



DO IT RHINO STYLE

**MAGROGAN'S METHOD
TO RAPID GOAL
ACHIEVEMENT**



THE RHINO OF MONETIZING DREAMS®

DAVE MAGROGAN

CEO, DOCTOR, ENTREPRENEUR, WRITER, SPEAKER, RHINO!

WITH MOLLY NECE

"I'd rather see a rhino charge at me than Dave Magrogan. That way I have a chance at winning. And now you can too!"

-Pat Croce, best-selling author and serial entrepreneur

"I have spent time with some of the biggest names in the music and entertainment industry, yet not one of them has ever had the effect on me that Dave Magrogan has. Dave can find the bright spot in any dark cloud. Dave has turned my lowest moments into positive experiences. He's the best friend I have...and the shortest."

-John DeBella, Radio host, TV personality and infamous creator of the WMMR Morning Zoo in Philadelphia

"Inspirational...The book guides you to focus on your attitudes, positive thoughts, failures, values, philosophies and dreams to develop concrete, meaningful goals. Just what I needed - a kick start to CHARGE FORWARD."

-Sandy Knapp, partner in Gawthrop Greenwood law firm, business owner, and busy working mom

"Compelling, motivational, and wholly practical. Dave Magrogan is a master."

-Anthony Gold, CEO, Healthy Humans, President, Open Solutions Alliance, Guinness Book of World Records holder

"Attitude. Attitude. Attitude. Dave proves that when you have the right plan in place, multiply it by positive energy, positive attitude and add a dose of passion, magical things happen."

-Kimberly Brumbaugh, Founder of Brumbaugh Wealth Management Group, philanthropist, busy mother of three, and champion advocate for autistic children

This book is available at special quantity discounts for bulk purchases for sales promotions, premiums, fund-raising, or educational use. Book excerpts can also be created to fit specific needs. For details, e-mail bulk@rhinoliving.com.

“Do It Rhino Style is truly inspirational. The book offers profound insight from the mind of a man who has dared to dream big. It provides a pragmatic and simple approach to help people realize their dreams and potential.”

-Greg Olive, CFO, Volvo Information Technology NA

“When it comes to success, the Rhino is in CHARGE. Follow Dave’s goal achieving formula so you don’t get run over by mistake!”

-John Sacharok, CEO, Golden Valley Farms

“Dave Magrogran, serial entrepreneur and motivational mogul, opens his kimono to share his practical advice with the masses!”

-Diego Calderin, President & Founder, Anexinet Corp

“Everyone wants to be a part of something big. The difference with Dave is that he makes you want to CAUSE something big, not just be a part of it, and here therein lies the difference.”

*-Michael Karwic, Sudden Wealth Advisor
and Certified Financial Planner*

“In five short and easy to understand...and follow for yourself...chapters, Magrogran has laid out his path to personal and financial success. It’s worked for him and will work for anyone. Everyone looking to change their life for the better should read this book, implement the ideas, and...Charge!”

*-Steven Smolinsky, author and speaker, founder Conversation on
Networking, President Benari LTD, Profession Faculty and
Africa Manager Wharton Global Consulting Practicum*



In six short years, Dave Magrogan took Kildare's from an unknown start up pub to being recognized as the 7th best Irish pub in the world. He is CEO of a \$25 million dollar empire—including Rhino Living Training & Consulting Group, Kildare's, Doc Magrogan's Oyster House, Harvest, and Mas Mexicali Cantina. He also serves as president of the Southeastern Pennsylvania Division of Two Men and a Truck Moving Company and helped launch Pat Croce's Rum Barrel in Key West and various other businesses.

Dave has been a finalist in the 2006 and 2007 Ernst & Young Entrepreneur of the year competition. He was also recognized by the Philadelphia Business Journal as one of the region's "40 Under 40" in 2007 and by the Chester County Chamber of Business and Industry as its 2007 Entrepreneur of the Year. He also received the Small Business Administration's Entrepreneurial Success Award for 2008, and Kildare's Irish Pub was ranked 26th in Philadelphia's Fastest growing 100 Companies. Not bad for someone 36 years of age!

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INTRODUCTION

This book was written in true rhino style. It started with a rush of inspiration while I was brainstorming how I could help my oldest daughter Ivy through a critical transition in her life. Ivy had moved from her mother's home to my home and was about to start a new school. It was a fresh start and I wanted her to not focus on the negative events of the past year, but rather focus on all the opportunities that were in her future.

I started to pull together all of the pieces from my Rhino Living keynotes and website, Rhino Action Sheets, weekly e-mails and blogs, and my corporate training materials I use with all my employees and outside clients. What I realized is I was creating Ivy's Rapid Goal Achievement System—one designed just for her! I bought her all the tools she needed to sit down and get excited about her future, her dreams and her goals.

On November 27th, a force of Rhino inspiration hit me. Why should I only be doing this for Ivy? Why not share it with the world? People at all stages of their life could benefit from 'this system' and it's a proven system that

works! By Dec 1st this book was complete with the help of my amazing, energetic, Rhino Living business partner, Molly.

What started out as a way to help my daughter get refocused, passionate, and excited about her dreams, quickly evolved into the simplest, fastest and most effective book on how to achieve your goals faster than you could ever imagine!

This goal setting book was developed from years of real life and academic principles which I use everyday in the 15 different businesses I own and operate. That's why some call me "The Rhino of Monetizing Dreams." You really can achieve your goals faster than you think is possible. This book is a prime example of Rapid Goal Achievement™! It was written in two days and published in two weeks—just in time to be the perfect gift for the holidays and to ring in the New Year with a fresh perspective and a Rhino Living vision towards achieving your goals!

Charge!

Dave

“The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, the education, the money, than circumstances, than failure, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church... a home. The remarkable thing is we have a choice everyday regarding the attitude we will embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10% what happens to me and 90% of how I react to it. And so it is with you... we are in charge of our attitudes.”

-Charles Swindoll



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Rapid Goal Achievements

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Act as if
Put your goals on auto pilot
Go the extra mile
We need you to lead
Rapid Goal Achievements



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CHAPTER ONE

CLEAR THE MENTAL CLUTTER

Congratulations!

You have taken a very important first step in taking control of your life. Today you start to become a happy, enthusiastic, and positive Rhino! You can achieve your goals if you believe you can and if you charge full steam ahead. All success starts with a positive mental attitude. Without a positive attitude you will never be able to deal with all the issues that arise on the charge to your dreams. Starting today, wake up every day and choose to have a positive attitude. It's the foundation of success. There are few things you get to control 100 percent in your life—your attitude is one of them. Having a clear vision of your most important goals, combined with a positive attitude, makes you an unstoppable gigantic Rhino on the fast track to success. Let's get started!

You become what you think about

Whatever you think about with emotion and energy you will bring about in your life. Where you are today is the sum of the beliefs and actions you have taken over the past several years. Your dominant thoughts work deep into your subconscious mind, and once there, they go to work to bring about who you are and what lies in your future. Where you are today is a sum of your past. As a Rhino, you need to embrace a positive attitude and make sure to have positive big dreams for your future.

CHAPTER ONE: CLEAR THE MENTAL CLUTTER

Today you are experiencing your dominant thoughts of your past. Tomorrow you can experience the dominant thoughts of your new way of positive thinking.

This is why you need to think BIG! RHINO BIG! If today you start making one of your dominant thoughts to become a millionaire, you will uncover ways to become a millionaire. If you take action, in five years you could be that millionaire! When I opened my first Kildare's I told everyone, including my staff, that we are going to be in the top ten Irish pubs in the world. Each staff meeting I would reinforce the top ten goal. Five years later, we accomplished our goal! If you think small and hope in five years you are making a little more money and your car is paid off, then in five years that is exactly what will happen. What you think about and believe with emotion you will bring about! Don't believe it? Here's a little proof! At age 6 I built my own lemonade stand. Yep! I opened my very first pub when I was only 6 years old. I look at the picture of me in the lemonade stand everyday in my office to remember how powerful one's thoughts can be! What you think today will become your future! Yep that's me...



My wife Shannon was recently featured as Rhino Living's Top Rhino because she took first place in her age group in the US Triathlon Finals in California. In addition, she recently returned from a trip to Australia

DO IT RHINO STYLE

*Magrogan's Method
to Rapid Goal Achievement*

**ACHIEVE BIGGER, BETTER, MORE
EXCITING GOALS... *FASTER!***

Are you scared to think BIG and live your dreams?

When was the last time you lived
your dreams and reached your goals?

When was the last time you felt in control
of your destiny and your financial future?

*This is the book that teaches you the easy
to use secrets that:*

Clear the Mental Clutter
Create a Positive Self Image
Achieve your Goals Faster
Live the Life of your Dreams
Make Success a Habit

*You can dramatically alter your life with
Magrogan's Method to Rapid Goal Achievement™
It's fast. It's simple. It works!*

**"I'd rather see a rhino charge at me than
Dave Magrogan. That way I have a chance
at winning. And now you can too!"**

-Pat Croce, best-selling author and serial entrepreneur