

Millionaire karate champion's new book is 'kick in the butt'

DANIEL REID
KOURIER-STANDARD

Ben Stewart scrolls through albums on his iPod, looking for the perfect mix to get him pumped up at the gym: Big Think Strategy. Even Buffett isn't Perfect. The Sales Bible.

He settles on Buffettology from more than 200 hours of audio books.

Stewart, a self-made millionaire, has business on the brain at all times.

"That's called double dipping your time," he said, adding that his former vehicle, a Dodge Ram, was aptly dubbed The University of Ram. He's probably crammed in the equivalent of a PhD while behind the wheel.

Stewart became a millionaire with his landscaping company Spring Masters Canada. The eight-time Super Heavyweight World Karate and Kickboxing Champion is also the CEO of Steve Anderson Karate at the KRC.

He works at his businesses with the discipline of a high-performing athlete.

In his new book, *Millionaire in 90 Days: Working Out At the Gym*, Stewart shares the strategies that now allow him to live the lifestyle he wants which includes the ability to "hop on a plane any day of the week."

It's all about conditioning your body and mind and prepping your business for success, he said.

"I give very basic tools but one thing I say in the book is

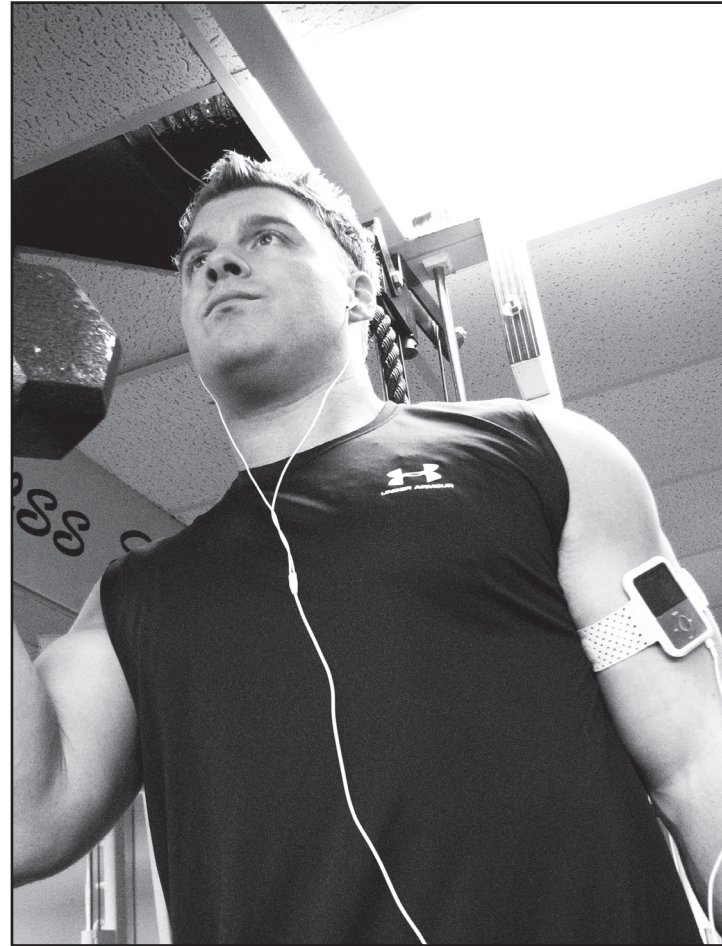
Ben Stewart works out listening to Buffettology, a book about business strategies. Stewart has just released a book of his own, *Millionaire in 90 Days*, offering tips for conditioning mind, body and business.

"this is a starting point," he said. "It's a kick in the butt.

"Anyone has the potential to be successful in what they do."

His number one customer has been employees and students but he hopes to make the Canadian Best-Sellers list in less than 90 days, an unprecedented feat as a self-published author.

It might seem unlikely but Stewart has a habit of getting what he wants.



DANIEL REID/KKS

He brings a fighter's mentality to business. He sets his goals, pumps himself up and then achieves them.

At a World Kickboxing Association Championship in 2005, Stewart went up against a 7-foot Slovakian fighter for the title.

"I can't base winning or losing on whether I'm bigger or stronger than a competitor," he said. "To win, you need your mind."

He convinced himself that

the Slovakian was a "raging alcoholic." He repeated similar claims in his head over and over until he believed them.

He imagined other people confirming the claims.

Then he started pumping himself with internal praise: complimenting his own strength, speed and good looks.

"I have to convince myself I will win," he said. "I don't want to be an underdog,

ever."

Stewart went on to handily win the WKA World Title.

He uses the same principles in business. Before he makes a presentation, he prepares himself mentally for success.

"I tell myself in my mind 'They need you there today,'" he said.

DEAD WEIGHT

Though Stewart stands by his plan, some of his strategies might seem extreme, even ruthless.

For one, he advocates ditching unmotivated and unsuccessful friends.

"That would go against the grain," he said, "but at some point, you need to decide if you want to move forward."

Stewart points to his own friendship circle, where he's put several unproductive friendships on ice.

When his high school friends went away to university, partying became their way of life.

Stewart charted a different course for himself – one without alcohol and other distractions.

"I knew what I wanted to do," he said. "Can they get up at 7 in the morning to start a business?"

He manages to keep in touch with his old friends, without getting close enough to adopt their lifestyles. Quoting a business strategy called *The Sacred Circle*, Stewart said "you are the sum of the five people closest to you."

"They're still my best

friends," he said, "but you have to have friends supportive of your goals.

"Some people resent you," he said. "They want you to be the way you were."

WORK ETHIC

Stewart seems to have an endless pool of energy for accomplishing his business goals. He recommends a major daily commitment to business – even up to 18 hours a day, if needed.

"A lot of people will say, you missed out on your youth," he said. "Have those people travelled to 45 different countries?"

Really, more than sacrifice, it's about time management. Stewart has structured his time and business to allow for a comfortable lifestyle.

While some people spend their evenings on the couch in front of the TV, Stewart is at the office. When they're at the bar getting drunk, he's in bed resting for the next morning.

"I find the youth of today have a lot of obstacles in their way," he said, pointing to the rise of TV, computers and substances like alcohol as major time wasters. "I don't have a problem with alcohol I just don't like what it does to people. What has it done for you?"

Millionaire in 90 Days: Working Out At the Gym is available at www.ben-stewart.com or by visiting Steve Anderson Karate at the KRC.

The first \$1 from every book goes to a student scholarship.