

Hi, My Name is Ferny Ceballos...



...and I Have a Confession to
Make!

I'm Naturally Very Very Lazy!



My idea of the perfect day is waking
up no earlier than 12 Noon...

Most of the time to recover from
the fun I had the night before. ;-)



Today I am the Same as I was Before...

- I don't like...
 - reading
 - studying
 - working
 - working out
 - exercise
 - taking risks
- I love to party and have fun!

But...

What you don't like is NOT an excuse!



My Background...

- Search “Mexican-Americans” on YouTube.com
 - Born in East L.A.
 - Parents from Jalisco & Guanajuato
 - Dad – 2nd Grade; Mom – 6th Grade Education
 - Grew up Poor
 - I didn’t speak English until 7 years old
 - Grew Up in Family of Mariachis/Musicians



Mariachi Ceballos



Defining Moment...

- When I was 13 years old, my dad passed away
 - My family lived on Social Security
 - Both my older sisters worked to make ends meet
 - My mom sold home decorations on the side
- Their sacrifice gave me the opportunity to focus on school

My Accomplishments to Date...

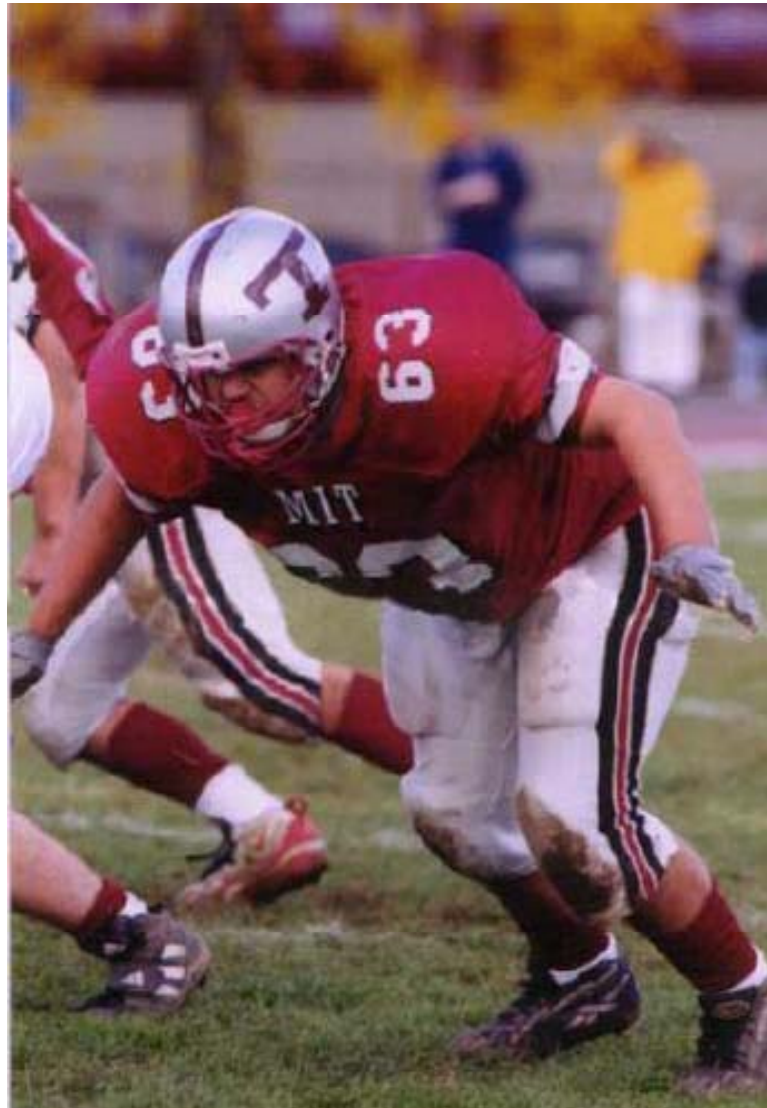
- Bell High School – Graduated w/ 4.12 GPA
 - Academic Decathlon
 - Varsity Football – All Academic Los Angeles
 - Speech Competitor
 - All AP Classes
 - While working at Chuck E' Cheese
- I Was Accepted & Attended MIT
 - Only student to ever attend MIT from Bell



Massachusetts Institute of Technology (MIT)

- Top in Science and Engineering in the World
- Smartest People in the World Study at MIT
- My 4 Years at MIT...
 - Prominent Member of Beta Theta Pi Fraternity
 - Vice-President, Risk Manager & Social Chair
 - B.S. in Electrical Engineering & Computer Science
 - Played NCAA Football Div. 3 for All 4 Years

Ferny Smash!!!



Post-Graduation

- 2002 – Graduated & Worked for Raytheon
 - Cryogenic Coolers (Sub-zero Temps)
 - Missile Defense (Shoot'em Down!)
 - “Top Secret Space Stuff”
 - USC Masters of Electrical Engineering (2007)



But, I Was Not Happy or
Satisfied...

In 2005 I Started a Business...

- No Business Experience or Degrees
- Stumbled & Failed A LOT
- Embarrassed Myself Many Times
- Spent \$50,000+ in Self-Education
 - Books
 - Audio CD
 - Courses
 - Seminars & Conferences

In 2008, at Age 27 I Retired...

- May 9th, 2008 – Last Day at Work
- Full-Time Entrepreneur
 - Work in My Underwear
 - No Office to Drive To
- Co-own a Company Which...
 - Has 1000's of Customers/Clients Across Globe
 - \$500k in Sales Last Year (2009)
 - Help Others Grow Businesses Online



I Also Train in Martial Arts...



Action Video: www.FernyCeballos.com

Remember What I Confessed?

- I'm Lazy
 - Don't Like Studying
 - Don't Like Working
 - Don't Like to Exercise
- Yet I Have...
 - The Highest Academic Degrees
 - A Half-Million Dollar Business
 - Black Belt – Spin Kicks, Jump Kicks, & Acrobatics

What's the Secret?

Choose vs Decide

- Decide
 - Means to “Kill of Options”
 - Allowing Circumstance to Pick for You
 - Powerless to Control Life
- Choose
 - You Pick, Despite Circumstance or Consequence
 - Hard Choices Lead to Success, Wealth & Freedom

My Success

- Choosing to:
 - Do My Homework, Even Though I Hated It
 - Ignore Bullies, When They Tried to Anger Me
 - Respect My Teachers, When Others Did NOT
 - Apply to College, When Most Did NOT
 - Work Hard, Even When I Don't Feel Like It
 - Train in MA, Even When I Feel Lazy or Scared
- **Secret:** Do the Opposite of How You Feel!
Do Opposite of What Others Do!

I Love What I Do Because...

- In Marketing...
 - My goal is to sell by understanding people
 - Requires me to understand myself (I'm lazy)
 - People want to avoid pain; gain pleasure
 - Psychology and understanding people is an incredible power to have – great influence!

What I've Learned...

- Life is Very Simple...
 - We are more alike than we like to admit
 - All problems you have
 - someone else has had
 - someone else found a solution
 - are NOT unique
 - Wisdom – Realizing How Little You Know
 - Humility – Accepting Help from Those Who Know
 - Success – Apply what you learn & dominate

No Excuses, No Limits



Living Is...

- NOT Making Money to Pay Bills
- Living is Pursuing Your Dreams
 - Never Settle
 - Never Satisfied
 - Never Give Up
- Fulfill Your Human Potential