

**Here's what authors, speakers, and business people
are saying about:**

Reject Me

I Love It!

by John Fuhrman

“If you want to reject rejection, rather than letting rejection reject you, read this book and make rejection your friend.”

—Mark Victor Hansen

**Co-author, New York Times #1 Bestselling
Chicken Soup for the Soul series**

“What a great ‘Frame of Mind’ John Fuhrman exhibits! When I see how Fuhrman turns negatives into such positive power, I know he’s discovered the most exciting of truths. Read this book!”

—Ty Boyd, CPAE, CSP

**Past President,
National Speakers Association**

“Outstanding! This book takes something we don’t like, pokes fun at it, and teaches us how to turn it into an asset. Live by the ‘Rules of Rejection’ and you’ll have uncommon success.”

—Andy Andrews

Bestselling Author/Entertainer

“I hate rejection, but I love this book! Thank God for books that relate to the real life.”

—Charlie “Tremendous” Jones, CPAE
Speaker and Owner, Executive Books
Bestselling Author of *Life Is Tremendous*

“If life gives you a lemon, make lemonade, is an old saying; John Fuhrman wrote the book on it. If you are rejected, use it as a stepping stone to success by following the excellent ideas in John’s book, *Reject Me—I Love It!*”

—Cavett Robert
Former Chairman Emeritus and Founder of
the National Speakers Association

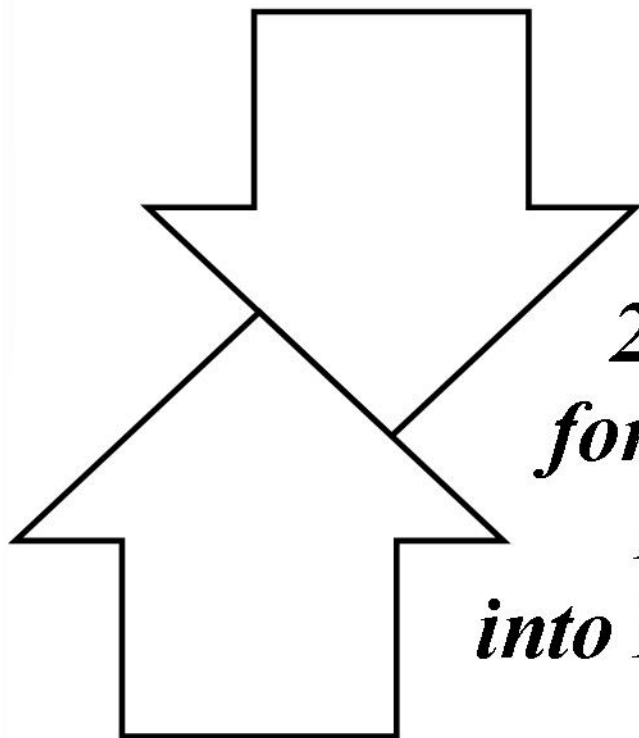
“When the wall hits your proposal, you need to hit the message value in John Fuhrman’s insightful work, *Reject Me—I Love It!* John will give you new ladders to climb over that obstacle and taste the sweetness of achievement.”

—Bob Danzig
Former President of the Hearst Newspapers

International **Bestseller**

Reject Me

I Love It!



*21 Secrets
for Turning
Rejection
into Direction*

JOHN FUHRMAN

Reject Me

I Love It!

JOHN FUHRMAN

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DEDICATION

This book is dedicated to my wife Helen, and my children, John and Katie. To the memory of my mom, Kitty. To all those who have allowed me to speak to them over the years. To everyone who needs to deal with rejection to move on. And especially to my hero...my dad, who taught me the "Rules."

CONTENTS

Acknowledgment	6
Introduction	8

PART ONE YOUR BASIC FOUNDATION

Chapter 1	Nobody's Perfect	11
Chapter 2	Open Up to Rejection	17

PART TWO YOUR SUPPORTING STRUCTURE

Chapter 3	Rejection Avoidance Is Dangerous	23
Chapter 4	Exceptions to the Rule	29
Chapter 5	Just Suppose	39
Chapter 6	Everybody's Doing It	45
Chapter 7	Confidence, Fear, Love, & Self-Esteem	55
Chapter 8	Turning Rejection Into Motivation	61
Chapter 9	Invest In Your Success	69
Chapter 10	Only Heroes Need Apply	79
Chapter 11	Nice Guys and Gals Finish Best	87
Chapter 12	Calling for Pressure	95
Chapter 13	Act "As If" You're an Acceptance Magnet	103
Chapter 14	Nothing Can Stop You Now!	111

PART THREE

YOUR INVINCIBLE ROOF

Chapter 15	Some Will, Some Won't, So What! Who Cares?	115
Chapter 16	The Real Dreamstealer—Self-Rejection	123
Chapter 17	On the Right Track	131
Chapter 18	Perception Is “Reality”	137

PART FOUR

YOUR UNLIMITED SKY

Chapter 19	You Are a Wonderful Person	145
Chapter 20	Only 15 Minutes a Day	155
Chapter 21	Undying Gratitude & Hope	159

THE RULES OF REJECTION

164

Share *Reject Me—I Love It!* with Others 165

Who Is John Fuhrman? 166

ACKNOWLEDGMENT

When I began putting words on paper, I thought of it as a lonely endeavor. But by the time the book was almost ready for printing, I realized nothing could be further from the truth. There are so many people whose influence is reflected in these pages that it would be untrue to say this work is totally my own.

It began with my parents, John and Kitty, who let me imagine and encouraged me to dream. Their discipline, blended with love, enabled me to select words with great care and stick to the project when the words stopped coming for a while.

To my brothers, Pete and Greg, who instilled the spirit of competition inside me to excel in my own way. The constant challenges they gave me created new limits right when I thought I had reached my maximum potential.

To my wife, Helen. She never read a single page until it was complete. Yet each struggle for the right words was met with her encouragement and confidence in my ability. After 18 years of married life, with her support, I feel more invincible than ever. I am thankful for each day I have Helen to share my successes with.

To my son, John and my daughter, Katie—the ultimate successes. These two bundles of energy are my reasons for striving towards excellence. John has taught me that just playing the game is joy enough. Sometimes I forget he's only a child but I know he'll remind me. The princess can do no wrong. Katie has the knack of putting my world in perspective, with just her smile. They are my constant reminder that I need to practice what I preach.

To my editors and publishers, who are a lot more to me. Most publishers are entities and bottom lines, mine are my friends. They took each submission of what I thought was my best, sent it back, and helped me do better. They often helped the words flow through my fingers and onto paper. They left messages on my answering machine, sent letters of encouragement, and always focused on my dream. They had visions of helping a lot of people and were patient with me until I realized the importance of the message.

And finally, to thank God for all He has given me—my talents, relationships, knowledge, courage, and mostly for giving me the vision to see this project as if it had been completed. His inspiration helped me to focus on the big dream—helping others in the realization of their full potential.

INTRODUCTION

“Look for ways to create value from any experience.”

—Susan Jeffers, Ph.D.—

Those of you perceptive enough to purchase this book have already noticed it's not very big. Yet you will find the content of great importance. Consider that elephants are afraid of mice and some 250 pound linebackers are afraid of spiders. Realize also that 99.9% of the population is paralyzed, at least some of the time, by the fear of rejection! While it is but a word, the power of its ability to limit us, if we let it, is as big as a mountain.

We are going to focus on what may be a small but powerful reality of our daily lives. Some of us manage to overcome it some of the time, while many of us do everything we can to avoid it. A small percentage of us have even mastered it to the point where we actually embrace it. That is where I hope to take all of you who are open-minded enough to read these few pages, and take control of your fear of rejection for the rest of your lives.

“The journey of a thousand miles begins with a single step,” says the old Chinese proverb. Life is a journey and this book deals with one of its greatest stumbling blocks. You are about to learn what I call the “21 Secrets for Turning Rejection into Direction.” This process will expose you to the power that rejection has and how to use it to your advantage.

After reading the book, you can use the 21 secrets as an easy reference. You can skip around to the topics that are most helpful to you in any given situation. You will be empowered so that **NO REJECTION CAN STOP YOU!**

Rejection. It looms largely over many of us. Yet, in its simplest form, it consists of only a consonant and a vowel. It's one of the smallest words in the English language, yet one that has shaped the destinies of entire populations. It's the word "NO"! Just reading it creates a tightness of the stomach in some, and shortness of breath in many. But for those who have mastered it, it fosters a sense of anticipation of greatness as soon as it is heard.

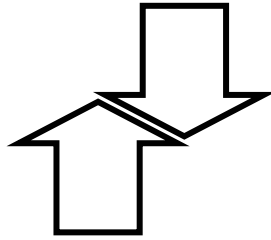
Funny though. You would think, like other things in life we are comfortable with and even take for granted, we would get used to rejection. I've heard it said, that by the time we're 18, we have heard "NO" over 150,000 times! Yet we may still get the same feeling as many people do, when they hear "fingernails being pulled across a chalkboard" when we merely think of rejection. Why is that? Perhaps it's a deep-seated psychological reason, a lack of self-esteem (the respect you *feel* for yourself), or something else. No matter what the reason is, I know how you can use rejection to your advantage. That's what this book is all about.

Fire is harmful unless it is controlled. Then it provides warmth, enables us to cook, and sets a romantic tone when contained in a fireplace. Your response to rejection is the same way. When your response is unbridled, it can devastate. When your response is controlled, it can be used to motivate you, stir you into action, and bring you closer to your goals. You just need to know how to respond to rejection so that it's to your advantage. And that's where this book comes in. Consider it your "owners manual" for rejection.

“**N**ot expecting
perfection from
ourselves or others
generates a lot more
peace of mind, and a lot
less disappointment!”

—John Fuhrman

N



Chapter 1

NOBODY'S PERFECT

The First Secret of the NO REJECTION Process

"It's impossible to fail completely and it's impossible to succeed perfectly."

—Robert H. Schuller—

How many times have you heard, "Nobody's Perfect"? There's no such thing as a human being with perfect thoughts and actions. Nonetheless, we were created to have meaning and be successful. Unfortunately, many people use the expression, "I'm not perfect," as an excuse not to succeed! How many times have *you* said it when someone points out a mistake you've made? It's true, our thoughts and behavior aren't perfect; there's always room for at least a little improvement. Have we convinced ourselves that since we don't do things perfectly we can't achieve maximum success? Now let's just think about that for a minute. Failure is only an event—it is not a person. And failure is not you! So

how does this tie in with rejection? They're strongly related and here's how.

Look at what might be considered the most perfect of all human rejection—birth! A child can't be born naturally until the mother rejects that foreign body from her own. The instant the umbilical cord is cut, in most cases, you have a perfect human being—a person who is born to succeed! Regardless of a newborn's outward appearance, it is a creation of beauty and perfection.

All living organisms were originally designed to operate to perfection and be successful. God doesn't make any junk! People are nourished not only with nutritional food but also with love and encouragement. Once a baby begins to comprehend and move around, however, the programming to fail begins. We were born to succeed but, as life goes on, we seem to get conditioned to fail.

What Happens as a Child Grows?

No this. No that. You will never be this. You could never do that. Hate them. Don't play with those kids. Our family was never known for being smart. Don't get your hopes up. Sit down and shut up. You'll never amount to anything. And on and on it goes. What portion of our imperfect thoughts and behavior is a result of well-intentioned programming, and what is human nature? Many of us talk to ourselves to change habits and achieve goals, so how come we don't approach perfection when usually that's what we're seeking?

When you see a child hanging upside down from a tree branch with a big smile on their face, you might say they have no fear. When they walk up to a total stranger and ask how come they have to be in a wheelchair, why do we get a sinking feeling in our stomach? Is it because we were taught something they weren't? Given a choice, I would rather not have learned to be afraid of total honesty and curiosity, or to have the fear of having too much fun. How about you?

Most of us heard a lot of negative things as we grew up. We may have also learned prejudice, complacency, and yes, we probably even learned to fear rejection. Most of us were taught that some people were just better than us and there was nothing we could do about it. You may have learned that if you tried to be equal and accepted, you would only be disappointed by the rejection. Other people would laugh at you and you would be rejected from the group. You would end up alone. All this made you feel less respect for yourself. The comparison and value judging hurt your self-esteem.

As a Child, Were You Expected To Be Perfect?

Harold S. Kushner, author of *How Good Do We Have To Be?* explains a scenario that may be true for many of us—“If we were afraid to make a mistake because we have to maintain the pretense of perfection, it is because we still remember the bitter taste of parental disappointment, of a teacher’s criticism or sarcasm, every time we did something wrong....”

To move on, we need to realize our parents and teachers, who may not have been able to accept their own imperfections, might have rejected us when we made mistakes. Then we may have rejected ourselves! To avoid their rejection, we may have gotten caught up in expecting perfection from ourselves.

Remember, our role models were just doing the best they could with their level of awareness! As we accept that, forgive them, let it go, and move on—we can create new beginnings. Not expecting perfection from ourselves or others generates a lot more peace of mind and a lot less disappointment!

Looks Are Often Deceiving

Be careful not to compare how insecure you may feel about yourself on the inside with how polished others may

look on the outside. The more perfect another person appears to be, the more likely they are to feel inadequate. They may be trying to be perfect to feel worthy. No one has their act together totally. And often people are emotionally hurting to one degree or another. The more personally developed a person is, the more likely they are to admit they've got lots of flaws and a number of difficulties to overcome. You're not alone.

Again I'll quote Kushner, "It ought to be with a sense of relief, not a sense of compromise and reluctance, that we come to the conclusion that we are not and never will be perfect. We are not settling for mediocrity. We are understanding our humanity, realizing that, as human beings, the situations we face are so complex that no one could possibly be expected to get them right all the time." So it's important to accept the imperfections of yourself and others. Do your best, take responsibility for what you do, fine-tune, and keep on keeping on.

Is Perfection Reachable?

Can we really attain perfection? No! Since no mere mortal has ever done that before, I don't believe so. I'm certain, however, only those who do their best to develop their thinking and behavior will ever truly succeed. However, *excellence* is within your reach. I hope this book will serve as one of the steps in the direction toward perfection, i.e., excellence, for those who wish to make the journey. We'll explore how fear of rejection can hold you back, and how you can use rejection to propel you on your way toward the success you were destined to have.

No Pain, No Gain?

Some fitness people used the phrase, "No pain, no gain," almost as a battle cry. They've found that when you push your body beyond its comfort limits, there will be some tem-

porary pain. If you aren't experiencing some discomfort, you aren't going to realize any growth. Mentally we need to do the same thing. To develop ourselves as people, we need to experience some discomfort. We need to stretch our thinking in new directions. Just like when we physically exercise, we may mentally move in a direction that doesn't give us the results we want. Or we might push our thinking beyond our current level of development. At that point, we're likely to experience some emotional pain.

If you're working out to prepare for an athletic competition and you feel pain, would you automatically quit? No! You'd probably take a break to heal to prevent further injury. Then you'd get right back to your regular training program. Of course, it's likely you'd make some adjustments in your routine to prevent the same injury from happening again. Likewise, we sometimes need to take a mental step back and make adjustments in our thinking as well.

Your own life is your competition. Yet how many times have you felt discomfort doing something you believed in and instead of making adjustments to do it again, you got discouraged and quit? I will never claim rejection never causes any pain. But like physical pain, it goes away. Also like physical pain, when you make adjustments you can prevent the same thing from happening again. When you force yourself to make adjustments and continue growing, you will get stronger and achieve your dreams and goals sooner. As Robert H. Schuller said, "Better to do something imperfectly than to do nothing flawlessly."