

# UNSTOPPABLE



JAMES LAMBERT



# Unstoppable!

The powerful new book by one of the UK's leading success coaches, Unstoppable is all about how truly brilliant you are.

James believes with a passion that we are all really unstoppable and can achieve our greatest wishes if we will just tap into our power.

We all have it, every single one of us, there are no exceptions!

Discover how you can achieve

- motivation
- a calm and peaceful mind
- joy
- greater contentment
- better communication with others
- confidence
- career success
- peak fitness
- wealth
- happiness
- increased energy
- less stress
- more laughter

and much, much more!

Read on to discover for yourself just how unstoppable you really are.  
Are you ready? : )



Dedicated to my parents. I love you so much.

# Introduction

As an ex-unbeaten bare-knuckle fighter, unlicensed boxer, martial artist and bouncer I made myself physically unstoppable at one time.

I honed my body into peak working order. It could quickly and ruthlessly obey my commands.

I thought for a long time that it was all about the physical. All about working the body, not realising the true power that lay within me.

## The mind

Once that was mastered I could control my will and subsequent actions.

I was using my mental tools in the past but mostly unconsciously, without thought and any real understanding of how my mind worked.

Since stopping fighting I have dedicated my life to nurturing my indomitable will and helping others to find their own Unstoppable selves. I have done this through motivational speaking, coaching individuals and businesses and with my books.

My greatest wish is for you, dear reader, to discover how brilliant, how awesome and how unstoppable you really are.

I wish you unlimited health, happiness, love and success.



# It's time now for you to become unstoppable!

## The beginning

You are unstoppable my friend! Yes you, reading this.

## Unstoppable

What do I mean by that?

I'm glad you asked : )

Deep inside you is a quality, an emotion.

It has different names. Some call it 'mental strength', others an 'iron will' or an 'indomitable spirit'. Whatever you call it, it has the power to transform your life.

It is there, friend. You may have forgotten that it is. It may be unused at the moment. It may need dusting off and polishing a bit but believe me, you have it.


## Unstoppable

Think back to a time when you may have used this unstoppable power to reach a goal.

It may have been a long time ago, or very recently.

It doesn't matter.





Think Positive!

What I want you to think about is a time in your life when you said to yourself, 'right, enough's enough, I have to change!'

The change that you absolutely had to bring about could have been a number of things.

Some people get to the point where they just have to lose weight or gain it. Others finally realise that a relationship is just not working and things have to change or they must leave.

There are so many different stages that various people reach where it becomes necessary for them to make a change.

If you're thinking of a situation that inspired this 'I must change' or 'do this' attitude, this is part of the Unstoppable power you have at your command!

By remembering a time when you said 'enough! Change is a – coming!' You are connecting with a time when you knew that you were Unstoppable.

## You've proved it before!

Moreover, if you have used it before (and you have!) even if you have forgotten how to use it and it's been ages since you felt that fire in your belly, you can do it again.

In fact, I can tell you how I know that you're really unstoppable.



## How do I know?

Well, you are reading this book aren't you?

This tells me that you are a serious person. You read what this book was about and you took action. That displays mental strength and effective decision-making.

A person who knows what they want and acts decisively, and takes action is a go-getter in my book!

Yes, you're a 'go-getter!'

Cool, huh?

If you're here today, right now, you're alive, right? And if you think about that in the literal sense, it means you are a survivor!

That means you are a survivor!

You don't have to tell me and I don't need to be psychic to know that you have gone through some 'stuff' in your life.

Some of it, pretty serious.

Yet, here you are.

Respect.

Pat yourself on the back.

I'm serious. Go on.

Self congratulation is a sign of maturity.

You have a right to be proud of what you have got through.

A right I say!



## So, well done. Be proud of yourself.

My point is you are just simply unstoppable. You can't help it!

It's built into your very DNA.

Whatever life has thrown at you, you have weathered the storm and you're still standing, like Elton John sung about!

Even more, you have prospered and done well.

Yes, you have.

I'm not just talking about finances. If you compare where you used to be with the present, the changes are probably incredible.

I know some of us have gone from rags to riches, from depression to hope, from abusive relationships to lovely ones, from sad to happy, from angry to calm, from violent to peaceful.

Do you get what I'm saying?

You have done so very well. Really.

We so often only see how far we have yet to go.

Nothing wrong with goals and dreams, I love them!

However, it's so important to acknowledge how far you have come and how much you have changed.

So, by being a survivor and getting so far in life, I hope this shows you that you have been using the unstoppable power in your life, consciously or unconsciously.

It doesn't really matter if you knew you were super powerful and unstoppable at the time of your great changes, the point is, if you got through stuff, you survived, you're still here.

Awesome.

What about those of you who really can't think of anything that you have 'achieved' or overcome?

I don't believe there is such a person but I will entertain this question as I know (from personal experience) that when you're feeling low, you just can't see how strong and amazing you are.

By reading this book you have activated your power!

Yes, really. Your will, your desire to change is so strong you have literally attracted this book into your life!

Do you see how incredible you are?

Do you?

It's no coincidence you're reading a book about being unstoppable my friend.

It's so cool that your unstoppable force in you has combined in synchronistic ways and has resulted in you reading these words today, right now.

Just when you need to hear them and are ready to act!

Woah!

That's pretty amazing right?

True nevertheless, as you are reading these words, right?

Trust me, you're unstoppable, the magic has begun and change is coming!

Hold onto your caps dudes, we're getting busy!

So, hopefully by now we are all on board, at least intellectually, with the fact or idea that we are, or may be, Unstoppable.

Great.

How do you activate this power in your life though?

How do you change, if you really want to, and become unstoppable, particularly if you feel anything but that at the present time?





# Inner Superhero

It starts ladies and gentlemen, with how you see yourselves.

I don't just mean by what you 'see' when you look into a mirror, although this is important as well.

No, it's your self- identity.

If you see yourself as unworthy, as being a 'nobody' then that image of yourself hardly goes very well with your unstoppable power, now does it?

You have to start seeing yourself as a Superhero!

Yes, a Superhero! Pick your favourite one. Go ahead.

## Mine's Batman.

Whoever yours is, think about the qualities you love about them.

It could be that they kick butt, fly, or see through walls!

It doesn't matter.

What matters is that you think about those things you really like in your fave Superhero and I want you to imagine that you have those same powers.



## Go on, imagine away!

Now hopefully, after just a little time imagining that you have these super powers, you will have begun to feel awesome. Powerful and strong.

This is what I want for you!

Imagine these positive characteristics and claim them for yourself.

O.K. maybe not the flying or seeing through walls bit, but the feeling of being strong, of being admired, of being a 'hero'.

This is really who you are.

So remember!

Start to see yourself as the superhero you truly are.

You are Unstoppable man or woman!



# Self-talk

This leads nicely on to how you should 'talk' to yourself.

Yes, I said talk to yourself.

Actually, talking to yourself, when used positively, is one of the sanest things you can do. It's true.

I used to talk to myself, in my head, in a harsher way than I would ever speak to my worst enemy.

If you do this, you are not alone!

We can beat this negative habit : )

It's time to start talking nicely to ourselves. After all, we are always listening and all the negative stuff we say about ourselves goes in at a very deep level.

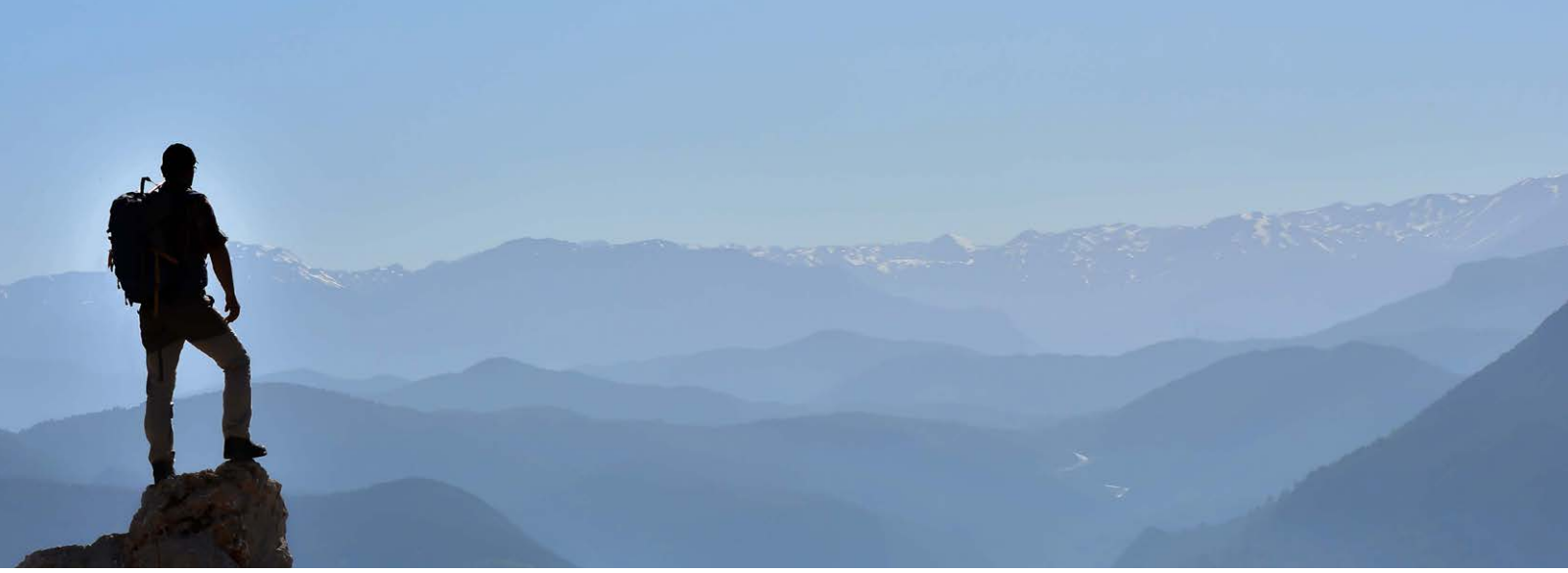
We have to build ourselves up and encourage ourselves from the inside. We have to support ourselves.

It does not matter if the people around you are negative or don't believe in your goals and dreams as long as you believe in them.

You are always with yourself. You can change how you talk to yourself, starting today, this very instant!

Start telling yourself 'I can do this' and believe that you can, see it in your imagination.

You have to be your greatest supporter. You have to dream big and believe you can achieve your goals, because you can!



# Self-Reliance

You can always depend on yourself. Other people can let you down, they may promise things they can't or won't deliver on.

People show up late, don't keep their word, don't value their own or others' time, are lazy and unambitious and just not really motivated like you are.

## Depend on yourself!

You have 100% control over yourself, not others, so exercise that control.

You have the power!

Take action, get up early, keep fit, use your time wisely, keep your word, show up on time, respect yourself and others, be polite, be courteous, be outstanding, treat others how you would love to be treated, go the extra mile, there's never a crowd!

Your hard work, dedication and passion for your goal will get you noticed.

Be consistent, daily baby steps add up over time, so keep going.

Don't worry about the so-called 'competition'. Focus on you.

Do your best. Aim to be the best in the world at what you do.

Aim high, think big and go for it!





## Don't live small.

You are here to be great. You are already but you can become greater!

Fulfill your dreams, exceed them.

Start encouraging yourself every single day from now on.

I start my positive mental thoughts and instructions to myself upon waking up in the morning.

When in the shower and shaving I visualise how I would like the day to go.

I see myself smiling and laughing with people I meet. I 'see' people enjoying my books and telling their friends about this great author they have discovered!

This is really important because it sets you up for a great day, it centres and prepares you.

You are not just waking up and going out into the world unprepared and simply reacting to events. You are in control. Things go as planned. You can of course still react to life's unexpected events, but these don't unnerve you, as you understand the 'bigger' picture.

You are a person with a dream, with goals to achieve. This marks you out as special and important.

Most people just drift through life, maybe you have up until now. Not any more.

Now it's your time! Your time to shine, to get things done. To realise your dreams.

So, believe in yourself. Become your own biggest fan.

Once you have a positive self-image and have begun talking to yourself nicely and are visualising what you want to attract into your life, you're now ready for action!





# Take Action

You must do something, to get something.

Cause and consequence.

When you move, the universe moves, but you have to move first!

All the sitting around and dreaming about what you want in the world is not enough by itself.

Action is the magic ingredient that will transform your life.

However, you have to act smart.

It's no use just rushing around like a headless chicken. You need a plan. Defined goals that you can take concrete, daily steps towards.

What gets planned (scheduled) gets done. It's true.

I look in my diary and on my calendar and I know what's coming up. If it's not written down it may as well not exist to me.

It's like 'out of sight, out of mind'.

You just forget to do things.

You can have all sorts of good intentions such as 'I'll start running tomorrow' or 'I'll begin a diet soon' or 'I'll write my book next week'.

These statements of intent mean nothing if you don't make the time to do them and then actually do them!



## No more excuses!

Aren't you sick of the excuses you make to yourself?

If you are, then great!

Use that energy to change and begin the journey to success.

How do you feel about others when they make excuses to you? Not good I'm sure.

It's not good. Excuses are weak. They waste time.

Be committed. Make up your mind. Set your goals. Commit to see it through to the end and then begin.

There is great power in simply starting.

You don't have to have it all figured out. Don't worry about the exact details. Just start. You will figure things out as you go. You will meet new people who can help you. You will discover new ideas, read new information and by taking one step at a time, you will get there.

Do what you can, with what you have, right where you are.





# Flexibility

When I say to make a plan, I want you to build in flexibility to your ideas on how to achieve them.

You can become too rigid and fixed in a particular idea of 'how' your dream will come about.

This can actually hinder your progress.

For example, I may want to be a globally successful motivational speaker, spreading miles and miles of smiles through speaking around the world.

I do actually, but if my book sales are picking up, I'm gently being reminded to focus on my writing for a time.

You see, the big goal is what matters. For me, it is spreading miles and miles of smiles around the world.

## **'How' I do that is unimportant.**

It can be through my speaking or my books, or something else entirely!

Do you see how I could limit my potential impact to serve others if I rigidly stick to just 'my' idea of how best to spread miles of smiles?

There is nothing wrong with ideas and plans, they are necessary, but please, be flexible.

I think really great entrepreneurs exhibit this quality beautifully.

Steve Jobs, Oprah, Richard Branson, they are all flexible in their approach to getting the job done, whilst never forgetting their overall goal.

Bottom line is, they get the job done.

And so will you!

With great self-belief, supportive affirmations and self-talk, a clear vision and big ideas and by taking lots of action.

Never forget how unstoppable you really are. Your potential is truly unlimited. 'The only limits are in your mind', I read somewhere.

You are unstoppable.

## Get Practical

It's important to remind yourself of this fact often, daily is ideal.

Really believe that you are. Believe.

Keep your big goal and dream in your mind every day. Write it out on a card and put it by your bed and also on your fridge.

Somewhere where you can look at it every day. You see, no matter what job you may currently be doing, you hold your big dream in mind every day.

You are working towards your goal. Your current job, particularly if it is one you don't really enjoy, is just a stepping stone to your greatness.

Your work helps facilitate your dream.

Master what is in front of you, do it well and promotion in that job and in life will come knocking!

Brian Tracy, the motivational speaker said 'I'm working full -time at my job and part-time on my fortune.'

I love this idea!

You can be working 'full-time' on a job you dislike but it helps fund your other work, your passion, which you work on mastering 'part time'.

But not for long!

You see, with daily, baby steps of action, you will get to your big goal.

How long it takes is quite unimportant, as the time is going to pass anyway, whether you work on your dream or not!

You might as well be working towards something now, today. This way you massively stack the odds of succeeding in your favour.

It really doesn't matter if it takes six months or six years to accomplish your goal. Do you think you will care how much time has passed when you've made it?

No, you wont!

So, get started, if you haven't already, taking daily action towards living the life you dream of.

If you have started, well done!

Don't stop though, keep going!

You are unstoppable.

This is a mental quality, a feeling deep within you, that you are developing and encouraging to grow.





# Physical Fitness

I believe that your unstoppable power can be greatly assisted if you feel unstoppable in your body.

If your body is strong and healthy it will complement your mental strength and the two together are really unstoppable!

You don't need to have muscles but keeping fit and feeling good about yourself is vital in order for you to fully develop your unstoppable-ness!

I believe in simple bodyweight exercises that you can do anywhere - ones that do not take long to do, need no fancy equipment and can be done within a limited space.

The exercises include push-ups, sit-ups, pull-ups, chin-ups and tricep dips.

I would also throw skipping and striking a punchbag or focus pads in, if you have the space and someone to hold the pads for you.

Even if you are just starting to exercise or have not trained in years, you can attempt a push up this very day.

If you cannot push yourself back up off the floor, hold the start position of the push up without lowering your body to the ground.

This is called 'the plank' and before long your arms will begin to shake due to the effort of supporting your body.

Hold for as long as you can, rest and repeat. Two or three times is great to begin with.

After a few days, attempt a full push up.

It's important, if you are trying to complete your first push up, or you can comfortably do tens of them, to use your breath power.

Breathe out fully when effort is required. On the push up, as you are pushing up, away from the floor, breathe out forcibly.

This use of your breath power will assist you in completing more work with less effort.

It's important to add variety to your workout to prevent you getting bored and giving up.

Try different exercises or do the same ones in a different order.

Find an exercise or sport you love or at least enjoy doing. It's so much easier when you enjoy something as it doesn't feel like you're going to 'work out', which can sound heavy, it's simply you going off to do your hobby.

It's not as intimidating and you are far more likely to stick to exercising that you don't really see as a chore but just as fun.



# Unstoppable You!

With your new found, or increased fitness, coupled with your sharp mental tools of positive thinking, affirmations, confidence and self-belief, you are now truly unstoppable and the world better be ready for you!

You will naturally be feeling much more confident as you will be aware now of how really amazing you are.

You were unstoppable all along, but now you know this is true.

Right from the off, you start your day positively, visualising how you intend your day to go.

Your perfect picture outcomes in all your dealings with others.

You only talk positively to yourself, inside your head, at all times.

You repeat your favourite affirmations like 'I can do all things before me, effortlessly, easily and efficiently'.

You look after yourself and what you eat. You workout regularly and feel good about how you look.

You spend less time wasting time and use your time wisely instead.

You watch far less T.V. and feed your mind through good books more often.

You may watch the occasional film to unwind but increasingly you're more discerning with the ideas you put into your mind.

You begin to source quality documentaries and inspiring motivational clips on YouTube.

You respect your time and that of others.

You value your friendships and are willing to meet and make new friends.

You value your own opinions, however you consider and respect other people's as well.

You have big, clear goals and know what you want out of life.

You are flexible in your approach to reaching your goals and happy to try new ideas out.

You believe in yourself and are the most energetic, passionate, positive, hard working, optimistic, polite person you know.

You work hard but enjoy yourself too. You understand the importance of rest and recuperation as well as the importance of playtime.

You love your family and balance your professional work with making time to be together.

You love greatly, dream hugely and endeavour to leave this beautiful world a better place than the one you came into : )

You really are unstoppable my friend.

Use your power wisely.

Be kind and compassionate.

Be gentle and loving.

The world needs you to play at your best.

Now, more than ever.

You are ready to fulfil whatever it is you truly desire.

Live your life, be happy, help others, be love.

Until the next time.

Help me spread miles and miles of smiles, around the world, by being a brilliant, shining inspiration to others.

I love you,

James Lambert

Male mental health issues cover a wide-ranging spectrum. My aim is to help you, regardless of where you feel your personal struggles lie within this range. You may hopefully not be at the suicidal end of this but if you are, then I want to be there for you. It may be that your struggles relate more to feelings of dissatisfaction and frustration with your life. Whatever your difficulties and challenges are, we will tackle them together.

If you are ready to excel and thrive in all areas of your life I invite you to join me on my powerful Unstoppable Blueprint Programme. This is three life-changing months which will challenge and inspire you to reach for your highest goals and values in life.

If you are ready to fully commit to finding and living your unstoppable potential, private message me on my Facebook public page or through my website to book in your discovery call.

My aim on a discovery call is for you to plot a course to a far brighter future. One filled with hope and positivity.

We discover together, what isn't working in your life right now and how we can potentially work together in solving your current challenges.

If we're a good fit I'll invite you to work with me over the next 90 days in order to build the foundations and framework that will enable you to live a life of authentic success, however you define success for yourself.

We do this on my Unstoppable Blueprint Programme.

So, if you're looking to build an unstoppable life and business, aligned with your highest values, please book in your discovery call at [www.jameslambertcoaching.co.uk](http://www.jameslambertcoaching.co.uk) or pm me through my Facebook public page.

I also offer one to one sessions and a monthly mastermind group. Please get in touch for more details.

I look forward to working with you very soon.

[www.jameslambertcoaching.co.uk](http://www.jameslambertcoaching.co.uk)

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