

TABLE OF CONTENTS

Foreword -- I Never Pinned Him.....	viii
To Buy -- or Not to Buy!.....	xi
Is This a Book About Professional Wrestling?.....	xii
I Hate You!	xiii
Two Authors. One Goal.....	xv
What You Will Find as You Read This Book.	xvi
From Fear to No Fear.....	xviii
The “I’m Gonna” Factor	xxi

Part 1 -- Getting Ready

1 The Ghetto -- A Very Brief History.....	4
2 Someone Said, “Break a Leg” -- So I Did. (Vision Shattered.)	8
3 Creating Visions and Being Willing to Win	12
4 Two Parts of Working Out: Lifting and Hanging	16
5 Wrestling -- A Very Brief History	20
6 Nikita Koloff Is Born Without Me Being There.	24

Part 2 -- Being Ready

7 The Phone Rang; It Was The Animal.....	30
8 The Day at Crockett’s NWA Office	34
9 Getting an Eleven-Second Win Under Your Belt.....	38
10 Nikita’s Success Background Moves to the Foreground.	42
11 The Rise of the Russian Nightmare	46
12 Learning to Wrestle Hurts. (A Lot.).....	50
13 Living the Part.....	56
14 There Are Winners and There Are Losers	62

Part 3 -- Staying Ready

15 Mind Over EVERYTHING!.....	72
16 Body Fit or Fat. Brain Fit or Fat. Hint: They’re Related.	76
17 The Inspiration to Become a Student	80
18 Home Schooling After You Graduate -- Combining Knowledge and Talent to Build Personal Character	84
19 How to Get Crowd Reaction -- My Accent Was on Getting Buy-in My Russian Wrestling Character.....	88
20 Holding It Together When You Have to	92
21 It Was, Is, and Always Will Be Total Attitude.	98

Part 4 -- Are You Ready?

22	Owning a Gym Was My AHA!	104
23	Owning My Own <i>Everything!</i>	108
24	Making Your Own Success.....	110
25	Change the World by Changing Yourself.	114
26	Love What You Do, Not the Money from What You Do.	118
27	You Have Been in a Wrestling Match All Your Life -- Wrestling with Yourself	122
28	Is Your Recipe Lean and Mean, or Fast Food Fat?	126
29	Are You Ready?: Self-test	130

Part 5 -- Wearing the Belt

30	Was It Real?	136
31	Realizing the Power of “Predetermined Outcomes” -- Choosing Your Fate.....	140
32	Mentors and Associations	144
33	Success in a Brutal World.....	152
34	Do-It-Yourself Success.....	156
35	The Habit of Habit -- Getting in the Success Habit.....	162
36	From Success to Champion.....	166
37	Success Is Not Complicated.	170
38	The Formula for Success	178

Part 6 -- Epilogue of Thoughts and Insights

39	Success Lesson from “Getting Over”	188
40	Pie in the Face -- Ten AHAs	192
41	Moving from Success to Significance and Fulfillment	194
42	Careers Are Short -- Life Is Shorter.	200
43	Shortcuts	204
	Acknowledgments: Koloff.....	205
	Acknowledgments: Gitomer	206
	About the Author, Nikita Koloff	207
	Jeffrey Gitomer: Chief Executive Salesman.....	208