia and overseas.

Not only is Darren a Neuro-Linguistic Programming trainer, qualified in Time Line Therapy, Ericksonian Hypnosis and psychology, he is also the owner of seven companies ranging from manufacturing to franchising, property, coaching and publishing.

Today, Darren lives in Melbourne with his wife, Jackie, and their seven children.

For more information about Darren's consulting, books, CDs or DVDs, or to have him as a guest speaker at your next conference or event, visit:

www.darrenstephens.com.au

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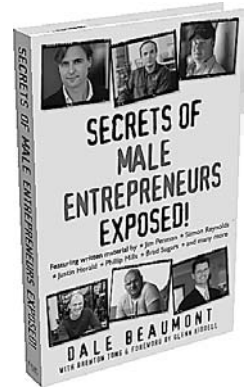
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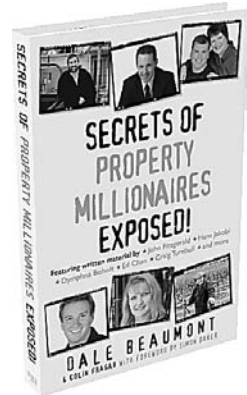
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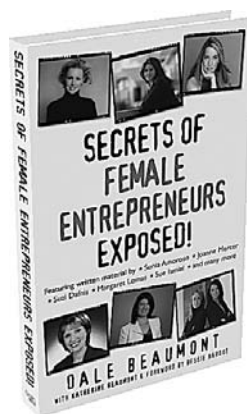


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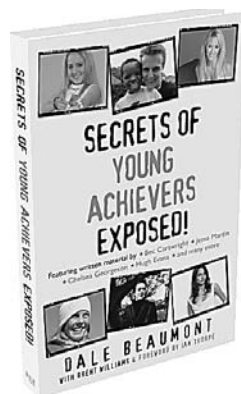
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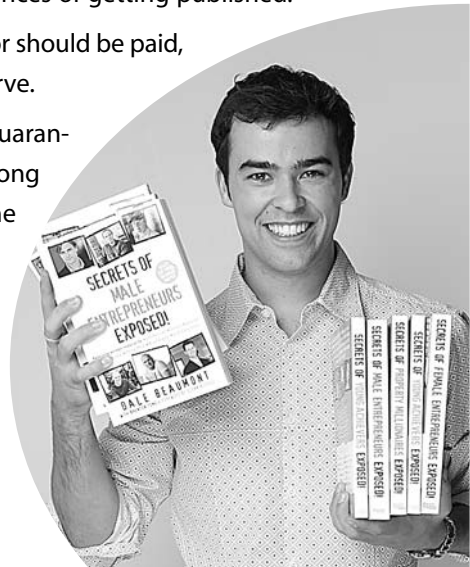
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