

# Motivation for everyone

Bringing motivation and personal development philosophies to the masses, that's one man's dream. G.K. Lim meets this man and discovers that he's serious about it.

YOU CAN HAVE A COPY OF MAX Singh's *Motivation* magazine for only one ringgit, plus a few cents for postage.

Why the low price? "Do you know why so many people have no knowledge of successful living principles?" answers Max Singh, aged 38, manager of Travellers' Paradise, a boarding house in Kuala Lumpur, and Paradise Hostel, a budget hotel in Malacca, and publisher of the monthly magazine *Motivation*.

"I can think of two reasons. First, of course, is the high price you have to pay to attend a seminar or buy a book or magazine.

"Second, and I feel this is more important, of the people who attend seminars, 80 per cent don't benefit from them; not because the seminars are no good, but because the participants are not ready for it, and this 80 per cent go out and tell others not to attend."

A majority of the people out there are not aware of this body of knowledge that can transport them to higher levels of achievement, continues Singh, who is a disciple of such gurus as Napoleon Hill and Jose Silva, and who has made a study of the major religions in this world.

The magazine appears monthly, and covers such topics as how to have a happy marriage, education, self-image, motivation, goal setting, the power of the mind and why people fail in life. It is



Max Singh.

like a correspondence course, where one article on a certain topic is continued in the next issue.

Why is he doing this? "I want to make this information available to the masses, to the grass-roots. They are prepared for it, but it has, up till today, not been brought to their attention. I print 10,000 copies of the magazine each month, and my mission is to convert as many people as possible to this new thinking."

Singh, who was trained to be a Silva Mind Control lecturer by master-trainer Dr Robert Stone, and who has been to Laredo, Texas, to attend a Silva Mind Control convention, says he is not thinking of the returns. He believes it will come. He practises one

of the principles he is preaching, and that is: "It is not in the giving, but in the sacrifice that goes with the giving, that is important."

It is no big deal for a millionaire to give away RM 5,000 to charity. However, when a clerk or a taxi-driver donates RM 5,000 to charity, there is a little bit of sacrifice involved for the person who is donating; this makes the giving more meaningful.

Another success-principle Singh believes in is, the goal or the result is not as important as the effort you put in to achieve the goal. "Pay more attention to the effort," he advises. "The more you put in, the better your results will be."

What are his plans for the future? "My goal is to establish voluntary not-for-profit study groups all over the country so that readers can meet and discuss success principles. It's no point just reading my magazine. Readers must apply them to their lives; the best way to adopt and adapt the principles to their lives is for them to meet with others and discover how to do it."

Singh says that most probably the first study group will be formed in a local university; some readers have already indicated interest.

His other plan is to establish the Malaysian Institute of Motivational Studies (MIMS), so that scholars can do research into all aspects of the science of successful living. E