



THE STRANGEST SECRET

COLLECTION 2.0

how to get everything you want out of life - if you can count to four...

An anthology inspired by the works of
Earl Nightingale

The Strangest Secret Collection

by Dr. Robert C. Worstell

with essays by Earl Nightingale, et al.

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THE STRANGEST SECRET COLLECTION 2.0

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Table of Contents

[Title Page](#)

[Copyright Page](#)

[Dedication](#)

[Introduction](#)

[The Strangest Secret](#)

[How To Get Everything You Want Out Of Life](#)

[If You Can Count to Four...](#)

[PMA: Science of Success – An Overview](#)

[Think Less and Grow Richer](#)

[Supplementary Essays](#)

[RECOMMENDED BOOKS YOU MAY LIKE](#)

[COURSES TO EXPAND UNDERSTANDING](#)

[RELATED BOOKS OF INTEREST](#)

[DON'T MISS OUT!](#)

[DID YOU LIKE THIS BOOK?](#)

[Further Reading: Make Yourself Great Again Part 1](#)

[Also By Dr. Robert C. Worstell](#)

[About the Publisher](#)

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Introduction

WITH COMPLETE CERTAINTY, I can tell you now – from my more than half-century of existence – any and all my many successes, as well as all my many disappointments are directly tied to the principles in this book.

For any set-back or failure, I either *didn't know* these natural principles, *didn't understand* their power, or *simply ignored* them.

For every success, I have tracked back to taking these exact steps laid out in this book - to achieve, acquire, or attain whatever it was I wanted to be or have.

And that experience is why I'm bringing out this short book you can have to carry with you and review regularly.

This expanded edition brings to you additional works that describe more works on goal achievement that will take you to the point where you know for certain that you can have anything you want to have, and be anything you want to be. Beyond that, the capstone research that has resulted in techniques to enable your remaining in a high level of personal peace, joy, and abundance – all regardless of how the world treats you.

All this is designed to be a slim print edition and still contain the power of the best references that can educate and reinforce the key success principles Nightingale tested, then recorded in 1956.

His original 78RPM long-playing disc was the first Gold Record for a spoken-word album. And started an entire industry of recorded self-improvement books.

Nightingale was a lifelong student of success. First retiring at the top of his field in his 30's, he went on to make several successful careers as a serial entrepreneur – following his own “river of interest”. And credits his breakthrough success to finding a copy

of Napoleon Hill's "Think and Grow Rich" in a Chicago book store. By that weekend, he had discovered from reading that book his now-renown "strangest" secret - "We Become What We Think About."

A review of Hill's book by Nightingale is included here as an overview, along with Hill's key 6-step formula that more than doubled Nightingale's own income in a matter of months – and then, as a simple test, more than doubled it again a few months after that.

You won't find anything unproved here. Nothing but classic, trusted, core essays that remind you of the other references that have positively affected your life. And what you won't find here is anything beyond the pared-down basic material.

This book is short, to the point, and well-worth studying over and over and over – in the short spaces of time you have.

You'll probably see many references here that you already know.

What's new in this edition is the core materials I've distilled about goal achievement. On their own, they are books with more data that build on these materials. All this is to give you data at your fingertips.

Test everything for yourself, particularly if I wrote it. Because if something isn't useful, let it go. Just because so many people have been rave about every essay or short book included here, doesn't mean you are going to get that same result.

Again, it's suggested that once you've finished everything, then start over and internalize everything covered here by re-reading these as many times as necessary. Over and over, until you know them by heart. Then review it once or more a year to keep it fresh – or to compare your new understanding with what is compiled here.

Test, study, and test again. Build your faith, burnish your goals until they shine bright as if burning with an inner flame.

Your results are what you make them. Just as you become what you think about all the time.

Fill your mind with these few principles, and you may very well be able to fill your life with *unlimited* success.

Here's hoping you do.

Dr. Robert C. Worstell

The Strangest Secret

An excerpt from [How to Completely Change Your Life in 30 Seconds](#) by Robert C. Worstell, edited from notes on the talks of Earl Nightingale

Part I

I'D LIKE TO TELL YOU about the strangest secret in the world.

Some years ago, the late Nobel prize-winning Dr. Albert Schweitzer was asked by a reporter, "Doctor, what's wrong with men today?" The great doctor was silent a moment, and then he said, "Men simply don't think!"

It's about this that I want to talk with you. We live today in a golden age. This is an era that humanity has looked forward to, dreamed of, and worked toward for thousands of years. But since it's here, we pretty much take it for granted. We are particularly fortunate to live in the richest era that ever existed on the face of the earth ... a land of abundant opportunity for everyone.

But do you know what happens? Let's take 100 people who start even at the age of 25, do you have any idea what will happen to those men and women by the time they're 65? These 100 people believe they're going to be successful. If you would ask any of these if they wanted to be successful, you'd find out they did. They are eager toward life, there is a certain sparkle in their eye, an erectness to their carriage, and life seems like a pretty interesting adventure to them.

But by the time they're 65, only one will be rich, four will be financially independent, five will still be working, and 54 will be broke.

Know what will happen to 100 individuals who start even at the age of 25, and who believe they will be successful? By the age of 65, only five out of 100 will make the grade! Why do so many fail? What happened to the sparkle that was there when they were 25? What became of the dreams, the hopes, the plans ... and why is there such a large disparity between what these people intended to do and what they actually accomplished?

When we say about 5 percent will achieve success, we have to define success and here is the best definition I've ever been able

to find:

"Success is the progressive realization of a worthy ideal."

If a person is working toward a pre-determined goal and knows where they're going, that individual is a success. If they're not doing that, they're a failure. Success is the progressive realization of a worthy ideal.

Rollo May, the distinguished psychiatrist, wrote a wonderful book called "Man's Search for Himself", and in this book he says:

"The opposite of courage in our society is not cowardice... it is conformity."

And there you have the reason for so many failures. Conformity - people acting like everyone else, without knowing why or where they are going.

Now think of it, today we have millions of people age 65 and older. And most of them are broke. They're dependent on someone else for life's necessities.

We learn to read by the time we're seven. We learn to make a living by the time we're 30. Often by that time we're not only making a living, we're supporting a family. And yet by the time we're 65, we haven't learned how to become financially independent in the richest land that has ever been known.

Why? We conform! And the trouble is - most of us are acting like the wrong percentage group - the 95 who don't succeed.

And why do these people conform? Well, they really don't know. These people believe their lives are set by circumstances, by things that happen to them, by exterior forces. They're outer-directed people.

A survey was made one time of a lot of working individuals and they were asked, "Why do you work? Why do you get up in the morning?" 19 out of 20 had no idea. If you ask them, they'd tell

you everyone gets up in the morning, and that's why they do it - because everyone else is doing it.

NOW LET'S GET BACK to our definition of success - who succeeds?

The only person who succeeds is the person who is progressively realizing a worthy ideal. It's the person who says, "I'm going to become this and then progressively works toward that goal.

A success is the school teacher who is teaching because that's what she wants to do. A success is the entrepreneur who starts his own company because that was his dream - that's what he wanted to do. A success is the sales person who wants to become the top-notch sales person in his company and sets forth on the pursuit of that goal.

A success is anyone who is doing deliberately a worthy predetermined job, because that's what he decided to do ... deliberately. But only one out of 20 does that! That's why today there really isn't any competition unless we make it for ourselves. Instead of competing, all we have to do is create.

You know, for 20 years I looked for the key which would tell you what would happen to a human being. Was there a key, I wanted to know, which would make the future a promise - something we could foretell to a large extent? Was there a key which would guarantee a person's becoming successful if they only knew about it - and knew how to use it?

Well there is such a key - and I've found it.

Have you ever wondered why so many people work so hard and honestly without ever achieving anything in particular, and why others don't seem to work hard, yet seem to get everything? They seem to have the "magic touch." You've heard people say, "Everything he touches turns to gold." Have you ever noticed that a person who becomes successful tends to continue to

become more successful? And, on the other hand, have you noticed how someone who's a failure tends to continue to fail?

The difference is goals. Some of them have goals, some don't. People who have goals succeed because they know where they're going. It's that simple.

Think of a ship leaving a harbor, with the complete voyage mapped out and planned. The captain and crew know exactly where the ship is going and how long it will take - it has a definite goal. And 9,999 times out of 10,000, it will get there.

Now let's take another ship - just like the first - only let's not put a crew on it, or a captain at the helm.

Let's give it no aiming point, no goal, and no destination. We just start the engines and let it go. I think you'll agree that if it gets out of the harbor at all, it will either sink or wind up on some deserted beach - a derelict. It can't go anywhere because it has no destination and no guidance.

It's the same with a human being.

Take the salesman, for example. There's no other person today with the future of a good sales person. Selling today is the world's highest paid profession, if we're good at it and if we know where we're going. Every company needs top-notch sales people. And they reward their sales people - the sky's the limit for them. But how many can you find?

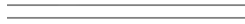
Someone once said, "The human race is fixed, not to prevent the strong from winning, but to prevent the weak from losing."

Any economy today can be likened to a convoy in time of war. The entire economy is slowed down to protect its weakest link, just as the naval convoy has to go at the speed that will permit its slowest vessel to remain in formation.

That's why it's so easy to make a living today. It takes no particular brains or talent to make a living and support a family today. We have a plateau of so-called "security", if that's what a

person is looking for. We do, however, have to decide how *high* above this plateau we want to aim.

But let's get back to the "strangest secret" and the story I wanted to tell you today.



WHY DO PEOPLE WITH goals succeed in life and those without them fail?

Let me tell you something that, if you really understand it, will alter your life immediately. If you understand completely what I'm about to tell you, from this moment on - your life will never be the same again. You'll suddenly find that "good luck" is just attracted to you. The things you want just seem to fall in line, and from now on you won't have the problems, the worries, the gnawing lump of anxiety perhaps you've experienced before. Doubt, Fear, they'll be things of the past.

Here's the key to success - and the key to failure:

WE BECOME WHAT WE THINK ABOUT.

Throughout history, the great wise men and teachers, philosophers, and prophets have disagreed with one another on many different things. It is only on this one point that they are in complete and unanimous agreement.

Listen to what Marcus Aurelius, the great Roman Emperor, said: "A man's life is what his thoughts make of it."

Disraeli said this: "Everything comes if a man will only wait ... a human being with a settled purpose must accomplish it, and nothing can resist a will that will stake even existence for its fulfillment."

Ralph Waldo Emerson said this: "A man is what he thinks about, all day long."

William James said: "The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes

of mind. We need only in cold blood act as if the thing in question were real, and it will become infallibly real by growing into such a connection with our life that it will become real. It will become so knit with habit and emotion that our interests in it will be those which characterize belief." He also said, "If you only care enough for a result, you will almost certainly attain it. If you wish to be rich, you will be rich. If you wish to be learned, you will be learned. If you wish to be good, you will be good - only you must, then, really wish these things, and wish them exclusively, and not wish at the same time a hundred other incompatible things just as strongly."

In the Bible, you read in Mark 9:23, "If thou canst believe, all things are possible to him that believeth."

My old friend Dr. Norman Vincent Peale put it this way: "This is one of the greatest laws in the universe. Fervently do I wish I'd discovered it as a very young man. It dawned on me much later in life and I found it to be my greatest discovery outside of my relationship with God. The great law briefly and simply stated is: If you think in negative terms, you will get negative results. If you think in positive terms, you will achieve positive results."

"That is the simple fact", he went on to say, "which is the basis of an astonishing law of prosperity and success. In three words: Believe and Succeed."

William Shakespeare put it this way, "Our doubts are traitors and make us lose the good we oft might win by fearing to attempt."

George Bernard Shaw said: "People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and if they can't find them, make them."

Well, it's pretty apparent, isn't it? And every person who discovered it believed, for a while, that he was the first one to work it out.

We become what we think about.

Now it stands to reason that a person who is thinking about a concrete and worthwhile goal is going to reach it, because that's what he's thinking about - and we become what we think about. Conversely, the person who has no goal, who doesn't know where he's going, and whose thoughts must therefore be thoughts of confusion, anxiety, fear, and worry will become what he thinks about. His life becomes one of frustration, fear, anxiety and worry. And if he thinks about nothing ... he becomes nothing.



HOW DOES IT WORK? WHY do we become what we think about? Well, I'll tell you how it works - as far as we know - but to do this I want to tell you about a situation that parallels the human mind.

Suppose a farmer has some land - and it's good, fertile land. The land gives the farmer a choice. He may plant in that land whatever he chooses. The land doesn't care what is planted. It's up to the farmer to make the decision.

Remember, we are comparing the human mind to the land, because the mind, like the land, doesn't care what you plant. It will return what you plant, but it doesn't care what you plant.

If the farmer plants two seeds - one a seed of corn, the other nightshade, a deadly poison. He digs two little holes in the land, plants both seeds - one corn, the other nightshade. He covers up the holes, waters, and takes care of the land, what will happen?

Invariably, the land will return what's planted. So up come the two plants - one corn, one poison. As it's written in the Bible, "As ye sow, so shall ye reap." Remember, the land doesn't care. It will return poison in just as wonderful abundance as it will corn. So up come the two plants - one corn, the other poison.

The human mind is far more fertile, far more incredible and mysterious than the land, but it works the same way. It doesn't care what we plant ... success ... or failure. A concrete,

worthwhile goal ... or confusion, misunderstanding, fear, anxiety, and so on. But what we plant it must return to us.

You see, the human mind is the last, great unexplored continent on Earth. It contains riches beyond our wildest dreams. It will return anything we want to plant. You might say, "Well if that's true, why don't people use their minds more?"

I think they've figured out an answer to that one, too. Our mind comes as standard equipment at birth. It's free. And things that are given to us for nothing, we place little value on.

Things that we pay money for, we value.

The paradox is that exactly the reverse is true. Everything that's really worthwhile in life came to us free - our minds, our souls, our bodies, our hopes, our dreams, our ambitions, our intelligence, our love of family and children and friends and country. All these priceless possessions are free.

But the things that cost us money are actually very cheap and can be replaced at any time. A good man can be completely wiped out and make another fortune. He can do that several times. Even if our home burns down, we can rebuild it. But the things we got for nothing - we can never replace.

The human mind isn't used because we take it for granted. Familiarity breeds contempt. Our mind can do any kind of job we assign to it, but generally speaking, we use it for little jobs instead of big ones.

Universities have proved that most of us are operating on 10 percent or less of our abilities.

SO DECIDE NOW. WHAT is it you want? Plant your goal in your mind. It's the most important decision you'll ever make in your entire life.

What is it that you want? Do you want to be an outstanding sales person, an outstanding worker at your particular job? Do you

want to go places in your company ... in your community? Do you want to get rich? All you have got to do is plant that seed in your mind, care for it, work steadily toward your goal, and it will become a reality.

It not only will, there's no way that it cannot. You see, that's a law - like the laws of Sir Isaac Newton, the laws of gravity. If you get on top of a building and jump off, you'll always go down - you'll never go up.

And it's the same with all the other laws of nature. They always work. They're inflexible.

Think about your goal in a relaxed, positive way. Picture yourself in your mind's eye as having already achieved this goal. See yourself doing the things you will be doing when you have reached your goal.

Ours has been called the "phenol-barbitol age", the age of ulcers and nervous breakdowns and tranquilizers. At a time where medical research has raised us to a new plateau of good health and longevity, far too many of us worry ourselves into an early grave - trying to cope with things in our own little personal ways, without learning a few great laws which would take care of everything for us.

These things we bring on ourselves, through our own habitual ways of thinking.

Everyone of us is the sum total of our own thoughts. We are where we are because that's exactly where we really want to be - whether we'll admit that or not. Each of us must live off the fruit of our thoughts in the future, because what you think today and tomorrow - next month and next year - will mold your life and determine your future.



YOU'RE GUIDED BY YOUR MIND.

I remember one time I was driving through eastern Arizona and I saw one of those giant earth moving machines roaring along the

road with what looked like 30 tons of dirt in it - a tremendous, incredible machine - and there was a little man perched way up on top with the wheel in his hands, guiding it. As I drove along I was struck by the similarity of that machine to the human mind.

Just suppose you're sitting at the controls of such a vast source of energy. Are you going to sit back and fold your arms and let it run itself into a ditch? Or are you going to keep both hands firmly on the wheel and control and direct this power to a specific, worthwhile purpose? It's up to you. You're in the driver's seat.

You see, the very law that gives us success is a double-edged sword. We must control our thinking. The same rule that can lead people to lives of success, wealth, happiness, and all the things they ever dreamed of - that very same law can lead them into the gutter. It's all in how they use it ... for good or for bad.

This is the "Strangest Secret" in the world! Now, why do I say it's strange, and why do I call it a secret? Actually, it isn't a secret at all. It was first promulgated by some of the earliest wise men, and it appears again and again throughout the Bible. But very few people who have learned it understand it. That's why it's strange, and why for some equally strange reason it virtually remains a secret.

I believe that you could go out and walk down the main street of your town, and ask one person after another what the secret of success is - and you wouldn't run into one person in a month who could tell you.

Now this information is enormously valuable to us - if we really understand it and apply it. It's valuable to us not only for our own lives, but the lives of those around us - our family, employees, associates, and friends.

Life should be an exciting adventure - it should never be a bore. Everyone should live fully, be alive, they should be glad to get out of bed in the morning. They should be doing jobs they like to do because they do them well.

One time I heard Grove Patterson - the great, late editor of the Toledo Daily Blade - make a speech. As he concluded his speech he said something I've never forgotten: "My years in the newspaper business have convinced me of several things. Among them, that people are basically good. And that we came from some place - and we're going some place. So we should make our time here an exciting adventure. The Architect of the Universe didn't build a stairway leading nowhere."

And the greatest teacher of them all, the carpenter from the plains of Galilee, gave us the Secret time and time again,

"As ye believe, so shall it be done, unto you."

Part II

IN THE FIRST PART OF this talk, I explained the Strangest Secret in the world, and how it works.

Now I want to explain how you can prove to yourself the enormous returns possible in your own life by putting the secret to a practical test. I want you to make a test that will last 30 days. It isn't going to be easy, but if you give it a good try, it will completely change your life, for the better.

Back in the 17th century, Sir Isaac Newton - the English mathematician and natural philosopher - gave us the natural laws of physics, which apply as much to human beings as they do to the movement of bodies in the universe. One of these laws is that, "For every action, there is an equal and opposite reaction." Simply stated, as it applies to you and me, is that we can achieve nothing unless we pay the price.

The results of your 30 day experiment will be in the exact proportion to the effort you put forth. To be a doctor, you must pay the price of long years of difficult study. To be successful in selling - and remember that each of us succeeds to the extent of our ability to sell: selling our families on our ideas, selling education in schools, selling our children on the advantages of living a good and honest life, selling our associates and employees on the importance of being exceptional people - to, of course, the profession of selling itself. But to be successful in selling our way to the good life, we must be willing to pay the price.

Now what is that price? Well, it's many things:

First, it's understanding emotionally as well as intellectually, we literally become what we think about. We must control our thoughts if we are to control our lives. It's understanding fully that, "As ye sow, so shall ye reap."

Second, it's cutting all fetters away from the mind, and permitting it to soar as it was divinely designed to do. It's the realization that your limitations are self-imposed - and that the opportunities today are enormous beyond belief. It's rising above narrow-minded pettiness and prejudice.

Third, it's using all your courage to force yourself to think positively on your own problem - to set a definite and clearly-defined goal for yourself, to let your marvelous mind think about your goal from all possible angles, to let your imagination speculate freely upon many possible solutions, to refuse to believe there are any circumstances sufficiently strong to defeat you in the accomplishment of your purpose, to act promptly and decisively when your course is clear, and to keep constantly aware of the fact that right now you are at this moment standing in the middle of your own acres of diamonds as Russell Conwell used to point out.

Fourth, save at least 10 percent of every dollar you earn.

It's also remembering that no matter what's your present job, it has enormous possibilities - if you're willing to pay the price.

Let's go over the important points and the price each of us must pay in order to achieve the wonderful life that can be ours. It is, of course, worth any price.

1. You will become what you think about.
2. Remember the word "Imagination" and let your mind begin to soar.
3. Courage - concentrate on your goal every day.
4. Save ten percent of what you earn, and
5. Action - ideas are worthless unless we act on them.

I'LL TRY TO OUTLINE the 30 day test I'd like you to make. Keep in mind that you have nothing to lose in making this test and

everything you could possibly want to gain.

There are two things that could be said of everyone: each of us wants something, and each of us is afraid of something.

I want you to write on a card what it is you want more than anything else. It may be more money. Perhaps you'd like to double your income or make a specific amount of money. It may be a beautiful home. It may be success at your job. It may be a particular position in life. It could be a more harmonious family. Each of us wants something.

Write down on your card specifically what it is you want. Make sure it's a single goal and clearly defined. You needn't show it to anyone, but carry it with you so that you can look at it several times a day. Think about it in a cheerful, relaxed, positive way each morning when you get up, and immediately you have something to work for - something to get out of bed for, something to live for.

Look at it every chance you get during the day and just before going to bed at night. As you look at it, remember that you must become what you think about, and since you're thinking about your goal, you realize that soon it will be yours. In fact, it's really yours the moment you write it down and begin to think about it.

Look at the abundance all around you as you go about your daily business. You have as much right to this abundance as any living creature. It's yours for the asking.

Now we come to the difficult part. Difficult because it means the formation of what is probably a brand-new habit, and habits are not easily formed: Stop thinking about what it is you fear. Each time a fearful or negative thought comes into your mind, replace it with a mental picture of your positive and worthwhile goal. And there will come times when you'll feel like giving up. It's easier for a human being to think negatively than positively.

That's why only five percent are successful! You must begin now to place yourself in that group.

For 30 days, you must take control of your mind. It will think about only what you permit it to think about. Each day for this thirty-day test, do more than you have to do. In addition to maintaining a cheerful, positive outlook - give more of yourself than you've ever done before. Do this, knowing that your returns in life must be in direct proportion to what you give. The moment you decide on a goal to work for, you are immediately a successful person.

You are then in that rare and successful category of people who know where they are going. Out of every hundred people, you belong to the top five. Don't concern yourself too much with HOW you're going to achieve your goal - leave that completely to a power greater than yourself. All you have to know is WHERE you're going. The answers will come to you of your their own accord, and at the right time.

Remember these words from the Sermon on the Mount - and remember them well. Keep them constantly before you this month of your test:

"Ask, and it shall be given you. Seek, and ye shall find.

Knock, and it shall be opened unto you.

For every one that asketh, receiveth.

And he that seeketh, findeth.

And to him that knocketh, it shall be opened."

It's as marvelous and as simple as that. In fact, it's so simple that in our seemingly complicated world, it's difficult for an adult to understand that all he needs is a purpose and faith.

FOR 30 DAYS, DO YOUR very best. Go at it as you've never done before. Not in a hectic fashion - but with a calm, cheerful assurance that time well spent will give you the abundance and return you deserve and want. Devote your thirty-day test to completely giving of yourself without thinking of giving anything

in return - and you'll be amazed at the difference it makes in your life. No matter what your job, do it as you've never done it before - for 30 days. And if you've kept your goal before you every day, you'll wonder and marvel at this new life you've found.

Dorothea Brande, the outstanding editor and writer discovered it for herself and tells about it in her fine book, "Wake Up and Live". Her entire philosophy is reduced to the words: "*Act as if it were impossible to fail.*" She made her own test, with sincerity and faith - and her entire life was changed to one of overwhelming success.

You make your test - for 30 full days. Don't start your test until you've made up your mind to stick with it. You see, by being persistent, you're demonstrating faith. Persistence is just another word for faith. If you didn't have faith, you'd never persist. If you should fail in your first 30 days, by that I mean if you should suddenly find yourself overwhelmed by negative thoughts, you've got to start over again from that point and go thirty more days.

Gradually, your new habit will form. Until you find yourself one of the wonderful minority to whom nothing is impossible.

And don't forget the card - it's vitally important to this new way of living. On one side of the card, write your goal, whatever it may be. On the other side, write the words we've quoted from the Sermon on the Mount: "Ask, and it shall be given you. Seek, and ye shall find. Knock, and it shall be opened unto you."

In your spare time during your test period, read books that will help you - inspirational books like the Bible, Dorothea Brande's "Wake Up and Live", "The Magic of Believing" by Claude Bristol, "Think and Grow Rich" by Napoleon Hill, and other books that instruct and inspire.

Nothing great was ever accomplished without inspiration. See that during these crucial first thirty days, your own inspiration is kept at a peak. And above all, don't worry. Worry brings fear, and fear is crippling. The only thing that could cause worry during this test is trying to do it all yourself. Know that all you have to

do is to hold your goal before you. Everything else will take care of itself. Remember also to keep calm and cheerful. Don't let petty things annoy you and get you off course.

Since making this test is difficult, some will say, "Why should I bother?" Look at the alternative: No one wants to be a failure, no one really wants to be a mediocre individual, no one wants a life that is constantly filled with fear, and worry, and frustration. Therefore, remember that you must reap that which you sow. If you sow negative thoughts, your life will be filled with negative things. If you sow positive thoughts - your life will be cheerful, positive, and successful.

NOW, GRADUALLY, YOU will tend to forget what you have heard on this recording. Keep reminding yourself of what you must do to form this new habit. Gather your whole family around at regular intervals and listen to what's been said here.

Most people will tell you that they want to make money, without understanding this law. The only people who make money work in a mint.

The rest of us must earn money. This is what causes those who keep looking for something for nothing, or a free ride, to fail in life. The only way to earn money is in providing people with services and products which are needed and useful. We exchange our time and our product or service for the others' money. Therefore the law is that our financial return will be in direct proportion to our service.

Success is not the result of making money; making money is the result of success - and success is in direct proportion to our service.

Most people have this law backwards. They believe you're successful if you make a lot of money. The truth is that you can only earn money after you're successful.

It's like the man who stands in front of the stove and says to it: "Give me heat and then I'll add the wood."

How many men and women do you know, or do you suppose there are today, who take the same attitude toward life? There are millions.

We've got to put the fuel in before we can expect heat. Likewise, we've got to be of service first before we can expect money. Don't concern yourself with the money. Be of service ... build ... work ... dream ... create! Do this and you'll find there is no limit to the prosperity and abundance that will come to you.

Prosperity is built on a law of mutual exchange. Any person who contributes to prosperity, must prosper in turn himself. Sometimes the return will not come from those you serve. But the return must come to you from some place. Because that's the law: For every action, there is an equal and opposite reaction.

As you go daily in your 30-day test period, remember that your success will always be measured by the quantity and quality of the service you render. And money is a yardstick for measuring this service. No man can get rich himself unless he enriches others.

Now there are no exceptions to this law. You can drive down every street and from your car estimate the service that is being rendered by the people living on that street. Had you ever thought of this yardstick before? It's interesting. Some, like ministers or priests or other devoted people, measure their returns in the realm of the spiritual - but again, their returns are equal to their service.

Once this law is understood, any thinking person can tell his own fortune. If he wants more, he must be of more service to those from whom he receives his return. If he wants less, he has only to reduce his service.

This is the price you must pay for what you want. If you believe you can enrich yourself by deluding others, you can only end by deluding yourself. It may take some time, but as surely as you

breathe, you'll get back what you put out. Don't ever make the mistake of thinking you can avert this. It's impossible. The prisons and the streets where the lonely walk are filled with people who tried to make new laws just for themselves. We may avoid the laws of man for a while, but there are greater laws that cannot be broken.



AN OUTSTANDING MEDICAL doctor recently pointed out six steps that will help you realize success:

1. Give yourself a definite goal.
2. Quit running yourself down.
3. Stop thinking of all the reasons you cannot be successful and instead, think of all the reasons why you can.
4. Trace your attitudes back through your childhood and try to discover where you first got the idea you couldn't be successful - if that's the way you've been thinking.
5. Change the image you have of yourself by writing out the description of the person you'd like to be.
6. Act the part of the successful person you have decided to become.

The doctor who wrote those words is the noted West Coast psychiatrist, Dr. David Harold Fink.

Do what the experts since the dawn of recorded history have told you you must do. Pay the price - by becoming the person you've wanted to become. It's not nearly as difficult as it is living unsuccessfully.

Make your 30-day test, then repeat it... then repeat it again. Each time it will become more a part of you until you'll wonder how you could have ever have lived any other way.

Live this new way and the flood-gates of abundance will open and pour over you more riches than you may have dreamed existed. Money? Yes, lots of it.

But what's more important, you'll have peace ... you'll be in that wonderful minority who lead calm, cheerful, successful lives.

Start today. You have nothing to lose - but you have your whole life to win.

How To Get Everything You Want Out Of Life

BY EARL SHOAFF

This transcript derived from Shoaff's only known surviving speech, given in 1962.

I JUST WANT TO TAKE a few moments and cover some things that have assisted me in acquiring things in my life.

I know that few people are aware of these basic fundamental laws that operate in this world of ours. Some people are aware of them; some people are not aware of them, but they are using them. And sometimes we wonder why certain things happen to us, we acquire certain things and then over a period of time it seems like we live in stagnation. Nothing happens; nothing takes place; everything seems to be at a standstill.

There are basic laws in this universe that we are governed by and will work for you if you know how to apply them. And I would like to cover a couple of these laws that will assist you in knowing why these things happen.

For an example, everybody is aware of the law of gravitation. Now, we don't know how it works, but we know it works. It works for everybody. It doesn't matter whether you are a saint or whether you are the opposite of a saint. If you jumped off a 20-story building and you are a saint and you land on a concrete sidewalk, you are going to be an unhealthy saint. If you happen to be a crook and you do the same thing, the same thing happens to you. So basically, it doesn't matter if you are good or bad—if you use the law of gravity wrong you are going to suffer.

The law of electricity works for all of us. If we use it properly, we can light our homes by screwing a light bulb into a socket. If we stick our finger into it, then we get bit. You're going to get

burned. We can burn your house down with electricity or you can light your home with it. You can cook with it. You can use refrigeration—all the great things that electricity will do for us!

You do not have to be an electrical-minded person. You don't have to be a genius to do it. A child three years old can push a button and turn the lights on. And one of the greatest electrical engineers in the world, all he can do when he pushes that button is that he can turn the lights on, too. So basically, it does not matter. It will work for you. We have laws to success.

We have laws of poverty. We have laws of lack, laws of prosperity. We have laws of hate. We have laws of love. We have laws of peace. All of these are basic laws. If we use them rightfully, wonderful things will happen to us. If we use them wrong, then we get ourselves in trouble.

Now, one of the things that has always bothered me, in all the books I've ever read on setting goals in life, positive thinking, positive goals in life—many of you have probably read some of the books—you follow these different steps, rules, laws, that if we set 10 goals we end up with 2. We lose out on 8. So it is not like the law of gravity seemingly, because it doesn't work every time. And one of the reasons it does not work every time, is that we do not use the right law. We are using part of the law, and so the law of averages will give you a percentage of your goals. That is all.

You say, "Gee, wasn't that great? It happened to me." But whatever happened to all the other goals you had in life?

I'M GOING TO LAY DOWN a simple basic way and you can have anything material you want to have and you can be anything you want to be, and it's a simple basic situation. There's absolutely no problem to it. These are scientific things that work every time if you will do it in a simple way.

Now, the first thing we want to become aware of is we want to be like farmers. We are going to plant seeds, and these seeds that

we plant are the seeds that we're going to reap. Now we're all aware that if we plant a seed of tomatoes, we are not going to get cucumbers—we're going to get tomatoes. If you plant a watermelon seed, you're not going to get grapefruit. You're not going to get radishes. If you want radishes, folks, you're going to have to plant radish seeds. And when you plant a seed in the earth, you must plant it properly. If you do not plant it properly, you will not have the harvest. One of the major problems in our country today for the average person is they take the time and the effort to buy all the harvesting equipment, but they do not understand the planting and the cultivating.

We want to reap harvest, but we do not want to take the time to plant, and we do not want to take the time to cultivate. Now the planting of the seeds in the earth is basically and absolutely the same process that you use in the mental world.

We are born with a conscious mind and a sub-conscious mind. We are the only animal in the kingdom that have both the conscious and the sub-conscious mind—a mind that can decide anytime in life where we want to go or what we want or what we don't want. We can decide with this accomplished mind of ours if we want to do a thing or if we don't want to do a thing. We can decide if we want to eat or if we don't want to eat. We can decide if we want a drink, or if we don't want a drink. We can decide what we want in life in a home, in an automobile, in the clothes we wear, anything that we want in this world—any type of furniture, any type of a home, any type of an anything.

We decide at anytime. Now, where most people are making mistakes is that they simply set their goals down. Now, what are your goals? Write them down. A fellow says, I want a house, a car, some furniture, I want some money. And this is the way they set their goals.

Now he has a whole group of seeds, let's say apple seeds. We had 50 different types of apple seeds, and we just grabbed any of those seeds and we throw them in the ground and they come up and they're green apples. I wanted red ones. That's because you

picked any type of an apple seed. You didn't describe it. So we must learn to define.

NOW, YOU'VE HEARD OF the word "visualizing". You have to learn to visualize things. And when you visualize something, this is the thing that's going to come in your life, if the visualization is strong enough. Now we're always visualizing things in our life, but the tendency is to visualize negative situations. Now the reason that we're visualizing negative situations in our life is because, let's not kid ourselves, we're living in a negative world.

So if I say, "Joe, how are you feeling today?" And he says, "Good, fine." And I ask him the next day how he feels, and he says, "I feel terrible. I've got a pain in my stomach and I ache all over." And he goes into a...you'd think he was an actor. He can describe a negative situation in his body so wonderfully. But when he feels good, he just says, "Fine." How come people, when they feel fine, they don't say, "I feel great; I feel wonderful; I feel so great that I expect all the wonderful things in the world to happen to me today!"?

In other words, have a little feeling when you talk about the good things in life. I say, "How are you doing in business?" You say, "Fine." Now if he has a bad day, he says when I ask him about his day, "Lousy, let me tell you this is a...I'm just having a terrible time. Did you read that article the other day? It took me several hours to find it; it was on the back page down at the bottom in fine print, but I located it."

People love negative things. They seem to vibrate with them. For some strange reason, they don't want things that are negative in their life, but they keep insisting on talking about them. And they can paint the most beautiful picture of lost and lack.

I say by the way, "Internal..." and everybody immediately starts shaking..."combustion." A guy says, "You know what I thought you were going to say?" And he starts creating pictures and he says, by the way, I wonder about last year, what I did with that...I wonder if they'll find that...and immediately he says, I can see the

guy coming in the door now...I wonder when he'll be here...I wonder what he'll look like... and he gets beautiful pictures, and the next thing you know, the guy is knocking on his door. He created the picture and he brought it into his life.

AND THE FUNNY THING ABOUT creating things, folks: we are creators. Nothing comes to us. Everything comes through us from us. Everything in this world that happens to us comes from in here, not out there.

And everything that you have in your life is exactly what you designed, the dress you're wearing, the coat you're wearing, the tie you're wearing, the necklace you're wearing, the home you're living in, the neighbors you've got, the friends you've got and the Senators you've got.

So don't blame me for people that you attracted! When you signed this person up, you're the guy that coached them in. You didn't care who it was as long as he came in. And pretty soon, you helped plenty of them and you say, "You know what, Shoaff? I've got a lousy bunch of distributors."

Well, when you understand these laws, you won't tell me these things. I'm not talking about you, or you—I wouldn't dare. There's too many here. What I am saying is that everything we attract is what we are, and what I am speaks so loudly I can't hear what you say. And what you are speaks so loudly I cannot hear what you say. So everything you say is the thing that you created. So be careful what you create. Be careful. It's hard to visualize a thing.

Let's try something, folks. Let's visualize a 707, shall we? What's a 707 look like? I've only been in one a couple of times. I've only seen one in the air once. It's hard to visualize one. You want to visualize an automobile, or a stole? I don't know why I keep saying "stole."

My wife must be visualizing a stole. I keep getting that feeling...every time we come to New York. You see, we have to

learn how to describe things. Now I'm going to go through a description of a thing because this is very important in your life, folks. Please try to remember what I'm saying. You can change your life that quick. You can have everything wonderful in your life; you can have everything wonderful happening to you, if you use these few basic little things.

Now I'm going to describe a thing—an automobile. I'll talk about an automobile because an automobile is easy to describe, and people can comprehend it very quickly and very easily. I'm not going to talk about a Chevrolet; I'm going to talk about a Cadillac. Anytime I'm talking about a Cadillac, folks, I'm not describing the Cadillac per se; I'm talking about a Cadillac idea—the Cadillac idea in the clothing, in the home and the things you really desire deep within you. And I'm not talking about something that you say. "Well, I've got to have money to buy a Cadillac." I'm not talking about money. It's not necessary that you have money to have a Cadillac. There are many wonderful things that can happen to you. These things can come to you from many unusual sources. Many wonderful things can happen to you.

If you believe in the thing I'm talking about, your income can be doubled, tripled, quadrupled. The one thing that I had in my mind, that I had defined in my mind, was a red Cadillac convertible. I never had owned a Cadillac in my life. Now you probably don't want a red Cadillac. I wanted one, and I defined that thing right down to the socks, and the end result was I had me a red Cadillac convertible, and my income increased to a point where it cost me nothing. This is visualizing. This is a positive attitude toward the things you want.

Too many people stop their dreams because they start thinking about that thing that is not necessary in order to have it. I say to somebody, "Do you want a new Cadillac?" You say, "I want one, but I can't afford it." I say, "It has nothing to do with affording. I just want to know what you really want."

Most people are afraid to define what they want in life. They're afraid it's going to cost them something. Well if you're making

\$1,000 a month right now, and you double your income to \$2,000 per month, you can have a Cadillac, you can have two Cadillacs, you can have five Cadillacs. Don't worry about the income—I'm just talking about the principle now. The Cadillac—what do you do about it? I'll say, "Pete, what would you like to have?" He says, "A Cadillac." Now don't forget folks, I'm going to give it to him—I'm going to give it to him. He has nothing to worry about—no money, no nothing. I say, "Pete, what do you want?" He says, "A Cadillac." I say, "Fine, Pete."

Now this is where people make their mistakes. I say, "I've got a nice 1936 beat-up model downstairs. I'll give it to you." He says, "I don't want a 1936 model Cadillac." I said, "You just told me you wanted a Cadillac." He says, "I want a '62 Cadillac." I said, "Why didn't you tell me, Pete? Why didn't you tell me?" This is the way people set their dreams. He doesn't just want a Cadillac. Do you want an orange or a green one? He says, "I want a red one."

Now he's starting to define. And you know it's very difficult to define up here in your mind. The first thing you do is you get a piece of paper folks, and you start defining on a piece of paper. A 1962 Cadillac, a red Cadillac, a convertible—I'm just describing one car now. You can have any kind of car you want—a red Cadillac, 1962 convertible with a white top, red/white upholstery, a red floor, white wall tires, electric windows, a/c unit. The guy says, "How much does that cost?" I say, "Don't worry bout it—you're going to get it for nothing." The guy says, "I'll take it, then." Now he says, "I'm going to put everything down then." That's right—describe it right down to the tee.

And when he gets all through, the perfect visualization is up here now because he has described it. When you write it, you start seeing it. He gets the picture up here by writing it down here. This is how you define things that you want in this world. When he gets that Cadillac completely defined in his mind, he's got the seed. He hasn't planted it yet. He's just got it picked out.

NOW THE IMPORTANT THING is that you must release that seed. You must release it and it must be planted. And the perfect thing in the world to plant that seed is to take this piece of paper now and write the concept, "Thank you". That's the law of acceptance. And you would be amazed how many people in this world can't accept their goods. You would be shocked. "Thank you" means you have accepted it. "I'm going to have it. I know it's mine." Then you take and you fold this piece of paper up with this goal on it, with this dream, with this desire and you put it away—put it underneath a tablecloth some place, put it in a drawer some place. Don't carry it around and don't take it out and look at it anymore. When you do this, that is planting it in the subconscious mind.

You've accepted—you've put it into the subconscious mind, and the thing starts to work. Now when you put this thing away, the reason you put it away after you have defined it: the seed has been planted in the subconscious mind. You put it away some place, never to be looked at again. The reason for it is like planting a seed in the earth, folks. If you go and dig that seed up two or three times a day to look at it, nothing is going to happen.

If you've never seen a lack of faith—it's the farmer who had the gullibility to dig up the seed to see if it was growing yet. Now that is little faith. He really believes in the laws of growth, and that's the same way with us human beings. This is the way we're making our mistakes. When we plant in the subconscious mind, and it's there, the dream is there. The dream starts working towards you, the Cadillac starts working towards you, and events start taking place out here, and the next thing you know it's getting closer and closer to you.

Now if you take it out, and you start to look at it, the thing that happens is we say, "I wonder where it's coming from." This is a true showing of a lack of faith. "I wonder when it's coming. I wonder how it's coming." And so you are putting doubt in your law, and it will not come, folks. It will not come to you.

Now, what's going to happen to the seed that you planted in the subconscious mind: you'll be driving down the street, you'll be in

a restaurant talking to a friend and all of a sudden, there's a red Cadillac convertible with a white top and the whole thing will hit you again and you'll see your dream. And it'll keep coming back.

The reason it'll keep coming back to you is this is the only way that the universal law has of talking to you. There's no voice—it's all in visualization. And when this dream comes up, what it really means is that's it's on its way to you. It is on its way to you—it's right around the corner. And so you do not at that time say, "How, when or where." All you do is say, "Thank you" because you know it's on its way. And then immediately put it back out of your mind.

And how would you act if you really and truly wanted a red Cadillac convertible—if you really and truly wanted one and it was a strong desire in your life, and you knew it was on its way, how would you act? You'd be excited, wouldn't you? You'd feel good—you'd say, "Man it's almost here, it's almost here." You'd walk taller, you'd look taller. You'd be happier. You'd be full of positive. You'd act different. Wonderful things are going to happen to you.

Where does the positive attitude come in at? It automatically creates a positive attitude because it's the law of expectancy. Good things are going to happen. You have planted your seeds properly, and they are working themselves to you, and you are automatically a positive person because all these wonderful things are going to happen. Don't just have one seed planted, folks—plant many seeds—any great desire you have in your life—a tangible object or intangible object. You can have anything in this world you want to have and you can be anything in this world you want to be by using this simple process.

THERE IS ABSOLUTELY NO WAY you can keep success from your door, if you will just follow this basic, simple little process that I just described. This is the law of life, and every one of you people have worked this process. Maybe you weren't completely aware of how you worked it.

But think about it—that's why you only get 3 out of 8 things, or 1 out of 8 or 1 out of 10, because you didn't know exactly the process you were using. Now you know the process, so you can deal with anything in this world. Children—our children, folks. How many times have you heard people say to their children when the child says, "I'm going to be President of The United States," and the father and mother will say to them, "You? With your studies, you'll never make it, Junior." Now this is a wonderful seed to plant in that fertile little brain. The subconscious is putting in the mind—telling him he can't; he's not smart enough.

The child says, "I'm going to be a rich man when I grow up. I'm going to have everything in this world." You say, "You? You're going to have to learn a lot, junior. You don't know how to handle money. You've got to learn how to use that ol' elbow grease." Anybody who's ever used much elbow grease, if he's ever made millions, I'll assure you the elbow grease is up here.

Now, what do you want to tell Junior? Anytime any children come to you or to their parents, you should tell your children, "Junior, you're the type of child who can have anything in this world. You have the ability and the intelligence to go anywhere, do anything and have everything in this world.

It is yours because you're that type of a child. Start planting these seeds in our children. This country today is teaching too many children, too many children, what to think instead of how to think.

And what are we? We are only children a little older than the other children. We are grown-up children, and we have to at some time in life, we have to start deciding and pinpointing things that we want in this world. And I'm not just talking about the tangible objects. I'm talking about intangible things.

What would you like to be? What type of person would you like to be? Would you like to have more love in your life? Well then, you must learn to give love. You'll never have anything without

giving. Everything I have I receive back, multiplied. If I have a lot of hate in my life, I'm giving a lot of hate out.

And so if I don't want hate coming in my life, I shouldn't be giving it out. If I don't want people to talk about me, I shouldn't be talking about people. Everything that I send out, I get back with feeling. Every thought I think I don't get, because I didn't plant my seed properly—I did not have a true visualization.

How many of you ladies have thought of a beautiful dress or a beautiful something that you don't have. How many would love to have a mink stole? A few years ago, if my wife even mentioned a mink stole, the first thing that would come in my mind was, "Where are you going to get it from? How are you going to pay for it?" I did not understand these things. When you just say, "mink stole," do you know what?

I never was aware that there was so many mink stoles in this country—every kind of every price and color and designs and everything else, and if you don't even know the exact kind you want, how do you know if you can ever expect to have it? Do you know the amazing thing? The average person in this world, and I'm only saying this because we are the average people of the world, and I say average because I am talking to an intelligent group of people. I'm not talking to people way down the ladder. I'm talking to a group of intelligent people. And I'm saying this, and you analyze this yourself.

Ask yourself this basic question. Do you know what you want in life? If I were to ask you right now, "What do you really want? What is a tangible object that you want in this world—things you can feel and touch and smell?

What are the things you want in life? And you know, folks, the amazing thing—I doubt if there's 2% of the people in this room who can tell me and describe it, and just like that come right out and say it. So, what is success in your life? What is it that you want? Define it. Write it down. Pinpoint every drop of that dream that you have in your mind. Define it so clearly on that piece of paper that you can completely see it in your mind. And

when you get it written down, write "thank you" on it and plant that seed and put it away, and it will start to materialize and it will start coming into your life.

That is anything folks, anything.

Now a guy says, "I'm going to put down The Statler Hotel." You know why it wouldn't work for him? I'm not saying it won't work for the fellow, but I am saying that it won't work for the average person. Do you know why? He couldn't even imagine getting it. He can write it down. He can define it, and he can put "thank you" on it, but he can never plant the seed.

And the reason he can't is because he couldn't even imagine getting The Statler Hotel, that's why. And don't forget, this is something you have to accept—you're going to have it, folks. I told people about a Cadillac, average people working on average jobs. I said, "Do you want a Cadillac?" The guys said, "No, no, I don't want no Cadillac." I said, "Well, why don't you want a Cadillac?" He said, "For one thing, it cost so much to operate them." You see, he doesn't want one—he isn't ready for that step yet.

Now see, he steps from one car to another to another. He raises his consciousness, until pretty soon, he can buy Cadillacs like the average person buys a pair of shoes. And you can grow; you can grow in your thinking. People say, "Boy, you got to be careful about people—they'll take you in if you're not careful." They get such a wonderful visualization—they're always getting taken in. So you see how we build these pictures in our mind? People will spend the morning; they're going to get ready for a wonderful day.

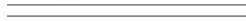
Tomorrow morning, we're getting ready for a wonderful day; we're going out and it's going to be the most exceptional day we've ever had in our entire lives. I said, "How are you going to start the morning? Exactly what are you going to do?" He says, "Well, the first thing I'm going to do is go out on the porch." He's going through his morning now—he's going to go out on his

porch and get his newspaper and read a little bit about positive thinking in the headlines.

And if he can't find it there, he'll look and look and look and look until he finds something that is really good and negative and then he'll tell his wife and describe it, and he says, "Guess what I found in the paper?" And he starts telling her about some wonderful divorce that's taken place in the paper and the kids committed suicide, and he'll go on with this and he'll say, "Just imagine that, imagine that!"

And he'll describe it, and the negativity will get started and the wife will get negative and he will get more negative and when he gets all through with breakfast now, he's in such a nasty mood that he doesn't even like his dog! And he's going out to face the world with a positive attitude.

Do you see how ridiculous it is folks—some of the ridiculous things we do in life and we wonder why success doesn't always come to us in the proportion we'd like to have it come to us?



EXPECT WONDERFUL THINGS. Be a creator of ideas.

Let's not be moons, the reflector of ideas. Let's be suns, let's be the creator of the light; let's be the creator of the ideas, because we all have a capacity—that guardian of the gate, as the conscious mind. This guardian can at any time let any thought through to the subconscious mind it wants—any thought at any time.

We are thinking human beings. We have the capacity to think of anything, anything in this world we can think of, but we do not have the capacity to think of nothing. Now you try to imagine what nothing is. Try to get a thought of that—there is absolutely no way. So that means we are thinking human beings and there are thoughts flying through our mind continuously—a steady flow of thoughts all the time coming through the mind.

Now where do these thoughts come from? All of a sudden, you say, "Gee, that thought must have come out of the clear blue

sky." You didn't think of it, and it might have been something you didn't even know about. And the thought comes through and you say, "Well, that's kind of ridiculous, isn't it? That couldn't happen to me." And so you throw that thought aside. And if it's a good thought, why not accept it? Stop and analyze it and accept it. And let them happen to you.

And these objects come through to you all the time. A negative thought comes through and you say, "Boy, that's a good and negative thought and you start thinking about it and pretty soon you get a frown on your face and you think about it a little bit more and you create a beautiful picture and all of a sudden you put that down in the subconscious and you think, "Boy, there's another bad thing that's going to happen to me."

Have you ever caught yourself thinking about something you didn't want to think about and you've been thinking about it for 5 minutes and all of a sudden you think, "What am I thinking about that nasty thing for?" We do it; we do it all the time, folks.

But we can stop now, any time we want, and we can change that thought and we can put in a good thought. If you don't want to think about oranges, change the thought and think about bananas, if you want. If you don't want to think about lack, change the thought and think about prosperity. If you don't want to think about hate, think about love.

If you don't want to think of anything negative, put a positive idea in your head. You know what happens, you can analyze and you can just dream about it and everything else, and get all these seeds planted properly and have all these wonderful things happen. Get twenty wonderful seeds planted, get them written down. Define. Thank you. Plant them into the subconscious mind.

Put it away, and every time it comes back into the subconscious mind and the law saying it's on its way, you just say "Thank you". Don't analyze it because it's already planted. Just say "Thank you" and go on.

Have ten, fifteen, twenty, thirty of these wonderful seeds planted and folks, you'll walk on air. You'll have miracles happen in your life. And don't be afraid to do this. Your wife isn't in harmony with the wonderful things you want to happen to you; well, if the husband isn't in harmony or if the children are not, or your friends aren't, you don't have to show them.

Plant your seeds privately then, and put them away privately and plant them deep and all these wonderful things will happen and you'll say, "You know, one thing about that person, I don't know what happened to him, but man oh man, everything they touch turns to gold.

And that's the reason. That's the reason, folks—the proper planting of your seeds.

If You Can Count to Four...

BY J. B. JONES

Excerpted from the first chapter of Jones' bestseller "If You Can Count to Four..."

IF YOU CAN COUNT TO four, you can learn a simple set of rules which will unlock the treasures of the universe in all its dimensions.

Millions of people have been taught to believe that the rules of success are indeed so very difficult and complicated that surely they could never learn them.

The average person is perfectly willing to accept the fact that several hundred families in most any community are successful. They, at the same time, know that there are hundreds of communities in our own country and, of course, and all the other countries too.

If they would stop and think for a moment, they would also know that when you add up the hundreds in each community, and then multiply by the thousands of communities all over the world, that it would add up to hundreds of thousands of people who are very successful.

For example, not long ago it was my pleasure to visit Mexico City. I was surprised to learn that there are approximately 10,000 millionaires in Mexico City. We hear of the millions of extremely poor people in the country of Mexico. But, at the same time, there are 10,000 millionaires in just one city in Mexico. How could there be that many rich people and millions of poor people unless there is a basic system of rules that 10,000 of them are using and the millions are not using? I too, wondered about these perplexing problems for many years.

I was born into a family of 14 children down in the hills of Tennessee and the first 18 years of my life I was what was considered a poor boy. I observed hundreds of families who obviously were not poor. They had poise, culture, a feeling of well-being, self-confidence, a measure of health, and they had plenty of money to express life abundantly. I wondered why my wonderful parents did not have those things in abundance too. I was stirred to investigate and find out, if possible, the answer to this problem.

I found out that anyone can be genuinely successful if he will learn the exact same "rules" that the successful people learned and use them.

To be genuinely successful, to me, is to enjoy a large measure of happiness, health and prosperity. It is a balanced type of life; Harmonious living with good physical health and also plenty of money.

So, it was my privilege to start out as a poor, unhappy person and to make the same observations that the millions are now making. It was my privilege to learn these basic rules and to take them out into the hard-boiled business world and to challenge every one of them. *And to discover, beyond any shadow of a doubt, that there not only is a system of rules, but that anyone, not just a few, can learn them and use them and become just as successful as he wants to be.*

The title of this section, "If You Can Count to Four" is designed to tell you that regardless of your background, your lack of education, your lack of knowing anyone who is supposed to be important, your lack of funds, or any other seeming lack, you can still be what you want to be and have what you want to have.

Yes, you can start right now without funds, without education, without friends or influence, without an idea, without anything but a sincere desire to be somebody expressing life, and you can be that person you have secretly always wanted to be, and you can have all the money you want to express yourself within every field of your own choosing.

Are you ready to put The Count to Four technique into action? I am sure that you are. I know that you are because I know that you have many desires which you have never realized.

It has been said that 98 people out of every 100 have never decided just exactly what they want to be in life. That is, they have never come to any decision regarding a "life's goal" like Henry Ford, Thomas Edison or Andrew Carnegie. But here is the most important thing as far as I am concerned. It is understood that 98 out of every hundred haven't made that big decision, but I happen to know, and you do too, that you and I and every other person living at this moment has some desire, right at this moment, that we want to realize as soon as possible.

Ask yourself the question, "What do I want to be next?" "What do I want to attain next?" List all the things you want to be next and all the things you want to have next. Let's not worry too much about what we want next year or five years from now or 20 years from now, at this point. If you have just one little desire right now that you wish fulfilled and you don't know exactly how to go about it, then you are ready to learn how to "Count to Four".

LET'S BEGIN BY LOOKING at *Phase One* which is to *identify what you want*.

Write it down.

Define it.

Describe it.

There are several ways of helping your subconscious mind to become deeply impressed with exactly what you want. For example, you can cut pictures out of magazines and paste them in a scrapbook. If you can draw well, or if you know a friend who is an artist, you can create drawings or pictures of your idea of what you want.

By going through this simple mental process, your subconscious mind is impressed with exactly what you want. I want to point out, right at this point, that what I am asking you to do does not cost you one red penny. I merely want you to do it so that we can cause your mind to go through certain "thoughts."

You see your thoughts as size and color and texture. One of the reasons a person is living a small, limited type of life now is that he is in the habit of thinking small, limited thoughts. So, for Phase One, *let's not ask the price.*

Let's just identify what we really want. It can be any size and color and texture and design. At this point, all we are concerned with is "a mental process" which does not cost a cent. So, do what I am asking you to do, because if you will, I guarantee you that you will realize your desire in every case.

So, with the humility of a little child, get yourself a notebook and write down everything that you want to be next and everything that you want to have next. First of all, just write them down in your own words so that you can read them and they will cause you to know what you want next.

Then, after you have written these things down, start cutting out the pictures which represent what you want and paste them in the notebook. For example, I have done this in regard to automobiles, and I have known many of my students to do the same. I decide that I want a certain automobile, then I write it down in my notebook. I go down to the dealer and obtain as many color pictures as possible and then I paste one of them in my notebook, on the wall by my bed, in the bathroom by the mirror and in my desk, so that every time I open the drawer I see the picture of what I want.

By doing all these things I accomplish the purpose of the ONE phase of the formula of success. *I developed a keen, clear, distinct mental picture of exactly what I want.* The subconscious will help us obtain exactly what we want or if we give it a hazy, unclear, smeared concept or mental picture, it will help us obtain that.

Which would you rather have, just exactly what you want or a smeared, unclear approximation of what you want? I can tell you from hundreds of experiences that this works right down to a "T."

I might say here, that of the thousands of successful people whom I have studied, every one of them had either consciously or unconsciously developed the ability to think distinctly and clearly, and to define and identify the things which they wanted.

The millions of people who do not have the things they want, at the same time, have not developed their ability to think clearly. Yes, they had the same basic ability to learn to think distinctly as anybody, but they did not realize that it was important or that it had anything to do with him getting what they wanted, so they just continued to think in a blurred, indistinct manner.

When I found this out in my research I was deeply impressed and immediately started trying to think more clearly. I began to identify exactly what I wanted to be and have. I noticed right away, a change in my life. I had more of a feeling of harmony and peace as soon as I took charge of my thoughts and started to define distinctly what I wanted to be and have. Also, my financial situation began to get better and better.

Most of you will say at this point, "Well, I can certainly accomplish Phase One." As long as it doesn't cost anything, what have I got to lose? You say to yourself, "If there is just one remote possibility that this will work, even though I do not quite understand just how it works, I am certainly going to get started right away and obtain a nice notebook, and write down my secret dreams of what I have always wanted to be and I am making a complete list of everything I want of a material nature.

"Since all he is asking me to do at this point, is to go through the mental activity, the least I can do is cooperate with him, as he promises me that I can be what I want to be and that I can have what I want to have. I am approaching this with just simple childlike faith as he has tested in his own life and many thousands of others and it has never failed.

“I don't have to understand just how it works, anymore than I have to understand the way my television set works in order to enjoy it fully; or anymore than I have to be an electrician in order to enjoy all the fine things which I enjoy through electricity. I must assume that there are 'laws' about which Dr. Jones is familiar, and he is sharing with me a simple little, one, two, three, four routine, which, if I follow, I can enjoy the full benefit of as though I understood it fully.

“I know that even little child can just turn on a light switch and not know anything about how it works, and all the lights will burn just as well for the child as if an expert electrician had turned on the light switch.”

I must say just one more thing before I take you into the next phase which is Phase Two. I know that most of you will believe in this enough to try it. I congratulate you, because when you try it, you will find that it works.

And, of course, you will become what you want to be and you will have what you want to have. But there will be a few who think that they are so smart, that they will say, "Ah, that Jones guy is crazy." I would like to challenge you, if you should fall into this type.

Go ahead and prove me wrong. You can never honestly say that it won't work unless you try it and see whether it works or not. Go ahead, try it and prove me wrong. I have a pleasant surprise for you. You will end up being what you want to be in having what you want to have.



NOW, LET'S MOVE TO Phase Two.

Phase Two is also just a mental exercise, and it doesn't cost you one red penny. Phase Two is as follows: "Pretend" that you already are what you want to be, and that you already have what you want to have.

Ask yourself, "How would I feel if I were already the person I want to be? If I already had the things that I have written down on my Phase One list, how would I feel? What would I do? Where would I be right now?" In other words, assume the fulfilled dream.

Assume the feeling of the dream fulfilled. When a farmer plants a field of corn, he cultivates it, rains fall on it and the sun shines on it and it grows and grows until one day it is ready for the harvest. You see, Phase One of this formula is like planting the seed. Phase Two is like watering, cultivating and warming the soil by the sun shining on it. When you "pretend" that you are the person you want to be, you go through special mental activities or mental exercises which are like plowing the corn, or cultivating it.

When you assume the warm, deep emotional feeling of the person you want to be, it is like the warm sunshine shining on the growing corn. I can tell you many details of what actually takes place inside you and what happens in the whole universe, when you "pretend" but believe me, I know that if you will do it in simple childlike faith your dreams will come true. Is that fair enough at this point?

Later on, for those of you who are interested, I will be happy to go into the deeper aspects of the laws involved.

Someone will ask, "How do I comfortably go through these mental exercises of pretending that I am a certain person in my dreams?"

One of the best ways that I have ever used is as follows:

- 1 I first assume that I have already attained my desire.
- 2 Then I ask myself what event would normally take place after I had attained my desire but would never take place other than if I had attained my desire.
- 3 Then I make arrangements to live that event as though I had already attained my desire.

For example, I went on the air on my first television program on June 19, 1955. I had my desire to be on television written down for several months before June, 1955. So, in March, 1955, I arranged an occasion to dramatize an event which would normally only take place after my first appearance on television. I arranged to have a debut party at my house, and the time was, as we pretend, the evening after I had debuted on TV that afternoon.

Each guest was invited and given a script, which told him exactly what to say at the party. So each guest arrived with great joy and enthusiasm congratulating me on having done a fine job that afternoon on my first telecast. All evening, our discussions were regarding how happy we all were that the program had been launched so well in the great good that would be done by the principles of genuine success being taken to so many hundreds of thousands of people, etc.

We pretend that we were celebrating the start of a television program in March, but the actual program did not start until June or about three months later. But we all assumed the mental attitude, the excited feeling, the tones of reality, of having already started the program. I happen to know that by doing this very thing it played a very important part in bringing my dream into fulfillment so soon.

You don't have to do anything great in order to use this one, two, three, four technique.

Let's suppose that your little girl wants a new tricycle. One day you see her riding an old broom around in the backyard. You ask her what she is doing and she says, "I'm riding my new red tricycle." She is using the same technique. She, first of all, did Phase One, which is to decide that she wanted a new red tricycle; then she was doing Phase Two by riding the broom and pretending that it was already her actual new red tricycle. It's just that simple. It doesn't cost a penny so far, and it's just a mental activity which you go through like a little child.

Let's suppose that you want to be a person who has great poise so that you can meet all life situations without fear or feeling of nervousness. You would even like to be able to stand up and speak before groups with poise and comfort. Then, if that is what you want, you have your Phase One part already.

What about Phase Two? You would do several things. Every time you attend a group meeting in the person of poise gets up and gives a really good speech, you see yourself as being the person giving that speech. Get that feeling of giving that speech by pretending that you are the person giving it. Also, give a party and coach your guests and celebrate your having given a great speech the day before. Also, line up some chairs in your living room, and one day when no one is there but you, assume that all those chairs are full of people.

Stand up and talk to them as long as you can think of anything to say. It doesn't matter at this point, just keep standing there and keep talking about anything whatsoever, and after a while you will get a feeling of comfort and you will then begin to control your thoughts. Then, after awhile, you will find yourself taking advantage of every opportunity of accepting appointments to speak before groups and you will one day find that you are a person of poise and confidence.

It doesn't matter whether you want to be the President of the United States, and Ambassador to a foreign country, a Congressman, a Senator, a movie star, a great singer, a great industrialist, a great attorney, a great salesman, a great farmer, a great housewife and mother, a great secretary, or a great whittler, you can become anything you want to be, big or little, by applying this one, two, three, four technique.

Can you fulfill Phase Two? Sure you can. All you need is the desire and humility of a little child.



BUT PHASE THREE IS very important.

Phase Three is, "That ability within you to say, Yes and No."

Many people have not learned that it is their individual prerogative to evaluate any life situation or event or proposition and then down deep inside say, "Yes" if they believe it should be yes, and to say "No" if it should be no. I am not advising you whether, in certain circumstances, you should say "yes" or "no", but in order to emphasize this point, I would like to say that you have the power, and the right, and the ability, if you choose, to use it; and the God of Heaven gave you that power, right, and ability to use it.

Yes, you have within you the power, the right and the ability to look your father and mother right in the face and say "yes" or "no." You can look your minister right in the face and say "yes" or "no." You can look your husband, or your wife, right in the face and say "yes" or "no." You can look your friend, or your so-called enemy in the face and say "yes" or "no." Yes, you can look even God in the face and say "yes" or "no", because he gave you "dominion" and that means that you can say "yes" or "no" to every source of suggestion, even your God, and face the possibility of enjoying the results of having made the right decision, or of suffering from having made the wrong decision.

But the point I am making is that you were given the right, the power, and the intelligence, and the ability to learn to say, "yes" or "no."

Now, you have followed the suggestions made in Phase One and Phase Two very closely. But, one day you will happen to mention what you are doing, to a friend, your husband or your wife, your mother or father, your minister, and one or more of them immediately begins to make fun of you or discourage you. They tell you, "You mean that you fell for that!"; "Don't be silly"; "I don't believe that stuff, and I think that you are nuts"; or some sort of discouragement.

Well, Phase Three of this technique is "down deep inside you." Pay no attention to them whatsoever, but keep your thoughts on Phase One and Phase Two. Keep identifying your desires, and keep "living in the feeling of having already attained them." *Yes, you can control your attention units. You can learn to say "no"*

to anything which will hinder the fulfillment of your dreams.
You are the master of your fate, the captain of your soul!

Again, let me stress that so far it doesn't cost anything. When I lecture on the subject around the country I consistently have people ask me, "How much does it cost me to quit being what I am now and become what I want to be? How much does it cost me to get the things I want now?"

Well, I tell them that I had discovered and have proved a simple little technique that really works every time. It is called the "IF YOU CAN COUNT TO FOUR TECHNIQUE" Phase One doesn't cost one cent. Phase Two doesn't cost a cent. And Phase Three doesn't cost a cent either. And now, let me tell you that Phase Four doesn't cost a cent either. Is that fair enough?



PHASE FOUR IS THE HOW!

How do you get from here and now, to there, and what you want to be, and have what you want to have and not cost you anything?

Well, I am going to give you the answer in several ways so that you will be sure to trust it. First, let me say, that I am aware of certain facts, laws, rules, powers which are all natural, and which, if you will do certain things with the simple faith of a child, will all work for you and bring your dreams all fulfilled to you.

How many of you have ever had an idea come to you for "out of the blue?" All of you have, I am absolutely sure. Well, how many of you know just where the "blue" is located? I don't exactly know where it is located myself, but I know the name we give it.

The "blue" is your subconscious mind.

Now, your subconscious mind is like the "soil" into which the farmer plants seeds. The farmer plants for example, wheat. What grain does he expect to one day harvest? "Wheat, of course" you say. May I ask you "How does the farmer take one bushel of wheat, plant it in good soil and a few months later harvest, say

40 bushels? Where does the extra 39 bushels come from?" "Oh," you say, "Nature did it."

Well, the farmer has learned by experience that there is something, some power which he calls nature and that if he plants good seed in good soil in good season he can depend on this power in some manner or means which he does not completely understand to take his one bushel of wheat and increase it to 40 bushels.

At the same time, he knows this power does not steal this extra 39 bushels from the neighbor's granary. This power, in some fashion not fully understood takes just one bushel of seed, about an acre of soil, and about three or four months time.

The faith of the farmer, the warmth of the sun, the moisture of the rain, and other invisible elements, are combined and out of what appears to be "Nothingness" produces 40 new bushels of wheat. The farmer is pleased with the whole affair and his neighbor is not angry with him.

1 Phase One is the seed.

2 Phase Two is the watering, cultivating, sunshine and faith.

3 Phase Three is keeping the weeds out and not letting the enemy destroy your seed which has been well planted and is being cultivated until the harvest.

4 Phase Four is the Subconscious Mind, which has the same quality in the field of LIFE as the soil has for the farmer.

In this way, the same as the soil takes one bushel of wheat and gives you forty fresh, new bushels of wheat, the subconscious takes one good idea, and through laws only known to itself, makes it into your dream fulfilled.

But you ask, "Just how are some of the ways that this all develops, or comes about in my daily life?"



I AM GLAD TO GIVE YOU several examples.

Remember that you have done what it says to do in Phase One. Also, Phase Two and Phase Three. Now, there is a "period of time" that it takes the seed to germinate and the harvest to arrive in the form of your dream fulfilled. This all takes place quite naturally from day to day in your life. But each day you will have ideas come into your mind and you will do what these ideas suggest as they have to do with the progress toward the attainment of your desires.

For example, suppose that you want to enjoy the standard of living which requires an income of one thousand dollars per month. But right now, your income is only three hundred seventy-five dollars per month.

1 **Phase One**, you identify your desire of an income of one thousand dollars per month.

2 **Phase Two**, you pretend and feel as you think you would feel if you already had an income of a thousand per month.

3 **Phase Three**, you would insist on maintaining that feeling regardless of any suggestion which would disagree with you.

4 **Phase Four**, you would listen for an idea from your subconscious mind which will help you to actually earn and receive the thousand per month. One day, you ask a friend of yours, "How many ways are there in the world, which pay at least a thousand per month income?"

He tells you of over one hundred ways that pay at least that much. Your Subconscious Mind begins to function in a manner that it never has before. It begins to add things up for you. It tells you in the form of ideas, out of the "blue" and in the form of feelings and urges that you should begin to study in a certain field, perhaps attend a series of lectures, or read certain books, or attain the necessary training to qualify for this new method which will permit you to earn and receive at least a thousand

dollars per month. Of course, you not only listen to the subconscious, you do what it tells you to do.

You then, one day, find yourself in a new position that you enjoy very much and you are happier than you have ever been in your life. You are earning and receiving a thousand per month and your dream is a reality. The Count to Four Technique has worked for you and made it possible for you to almost triple your standard of living. It will help *THE WAY TO STATE* you to be anything you want to be and have anything you want to have.

Another example: A friend of mine is a man who, prior to three years ago, had never been in the direct selling field. He had been operating a modest dry cleaning business.

When I met him three years ago, he was a presser in a department store earning and receiving exactly \$100 per week. He had never been before a group to make a talk at the time I met him. He had a 10th grade education, but like so many of us had not learned how to use the best of grammar as far as so-called correct speech was concerned. This man attended one of my lectures about three years ago, and he decided to do everything I asked him to do as I promised that he could be anything he wanted to be and that he could have anything he wanted to have.

In just three short years, he is a top sales executive of one of the most outstanding sales organizations in the world. His duties take him on lecture tours all over the United States, Canada, Hawaii and Alaska and soon he will go to Europe, Asia, Australia, New Zealand and Africa. He interviews the biggest people wherever he goes and his income is very substantial and is going up each year. He has everything he could desire. He lives in the finest suites at the finest hotels all over the world. He can do anything he desires because he has self confidence and an adequate amount of money.

Another example: About two years ago, I was lecturing along this line to a group of about 60 people near Los Angeles. Most of this small group were middle aged and older women in the

selling field. I told them about the principles behind The Count to Four Technique. It was, as some of them told me later, just too good to be true. They wanted to believe it, but just found it impossible.

I felt this feeling among these very fine woman and I stopped right there on the spot and used The Count to Four Technique to help me to help them believe. I got the answer on the spot. I asked if there was at least one lady present, who is never, at any time, even secretly considered the idea of owning and casually driving a late model Cadillac automobile.

A charming lady raised her hand. In fact, several raised their hands, but I picked this one out as an example. I also asked her if she had an expensive dress. She said no, but that she would like one since I mentioned that she can have anything she wanted. Also, she said she was living in an apartment, which was very modest, that cost her about \$30 per month. She was driving a used compact car, which at the time was worth about three-hundred and seventy-five dollars. I think that you all can get the picture.

Now, I told the group that in six months or less, this lady would own and be driving a late model Cadillac, be wearing a new expensive knit dress, and would be living in a new and expensive apartment comparable to her new way of life. They all looked goggle-eyed at me as though to say, "Can this really be true or is he a fool?"

Not six months later, but just 5 and one-half weeks later, this lady had her late model Cadillac, her knit dress and her new apartment. And all that she did was use what I have asked you to do in The Count to Four Technique.

She got well long into the plan, and after a week or so her subconscious mind began asking, "How can I earn and receive more money, because now I am a Cadillac girl and not a second-hand compact car girl. I'm a knit dress girl now, and I am a girl who lives in a new expensive apartment with period furniture. I want to find a way so I can be of greater service to humanity so

that I can receive more compensation so I can comfortably live by my new standard."

Well, this lady's self-confidence and her sales increased so that she jumped from where she was at the time of the first lecture, to where she was just 5 and one-half weeks later. That has been a little less than two years ago, and now, I still know this very nice lady and at this time she is looking at a brand-new Cadillac. By the way, along with all the things which I mentioned, she also grew in poise, self-confidence, charm, patience, love of service, generosity, and many other very desirable mental attributes.

Her income today is at least three times what it was two years ago. Her self-confidence is 10 times what it was two years ago, and all because she decided to let me experiment in her case. She did not know exactly how it was going to happen, but she had confidence in me and did just exactly what I asked her to do. You say, "Yeah, he tells us these things, but he doesn't give us their names and addresses." If all you need, to believe this enough to try it, is to be able to contact this lady and ask her if I am telling you the truth, I'll be happy to give you names and addresses.

THE WAY TO STATE THE Phase Four principle is this:

The size and color of your thoughts are *cause*. Your experiences are *effect*.

Each thought has size and color or quality and quantity. Your thought regarding income is cause. Your income is effect.

If you could go through some sort of mental exercise and thereby increase the quality and quantity of your thought, which is cause, soon the income, which is effect, would be increased accordingly.

The Count to Four Technique is a mental exercise, which expands our thoughts regarding our desires and the law of cause and effect brings our desires to pass.

You ask Mr. A. how much his income is at present, and he tells you that it is \$400 per month. You ask him what kind of a house

he lives in, and he tells you he lives in a \$75 per month house. You ask him why he doesn't live in a \$200 per month house, on a \$400 per month income.

Let's assume that he wants, very much, to live in a certain house which he can obtain for \$200 per month. Let's now further assume that he goes to night school and gets a new job, where his services are now worth \$650 per month instead of \$400 per month. Now he obtains the \$200 per month house and lives in it.

How much does it cost him? We will all have to admit that all he did was to increase the quality and quantity of his "thoughts" and this resulted in his 40 hours per week being worth \$650 per month instead of the \$400 earned previously. So, it didn't cost him anything to move into the \$200 per month house from the \$75 per month house.

Please try to think this through until it really means something to you. I know men who used to work very hard for \$400 per month.

They worked hard for over 40 hours per week. Now they have so increased the value of their services per hour, that they work fewer hours, expend less energy and they are earning and receiving \$4000 per month. I can take any man or woman, regardless of station in life, and if they will follow The Count to Four Technique, they can increase the quality and quantity of their "thoughts" and thereby increase the value of their services.

In turn, they will increase the amount of their income, and they can then obtain what they want. The Count to Four Technique will work for you regardless of whether your present income is \$20 per week or \$2000 per week. It is a principle which will make it possible for anyone, in any station in life, to merely decide what he wants to be and to have and then become it and have it.

It is now time that every person in the whole world should be told that success is just as simple as one, two, three, four. It is not as complicated as we have been told for centuries. It is good to get a formal education and to know as much as you can.

We have been told, however, that an education is indispensable and absolutely necessary before one can be successful. That is not so.

"If you can count to four", you can be anything you want to be and can have anything you want to have.

I know this to be true, and I challenge anyone to prove me wrong!

PMA: Science of Success – An Overview

IF YOU KNEW THE PATH to success, that it was already defined, and always worked if you just took those steps, would you let anything get in your way?

And if someone told you that you probably already knew most of what made the most successful that way, would you believe them?

The answer to those two different questions might be "no".

Because that's the way we've been trained from childhood - through our schools, our family upbringing, and the people around us, including our popular media.

We aren't trained to be an exceptional success – instead, we're trained to get a job and stick with it as long as we can.

Whether you work at a writer or in any other profession or job – your success is based on a set of natural principles.

And most of us have already encountered some or all of them through just regular living.

The only difference between the exceptional successes and the ordinary mundane job-holder is a matter of belief and persistence.

If you don't believe that success is inevitable, then it doesn't make sense to go out of your way to achieve it. It's much easier to just follow the crowd and do what they do.

That explains why the vast bulk of job-holders live from paycheck to paycheck, and get loans that last the bulk of their years in the workforce.

What if someone said that all you have to do is to think for yourself? That it's mostly a matter of believing your gut instincts are right?

This is the deal: *Success at anything in life is based on a set of natural principles that you are already familiar with.* You already know that these work for you. But the scene is that you have never worked out what they are exactly, why they are important, and how to line up your actions to make any repeatable success for yourself.

The real secret is to study successful people and find what the common principles are that they use. Of course, that would take a lifetime – so we are better off finding people who have already done this.

Napoleon Hill was probably the most influential speaker and author in the last century because that is what he did. He said Carnegie commissioned him to that challenge – to distill that practical philosophy of achievement. All we know for sure is that he did wind up with a set of principles. The proof is found in his "Think and Grow Rich" - a book that reportedly made more millionaires than any other single fiction or non-fiction book ever published (excepting, perhaps, the Bible).

People who read and internalize that book are different at the end. They become successful at almost anything they try to do. One reason is because they focus on one goal and persist at achieving it until they do.



IN THAT LAST SENTENCE are three of the principles. Can you spot them?

Goal.

Focus.

Persistence.

And you might say, it can't be that simple. I'd have to agree with you. Because Hill, late in his life, and after spending almost all of that life in distilling the Philosophy of Personal Achievement – had to be talked out of retirement to put a final polish on these 17 natural success principles.

What I'm about to show you, briefly, is a short explanation of each one and a way you can learn and remember all of these. Just so you can now start your studies of these principles while you get busy becoming even *more* successful – at *anything* you want to be successful in.

Whatever you want to be. Whatever you want to achieve, attain, or acquire.

Because if you're reading this, you've already been successful at many things. Like learning to read, for instance. Or learning to dress yourself and hold a job in order to earn income so you could buy this book - or at least find it in the library. Maybe it was learning how to research and find things online.

The point of life - and this book - is to learn how to become as successful as you really want, at anything and everything you could possibly want. Because nothing is really holding you back except what limits you've accepted and still hold in your own mind.

You can really get everything you want out of life. And keep it.

Napoleon Hill started from scratch and made himself a millionaire three separate times in his life. Others, like W. Clement Stone turned a hundred dollars into 10 million by following what Hill worked out. Earl Nightingale was exceptionally successful at almost everything he tried - and left us around 9,000 recordings of tips and tricks to living. Again, only after he found and started applying Hill's book.

You can find modern, contemporary examples of this - any search engine will give you names of the rich and famous who have digested Hill's books and lectures.

Your own next question is, perhaps, so why aren't I successful?
How come I don't have everything I want out of life?

And looking for that answer is probably the reason you are reading this book, or listening to this audio, or watching this video.

While you are going to have to answer that particular question for yourself, I can give you a broad hint:

You don't believe that you already know how.

This short book is here to expose you to these natural principles, in a particular order, and help you orient your efforts around them to get just as successful as you want.

I'm going to present these principles in a format where you can remember them simply. And tell you a bit about how they work. However, this is a only very brief introduction. It's going to be up to you to research and test these in your own life – to prove or disprove them for yourself.



THERE ARE FIVE MAIN subject areas to learn. You can count them off on five of your fingers:

1. Goal Achievement,
2. Focused Thinking,
3. A Positive Mindset,
4. Creative Problem-solving, and
5. A Balanced Lifestyle.

Within these areas are a total of 17 principles. This model was developed so you can keep all these principles in mind. The reason for this is that all these 17 principles form a system. And they interact and build on each other as you learn them. Being able to identify each principle in action will help you test them for yourself.

Once you've gone through these simple introductory essays, then your testing can take a more intense approach. Because you'll now know the definitions of these principles and you'll start seeing them show up all through your everyday life. And you'll see where you can prove them through testing on a daily basis.

Until you prove them to yourself, through your own testing, you won't believe anyone who claims they do work. And that is a healthy skepticism. When you have tested them for yourself, then you can decide.

The difference between disbelief and belief is a single decision. And the difference between success and failure is often just a single thought. But you can change your mind and change your thoughts if you want to. It's all up to you.



THE POINT OF BECOMING a successful writer is to start by defining your purpose and to know the success system to follow that will lead you to your ultimate success.

If you want to become a successful writer, you have to study success. And this is most easily done by studying people who have already studied success and written up what they found so others could follow.

These essays show you that simple path, briefly laid out for you. All who have studied, tested, and applied the materials that follow become successful. If they met with temporary failure, they then turned that around to make their success even greater.

What you're about to read lays out a challenging adventure ahead.

So, let's get started.

I. Goal Achievement

IN THIS FIRST AREA, this subject breaks down into three principles:

- Definite Purpose,
- Applied Faith (Persistence),
- Master Mind.

The very simple first step toward becoming a success is to decide exactly what it is that you want most out of life.

This is taking the action of defining your purpose. A purpose is another name for a goal.

Goals consist of what you want to *be* in life. They are also a concise statement of what you want to *have* in life.

So you define your purpose.

Hill laid out six steps for this:

1. Write down exactly what you want out of life. It's whatever success seems to be for you.
2. Work out what you want to give in order to exchange for that success. Write that down, too.
3. Establish a definite date by when you intend to possess the desired thing.
4. Create a definite plan for carrying out your desire and begin at once, whether you feel entirely ready or not, to put this plan into action.
5. Write out a clear, concise statement of your responses to the preceding four steps.

6. Read your written statement aloud at least twice daily. Once after arising in the morning and once just before retiring at night. As you read, see and feel and believe yourself already in possession of whatever your goal happens to be.

As you devote yourself and your energies to achieving this goal, you'll find certain "coincidences" showing up in your life.

These will happen to the same degree you have faith in yourself and your ability to achieve whatever it is that you want most out of life.

Faith is another word for persistence. So as you persist in devoting everything you can to achieving this goal, the more it will start appearing for you. These "coincidences" probably have always been there, but now you are looking for them and they seem to just "show up".

But your faith has to be *applied*. You have to turn your daily actions into those that will accomplish your plan. You have to persist.

Now, your plan will need revision or streamlining from time to time. So: revise it when you need to, and get started implementing the new version immediately.

Again, you're reading your goal statement out loud several times each and every day. So this helps you stay focused on that defined purpose you've laid out.

The third part of this first area is to look for people you can form a "Master Mind Alliance" with. Such an alliance is when you and another person share information and suggestions on how to improve your progress toward a goal. It's not a social group. The people who you go into this alliance with don't have to know your whole plan, nor do they have to agree with all you do. They do agree with some specific part of it and can be consulted with just that part.

In that specific area they are in agreement with you and completely supportive. You can get with them and review your

progress in that area. They will give you ideas to speed that progress or actions that will streamline your work. Or they will simply be a kind, open ear - and give you the “atta-boy” and encouragement you need. Hill's suggestion is to find someone in your immediate family and someone who is benefiting from your executing your plan.

For Henry Ford, this was his wife. There had never been a self-propelled automobile before, and there were other tinkers who were competing in the area. Ford's wife simply kept him fired up about his purpose, encouraged him to pursue his dream..

Later in life, Ford was said to have a row of buttons on his desk. Each one went to ring someone in some area of his business to do with automobile manufacturing. He had an expert in each area he could consult with.

Steel magnate Andrew Carnegie was said to know little about the steel industry itself. But he had a small army of executives over the various areas who did. And so he led them to success by consulting their knowledge to achieve his own broad purpose.

Do these steps above - get your definite purpose written down, along with what you'll give to get it, and read this out loud several times daily.

Work out your plan, then work your plan – and persist in making it work. That's “Applied Faith” in action.

Form a Master Mind Alliance with someone inside your family and also someone outside it to help you accomplish that purpose.

Just applying these first three principles will get you firmly started on your own road to success.

II. Focused Thinking

THIS AREA CONSISTS of:

- Accurate Thinking,
- Focused Attention,
- Self-Discipline.

We each have something like 60,000 thoughts per day. And most people have never learned to focus their attention and thinking to accomplish anything from all those thoughts.

In fact, many people simply pick up books and movies to read and watch just so they can get distracted from their thoughts.

Meanwhile, the increasing speed and access to data has made a problem of choosing what we should think about. "News" is often non-factual at best. And free advice is worth exactly what you pay for it.

Your thinking has to be accurate.

To improve your accuracy, you have to be able to determine facts.

A fact is something that can be observed in the physical universe. You don't have to do the observing, but someone has to vouch that it occurred.

You should be able to ask someone where they got that data from - did they or the person who told them actually see it happen?

Supposition or hearsay is useless. If you can't verify what someone tells you is based on facts, then it won't help you achieve your goal. Discard any useless data. Stick to the verified facts that work for you.

The other type of possibly useful thinking can be in the form of conclusions based on reasoning.

Reasoning has two types - *Inductive reasoning*: where you take two factual datums and predict into the future that a third fact exists or will exist out there. *Deductive reasoning* is almost the reverse: if this fact was the result, and there was an earlier change that occurred before it, then there should be yet another action or circumstance that helped cause that result.

Both reasonings do not themselves prove a fact exists - only that it's *probable* that a fact does exist, if you look for and verify it.

Conclusions based on facts will be useful to you only if they are based on verified facts. Opinions, no matter who gives them, are only as useful as they are based on facts. Free opinions are usually worth just what you pay for them.

Not all the facts that you find will be useful. The important facts you find will help you achieve your goal. So that also narrows down the sources you should pay attention to.

All that is part of Accurate Thinking. You are winnowing down to the important facts you can use. Winnowing down to individual sources who routinely provide fact-based reports.

Meanwhile, you are also improving your focus. Your attention needs to be invested into tracking what will help you achieve your goal.

It's that simple. The more focused you are onto achieving, acquiring, or attaining your goal, the sooner it will start showing up for you. Having attention on several other dis-related areas may distract you from getting anything done towards your definite purpose.

Being able to focus narrowly on your chosen purpose requires self-discipline. And that improves your ability to guide and control your own thoughts, which then helps you achieve whatever it is that you want most out of life.

People who have not been trained in self-discipline tend to drift in life. As drifters, they find one day that most of their life is over and they have little to show for it. The "alpha's" you may have heard about are simply those who have a definite purpose and have narrowed their focus and honed their thinking and actions to achieving that one goal.

Simple. Focusing your thinking and attention requires some self-discipline, but are much more rewarding than just drifting.

III. A Positive Mindset

THIS AREA INCLUDES the principles of:

- Pleasing Personality,
- Positive Mental Attitude,
- Enthusiasm,
- Personal Initiative, and
- Going the Extra Mile.

A mindset is composed of habitual thinking patterns. While you are trained by family and your environment from the day you are born (and sometimes, even pre-natally) - this training can be examined and re-programmed. Any mental habit you have can be tweaked or replaced to help you achieve whatever you want out of life.

Emotions are pre-programmed responses to external stimulus. The etymological roots of this word means literally "motion out". You use an emotion to cope with inputs from your environment.

Feelings are more perceptions of how things are. While you can *feel* happy, you can *emote* enthusiasm. While you can *feel* sad, you can *emote* grief and depression.

While feelings and emotions are often interchanged as words, it can't be understated how different these two are. Confusing these two enables people to become the effect of their overwrought emotions. They tend to live these emotions instead of simply observing the feeling for what it is, letting it go, and then moving back to getting that purpose achieved.

There are whole books written on nothing but developing a positive mental attitude, but here we just want to touch on the high points.

A simple mental habit is one most of us already have - when you greet someone, it's with an honest smile and grace.

The next is to find out how they are doing that day, that moment. Be honestly interested in how their day is going so far.

Hesitate in telling them anything about your own day unless you are asked.

Again, you can't get anything unless you give first. If you want cooperation from someone else, the best thing to do is to listen to them first and see if there is anything you can do to help them with whatever they are experiencing that day.

Now, in the conversation that develops, of course you acknowledge what they tell you, which just lets them know you are honestly interested in what they have to say.

A positive attitude is denoted by the tone of your voice, your facial expression, your courtesy and consideration you show. A negative attitude will show them what you think of them, almost by telepathy.

A few other traits we have space to tell you here: you should be flexible in all situations to adjust without losing your composure or becoming irritable or angry. It's controlling your unwanted reaction (emotion) that self-discipline enables.

Another trait is your ability to show enthusiasm toward that person. Enthusiasm you must train, like any other emotion, to turn on and off at will - to exhibit it when it's appropriate. It will attract like a magnet, bringing many people toward you, as this is rarely exhibited by most in our culture. So you want to invest it only on people you want to support, and so - support your works.

The last trait we'll cover here is your sincerity of purpose. This cannot be faked. Be honest with yourself and develop this integrity with others as well. People will quickly find out, distrust, and distance themselves from a fake. Be real at all times.

All this is a matter of manners. And manners are simply how you'd like to be treated. That's how you treat others. Just good manners.

So you develop a sense of how much conversation the other person wants to share. Many people have no one to actually listen to them, and no outlet for their observations about life. Good listeners are in short supply.

You don't need criticism and carping in your life, and so learn how to extract yourself from listening to gossip. None of that will forward your goal. So minimize your time with such people.

Seek to understand people before offering your own opinions, however valid the facts or reasoning. Those ideas won't probably be shared at first. And try to give only positive and creative approaches that they might be able to put to use - but only if they want to hear it. Often, just listening to someone is the best way to help them.

Again, the conversation should be about what you can do for them. And if it's obvious that this person will not be able to help you in any way with your goal, then extract yourself as best you can. You do have to help others with their goals before you can enable them to help you with yours. But 98% of everyone out there has no real goal for their lives. And a largish proportion of these are simply critical of everyone, which extends internally to themselves. Critical people seek to tear down anything and anyone they get involved with. That's their mental mindset. Avoid.

Still, if you are routinely pleasant to everyone you meet, regardless of how they treat you, you'll be training them to be pleasant in return.

Try to treat everyone as an equal. People who dominate the discussion all the time, and order others around also have that problem in their own life - it's out of control to them. And you won't be able to help them much with any suggestion. Still, you can lend an ear for a bit of time at least.

You're looking for people open to supporting you in return, just as you've supported others by respecting them.

ANOTHER POINT OF RESPECTING others is to dress well, stand up straight. It also builds your own esteem. Practice makes perfect. A self-confident person will tend to build other's self-confidence through their actions.

One idea to get started in this is to use W. Clement Stone's affirmation, "I feel healthy, I feel happy, I feel terrific!" This will often put a smile on your face just by itself. And smiling then brings the rest of your physical being into that attitude. Stone lived to be a hundred years old. So saying this, even if under your breath in a crowd, can work wonders for your attitude - regardless of the day you've had so far.

What we've also touched on here is personal initiative.

This, too, is a broader subject Hill studied and wrote about. The key point is that your purpose should be big enough, interesting enough, and personal enough that you can devote all your energies directly toward its achievement.

Your plan is worked out. So you work that plan by taking initiative to execute those steps you know have to be done. The old phrase tells you how much initiative you are going to need - "A winner never quits and a quitter never wins." So we see our Applied Faith principle coming back to visit us again.

The end of your day should conclude with writing out a short list of the six most important things you must get done the next day. Put that list in your pocket.

Just before you go to sleep, meditate on what you accomplished that day and what you plan to accomplish the next day. Envision yourself as also accomplishing these next steps successfully.

When you wake, you'll often have inspiration on how to deal with them, or be more efficient at them. Then, when you are back at work, pull out that list and work on the most important one on

that list - it should be at the top. Work on only that first step until it gets done successfully. Then start and complete the next item on your list until all six are successfully completed.

This is great practice in self-initiative, and also setting sub-goals.

We can now discuss Going the Extra Mile principle, since we've already mentioned the Golden Rule above.

Render more and better service than that for which you are paid, and sooner or later you will receive compound interest on compound interest from your investment.

It's inevitable that every seed of useful service you sow will multiply itself and come back to you in overwhelming abundance.

If you do this, you'll be rewarded in several definite ways. You will sooner or later receive compensation far exceeding the actual value of the service you render. You will exhibit greater strength of character. You will find it easier to maintain a positive mental attitude at all times. You will find that there is a permanent market for your services. And you will experience the thrill of new and stronger convictions of courage and self-reliance, new surges of the self-starting power of personal initiative, and an energizing influx of vital enthusiasm.

It's simple - you can't get without giving. If you give extra beyond what is required, then the Universe eventually has to return and balance itself. Your job is simply to keep the lines open so that the return can flow (or flood) back to you.

That's the point of this section. Your mental attitude sets the stage for all manner of things. But you keep it aligned to your definite purpose so you don't waste any energy.

There's the reason for this Science of Success course, through these short introductory essays. As you master and continue to improve your mastery of these 17 natural principles, the wealth

and abundance that you will earn all starts with your giving in excess from the first minute you start driving toward your goal.

IV. Creative Problem-Solving

THIS AREA HAS TWO PRINCIPLES:

- Creative Vision,
- Learning From Adversity,

There's an additional benefit to having a definite purpose and focusing your thoughts and efforts on that one thing.

Your imagination starts bringing you solutions to any number of problems you encounter.

Of course, it doesn't start right off, but as you continue to read your written goal statement daily, it trains your imagination to find and propose those answers for you.

How does that work?

There are three minds at work. Your *Conscious* mind is the one you can control directly. The *Infinite* mind has all knowledge, all answers - but you cannot access it. Between these two is your *Subconscious* or *Unconscious* mind. The Unconscious mind is always there, always present. And it acts as the bridge between your Conscious mind and all the answers you could possibly need.

You can get what you want through insistent and persistent repetition to your Unconscious of exactly what it is that you need help with. Take time daily to read and repeat your goal out loud. Use any spare moment to envision that end result appearing all around you. Feel the feelings you will have when it occurs. Really get that feeling of delight and satisfaction in your mind.

Your Unconscious mind will pick up on that concept and its feelings, and then pass it along, with all the other questions you have, to the Infinite Mind - and then bring back the answers.

Now, the clarity of that answer will depend on how clearly you state your request. So it takes a bit of practice to learn how to get your needs and wants across. Again, these have to be in alignment to your major goal – that one you've written down.

This is your own personal creative resource – your bottomless well of inspired thought. As you master this, you can come up with all the answers you could possibly need.

Life isn't always perfect. Sometimes the worst catastrophes can loom large in front of us. Any and every problem, whether overwhelming or minor, has an opportunity for success at its core. Take apart that disastrous occurrence and see what you can extract from it as a potential solution, a way out.

Then apply what you have discovered and turn that to your advantage. Many great men have lost their fortunes completely - and then built them right back, bigger than before. But only where they persisted, when they examined all their actions, and then re-impressed their mind with the concept and feelings of success at whatever they intend to achieve, acquire, or attain.

Because these two natural principles are exact and inexorable. They always work. You just have to put them to work.

V. A Balanced Lifestyle

THIS AREA HAS FOUR principles:

- Cooperation & Teamwork,
- Maintaining Sound Health,
- Budgeting Time and Money,
- Developing Your Natural Balance.

In the world around you, there are many people who want to help you. As part of any workforce, there are associates who want to do their job, just as much as you want to do yours. They will cooperate with you as part of any workforce. This is rudimentary teamwork.

Now, that cooperation can be grudging or hesitant, as well as positive and abundant. It depends on how well you have mastered your own mindset and encouraged others to master theirs.

When you develop positive teamwork at your job, or within your business, that work can become a labor of joy.

Teamwork isn't a true Master Mind scene. Anyone who has worked as a job where everyone did "only as much as they had to" can tell you that it's not always fun to come to work every day. Such a job isn't anything you look forward to. And why the weekends are such delights to escape to.

Where you can align everyone at your job or in your business to achieving the goal of that company, to fulfilling the purpose of their individual position within that business, the production moves smoothly and work can be a positive experience, where time just flies by and your shift is over almost too soon. You have lots of energy left over at the end of your work day and perhaps even a smile on your face from your satisfying working conditions and the good job you did that day.

Your cooperation and teamwork with others is a large part of living a balanced lifestyle.

Another key area to build your lifestyle around is maintaining your sound health.

While there are many advices and experts in this field, pay some attention to the basic trio of your diet, your sleep, and your exercise.

Eating too much of what isn't good for us can lead to poor health. Insufficient quality of sleep, and avoiding exercise can also allow your body to get run down.

Use of your body is a necessary requisite to whatever you are producing in life. You can even make it a small goal as part of your overall goal - just to keep your body in good shape and able to help you enjoy life all around you.

Throughout your lifetime, you'll also need to budget your time and money. While it's true that you can reinvest your money to get more back than you started with, each of us has a limited amount of time on this planet. And having insufficient funds to live life with can also take the joy out of living. So work these out for yourself and budget every thing you do and spend to get the most out of them.

And finally, look through your lifestyle for balance. Nature is built to keep all things in balance. Humans, with their various thought processes, consider that they can ignore the signs of imbalance in their lives. This arrogance itself is the cause of many failures.

Nature will always work to bring balance through your habits and those of people around you. As you push toward your goal, your positive mindset will help you help others improve their lives and own mindset. In that way, everyone wins.

But it all starts with you and your definite purpose.

And So...

AS YOU GO THROUGH YOUR life, you develop mental habits that will either help or hinder you in your progress. Through these short essays, you've already been told about several areas that you can improve, starting with defining your purpose. As you align your various habits to achieving that success you want, you will tweak or adjust the various habits you have to more closely approach what it is you really want out of life.

Always be prepared to make the large or small adjustments so that you can live in harmony with Nature's various cycles. And always be willing to go the extra mile to help others open-handedly as you travel your own success path.

By taking some time to regularly review these 17 principles of Napoleon Hill's Science of Success course, you will be able to live the life you've always dreamed of. You'll be able to attain, achieve, and acquire *everything* you've ever wanted from life. Then keep your gains – forever.

And the second best time to start – is *now*.

Think Less and Grow Richer

Where We Begin...

OUR CULTURE HAS MOVED beyond resolving the fear of poverty which inspired Napoleon Hill in his masterwork “Think and Grow Rich”. It's easier now to live a higher-quality lifestyle than ever before.

And yet those same forces are still at work to generate those fears which created the Great Depression. While such forces work at destructive actions to bring society back down to Depression-era levels once more (just as they have often succeeded in the past) other inspired individuals are, like Hill, finding new ways to help our culture work through our fears to achieve any amount of riches we could want.

As this book is written, we have more billionaires than ever before, and are on the verge of having our first trillionaire in personal wealth appear. All while billions on this planet still live in poverty. Being über-rich doesn't make you better than anyone else. You can't buy enlightenment or talent, happiness or love. For all these millions and billions of net worth, those individuals still have to face divorces, personal depression, and all our common relationship problems, just as anyone else.

And you can't look to governments or modern media to champion anything that would disrupt their apparent “control” over the world as they see it.

Meaning, we are each on our own – just as those very few truly successful people throughout our long history have made their own way.

People who have achieved personal riches beyond mere money have always “laid up” those riches despite the world around them. It can be done, it has been done. None of our current über-

rich seem interested in or involved in Hill's mission to make it more possible for anyone to make their own riches, starting just where they are.

That singular book Hill wrote has inspired more millionaires to grow rich than any other single book (excepting, perhaps, the Bible). The reason for that is because that 1937 version of Hill's practical philosophy of achievement was so basic and powerful in its approach.

But you can only get so rich if all you're looking for is more money. Sure, you can get richer than anyone else in money terms. Hill in his last books was realizing that there were many more ways to become rich than just money. He listed eight, in fact. And one of his last books was entitled, “Grow Rich with Peace of Mind.”

Hill's last version of his practical philosophy of personal achievement material – “PMA: Science of Success” – is more refined, but still falls short of what's possible.

This book takes up at the point where Hill left off. It's a completely new approach to those eight types of riches – an approach which has traditionally been called enlightenment, among other things. The route to that success is to help anyone to realize that they can be whatever they want to be and have anything and everything they want to have.

The approach here is more like: “how to get to where you know is where you should be, in spite of the fact that there's no apparent road between here and there...”

I've been working this journey for most of my life. And “Think and Grow Rich” took me just so far. Studying all of Hill's books, and those of his students, as well as any references they mentioned, took me into a very high state. Still, I knew there was still yet a higher level to achieve – but all these books just topped out at a certain point.

What I didn't see at that point was that all these books and material were stuck in the same core problem that they couldn't

“think” their way past.

So, I kept looking, kept testing everything I knew. Life was already so much more fun. And I was occupied with lots of adventures. I had all the wealth I wanted, plus started achieving goals in my relationships and friendships. My life was more well-rounded.

Yet something was missing. I was still subject to the various ups-and-downs of existence on Earth. For all the heights of creative joy I experienced in achieving my goals, there were dark shadows that took over my attitudes at times.

My own studies already made me review and re-testing everything I'd already covered. And I narrowed down my studies to just what was most workable to help others get to a high state. However, those shadows were still beyond my ability to vanquish.

Then a friend recommended Rhonda Byrne's “The Greatest Secret”. You already probably know her from “The Secret” DVD and book.

The great realization in reading her new book was that Byrne was also running up against blocks to her progress toward higher personal riches. She spent the next decade or so after producing that movie hitting up against some other unknowns – and meanwhile collecting tidbits here and there that at last pointed her to other teachers and their concepts. Finally she put it all together.

And that was the missing piece to the puzzle.

There's a high point that people can achieve through goal achievement material, like those of Earl Nightingale, Napoleon Hill, and the people who studied them. And that is a very high point to reach for most people.

Your successes really don't quit, but all goal achievement material can only take you to a high plateau of being able to get *almost* everything you want out of life.

The trick to that high level is that you can still be left with some varied upsets and bad emotional states that come in from time to time. Having a lot of stuff doesn't mean you're happy all the time. Because “stuff” doesn't make you happy. And money can't buy always-on happiness, no matter how much you make.

With Byrne's book I could see the next level.

So I sat about building a bridge that incorporated her material into Hill's goal achievement materials. So that anyone can cross that remaining shadowy chasm and keep going.

This isn't the first time someone has attempted to work out a simple program – one with practical steps anyone can take to become enlightened just with the books and materials they have at hand. My research had me study many other authors who have gotten people into very high states with their writings and programs. And by collecting these authors, and consolidating their commonalities, I now know why it's taken me five decades of study to have this breakthrough.

At the end of this book is a short-ish bibliography of the best material I can find on this area. Each are useful on their own. Together, they all add up together to make this bridge.

But you still have to walk it. As one of our teachers said, “You have to want Freedom more than you want the world.” And that's your own personal freedom. Beyond anything this world around us can offer.

Once you take those steps, you can live a different life. It's constant joy, peace, and happiness. Riches beyond measure in every area of living. Your life becomes very simple. You don't get upset by anything. Everything you need and want seems to magically appear. Because you don't “sweat the small stuff” like just making a living and getting by. And you see that everything you've been concerned about during your life – and all these former shadows that haunted you so far – is just “small stuff.”

Now you're very, *very*, very rich.

Of course, the second best time to start is now...

Two sides to the “Success” Coin.

THIS ESSAY WAS WRITTEN after a lifetime of work in the personal development field. Some half-century at this point.

Again, it also deals with an interesting problem – that while there were many books on how to achieve any goal or riches, there wasn't a single real, pragmatic path to enlightenment (even after tens of thousands of years that humankind has been working at sorting it out.)

My background is farming, engineering, computers, graphic arts. Practical things. Learned in the actual world, where you are required to get results that are sustainable – or you don't keep that job, since it doesn't pay its way. That job can't afford to keep you if they are going broke meanwhile.

Part of that training involved spending some 20 years in a corporate scam/cult that was supposedly helping people move through their “path to higher states” (except it didn't deliver their promises.) In dealing with volumes of people, a person can get a lot of experience with the humankind condition, as well as particularly keen sense of when someone is touting B.S. as fact.

All this boiled down to Hill's observation that to become a success yourself, you need to study successful people. They all follow natural principles to gain their success. Hill discovered and verified these principles, laying them out in his many books and lectures. But you still have to prove them to yourself.

Success, in general, is whenever you achieve what you set out to achieve. This also goes for manifesting “stuff” such as the things you want to attain, acquire, or collect. That also may include collecting life experiences.

The two sides to this are the material and spiritual. However high on the scale we may rise spiritually, there are still some material limits we have to operate through while we remain on

this planet. And vice-versa. Material gains can still leave you missing spiritual progress.

(There are some reports of people achieving personal abilities to discard the natural principles of this physical universe, creating miracles wherever they went, but that is beyond the scope of this article.)

For now, figure that this state of “enlightenment” (also know as “awakened”, “illuminated”, “satori”, and many other terms) is simply where you can exist in this universe without being bothered or affected by what goes on around you. In short, being rich through mastering both sides of that success coin.

Again, this article takes a more pragmatic look at things. We're leaving all the flowery descriptions aside.

Spiritual Sources

WE START WITH SEVERAL active and successful researchers in the 50's, just as Napoleon Hill was polishing his “PMA: Science of Success”. Two of note are Lester Levenson and Jose Silva. Each of these individually took very different paths to enable people who followed their training to achieve high results spiritually. And when look up their material you'll see some manifestations they were able to do which are way beyond what is taught elsewhere.

Also along this line, we take a more modern synthesis through Rhonda Byrne's “The Secret”, which describes her journey from the point where she was introduced to early 1900's New Thought authors such as Wallace Wattles, Charles F. Haanel, and Thomas Troward. She also went in search of current teachers who were successfully coaching/training people along this spiritual line.

That DVD and book she produced were an astounding success on their own. Because they were based on common natural principles known through recorded history and before.

After producing and writing “The Secret”, Byrne continued to research. She applied all this material to herself, and found that

despite being able to live a usually carefree life, there were still various negative emotional states that would intrude on her otherwise joyful existence. Even some deep depressions showed up. In one of these, none of the practices she had learned about “positive thinking” had any effect. Only when she realized she needed to quit resisting that chronic depression did she start releasing the power that it held. That depression returned again, later, but with much less power behind it – so she kept allowing it to exist instead of resisting it, and its power eventually abated and never returned.

That incident simply encouraged her to continue her own research, which culminated in her recent “The Greatest Secret”.

What she has found is basic, core material.

Humankind, in each of our own individual actions, has been seeking this unknown something in our lives. As mentioned above, several individual authors have left books that outlined their own successes in raising people to high levels. Notable personalities through history have made incredible advances, despite personal sacrifices, and left big shoes to fill.

But they did leave their texts. A rudimentary path that is rugged, but still possible to follow. And we’ve all been on that path. It is a path toward uninterrupted happiness in our lives.

This isn't what you've been told about “reality”. We've been falsely told that there are limits to food, to air, to water, to affordable housing, and so on. And these falsehoods have been repeated over and over throughout our lives so that we agree with them. It turns out that the persons pushing these false claims are themselves doing the most to pollute our air and water, to endanger our health, and to keep their own wealth (and so-called “power”) at the expense of everyone else. That has been the model for all of our recorded history. It's then no surprise that this is what the vast numbers of people on this planet believe our “harsh reality” consists of.

Enlightenment itself has been framed as some sort of fairy tale. Based in legends. Fables. Not “scientific”.

The breakthrough is in dissolving these personal beliefs, and the mindset that contains them. Limits we've been told about how our mind cannot be solved, that we are the effect of our “subconscious” are just more of those false premises that we've swallowed as fact.

Only our modern times – with all our inter-connectivity – has enabled us to see through their self-serving lies for what they are.

Because that bridge between “reality” and true enlightenment can now be written into shape. We have all the materials to build it. Crossing the chasm which has kept humankind in a slow evolutionary process can now be sped up. It's now possible to enable more than just a tiny few out of each century to reach high personal states. What has taken (by many reports) a lifetime or decades, can now be accomplished in a few months, weeks, or days. All depending on how ready you are as a student, how willing you are to achieve your own personal freedom.

Where many of our true spiritual teachers are no longer with us, at least we have their books, and those of their students.

Goal Achievement Sources

THIS IS THE SECOND side of that “success” coin.

The books and materials on goal achievement have been dealing with the subconscious mind all along. And have various recommendations for handling its influences.

Any failure of this material has been solely due to students believing what their own minds were telling them instead of the material they were there to learn. Nothing has been tested more – with outstanding success stories – than goal achievement materials.

Most modern goal achievement references after the 1930's all trace back to Napoleon Hill's “Think and Grow Rich”. There are older references in Wattles, Haanel, and even Troward and his student Genevieve Behrend. More modernly, Catherine Ponder

wrote a couple of books based on her lectures about Prosperity. These books are still popular and explain certain symbolism of the Bible to teach how to make success in our physical world – again, through mastering control over the mind, both conscious and unconscious/subconscious.

This is what makes those materials so effective. You can see here how these goal achievement methods compliment the spiritual ones. They work together as a unified system.

When you have decided on your goal, the bliss you should follow, then you can start implementing the obvious steps – your plan – and work to permanently remove any of your own mental activities that aren't contributing to that end.

Goal achievement is a simple way to start. Get these materials and master these, implement the natural principles in your own life. Meanwhile, study their related materials, including Byrne's "The Secret" and "The Greatest Secret". Start studying through all these referenced teacher's materials. Do your own work on this. Question everything you read and listen to and view. Decide for yourself what out of this will help you "follow your bliss" and attain, achieve, and acquire everything you could possibly need and want out of life.

Then the game of life becomes a very interesting. And it becomes a game that you win every time.

It isn't the one you've been told about all your life. The arbitraries you've been told to believe don't necessarily work. Find the natural principles, both spiritual and material, that work all the time, every time.

Then your journey to your own highest levels of peak performance will become simpler, more joyful, more peaceful, and more abundant.

You will be rich in spirit and also in the actual world.

Now you know where the real discussion begins. And where we can each individually wind up.

Getting More Than You Need or Want - Except Happiness

ORIGINALLY, THIS CHAPTER was titled down the line of, “Now that you have all this stuff, how come you still aren't happy all the time?”

Because the trick is that money doesn't buy happiness, and all the gadgets and things it buys don't give you more happiness either.

America and the world, for many centuries, has been suffering from a fatal addiction.

It's called *compulsive thinking*.

In the one nation that has the “pursuit of happiness” in its founding documents, our own freedom of creative inspiration has led to the highest standard of living anywhere on the globe, as well as raising many other nation's standards. Those freedoms enshrined in writing have resulted increased wealth throughout our history as a nation.

And that increased wealth also made it simpler to buy things – because not only are we more productive individually, but we produce a lot of things to buy. While other nations have bare shelves, America is known for having an overabundance. Nikita Krushchev found it hard to believe that all stores in the U. S. had full shelves and no waiting in long lines for scarce items. He had to be shown several different stores before he dropped his suspicions that he was being shown staged photo-ops. But his U. S. S. R is no more. And there are now more millionaires in Russia than ever before.

Because they just partially adopted these Western ideas of enabling people to act on their own inspiration to provide high-value goods to those around them, and get rewarded for their work.

Unfortunately, this abundance of material goods and income can still give us problems.

One of the leading copywriters of our age, Eugene Schwartz, explained that the normal growth of marketing brings multiple competitors in each area, and eventually the buyers wise up and realize that there isn't much difference between the various brand names for the same commodity. Schwartz' then said that the solution is to market your produce in terms of *identity*. So we had “Marlboro Man” and “Virginia Slims” woman, as well as “Joe the Camel” - all selling their very similar cigarettes in different packaging and advertising to offer people what they *wanted to become* in their lives.

And that approach made these sales increase for those brands. Its still an effective advertising tactic.

You can see the same thing in carbonated soft drinks. They sold drinks that are actually quite unhealthy – based on the idea of being young and carefree as a sales campaign, but assisting a global “outbreak” of obesity. So much competition came into that area because of their success that the Coca-Cola company started investing in fruit drinks and bottled water – as people started wising up about what they were actually being sold. The sales trend started moving toward healthier products, and the businesses “diversified” to ensure they could also profit off those purchases.

Fast foods also abound, as it's more affordable to simply go out and eat than buy and prepare food in our own kitchens. And these foods also contain addictive substances (salt, sugar, fat, MSG) and are marketed to make us “feel good” about who we are.

None of that really addressed the spreading problem of obesity in both America and worldwide.

The root problem is still our own identity issues.

We want to consume and surround our selves with material goods that display to others what we are – that we are like them

and also in that crowd.

The richest neighborhoods and the poorest ones both have one thing in common – these occupants are all living from hand-to-mouth, only a month away from being on the street. No real savings or investments if their job disappeared.

We still very much run off our “wants” of security, approval, control, and belonging – all layered above the fear of death, which is at its base the absolute denial of any identity at all.

That's what happens at death, as we are told by our scientists. Because our “science” tells us nothing can be proven about what happens after body death. And so – we might as well “get all we can while we can.”

All because we are constantly being told what our identity is. Told in terms of what we aren't, what we can't have, and that limited amount of time that each of us have to exist on this planet.

We have accepted that we are a body, that we are controlled by our ever-present mind, that we are a personality identified by our name and our skin color and our body's heritage – as well as all that “stuff” we buy.

I only bring this up to remind you that we've already solved these limiting factors over and over in our various philosophies and religions. Thousands of years of solutions all mostly ignored

But as you and I are surrounded by people who consider that we have to rely in “scientifically proved” facts instead of our own direct observations, so many of us keep falling for the same faulty arguments. And the trap never opens for those.

In earlier books, I mentioned an “awakening” incident that happened to me one day. I was on vacation on the family farm and was out in the woods one day, walking with the two farm dogs. Then suddenly all thought dropped away. Only peace remained. I still don't know how long I stayed in that state, since

there was no evidence of time passing. But the sheer surprise of achieving that effortless state stuck with me.

I was later able to replicate that state anywhere on the farm, any time I wanted. Later, I was able to experience it in the middle of Los Angeles with its constant traffic, smog, and sirens.

Where I was didn't have to affect what I thought or how I felt.

And since I was working for a “self-help” corporation at the time, I quickly saw that what they were promising “anyone could achieve with their programs” didn't actually cover that improved outcome I'd experienced. Their programs stopped short. That was the beginning of the end for me working there.

That event also was the beginning of the next two decades of search for an explanation of how that happened and how to expand it.



THE CORE MATERIALS to getting everything you want out of life are pretty much the same points through all goal achievement materials. Because most of these either say the same thing, which is derived from Napoleon Hill's life long study of successful people. His passion was finding out the natural principles which successful people used to create their success. He was interested in finding commonalities these people used that showed up regardless of where they were located, what education they had, how rich their parents were, or any supposed cultural limitations or advantages.

Hill's drive was to develop a “practical philosophy of personal achievement. As such, it was not a study of what specific marketing or sales programs people followed, but rather what principles were touted by successful people. It wasn't a collection of “how-to's” as more as a collection of “how comes”. These were principles that had worked all through history, in all our cultures. The more principles people knew and applied, the more successful they became.

Hill is mostly known for his “Think and Grow Rich”. And again, this one book has reportedly made more millionaires than any other single book other than the Bible itself. Countless successes trace their own success to finding and internalizing that one book.

It's not the only book that he wrote. And his later books tend to reveal the improvements he made as he polished that practical philosophy. While Hill's 1937 classic had 13 principles, his books both before and after this had up to 17 principle. A little-known work, titled “PMA: Science of Success” was originally built as a course for insurance salespeople and managers. This contains the final, most polished version of Hill's work.

In that program, you'll find where Hill disclosed his own methods of researching this material, what he did to find the natural principles which govern success. Each principle individually is pretty much common sense. Together, you can see where a person who implemented these in their own life could not be stopped from getting anything they set as a goal for themselves or their company.

Goal achievement material incorporates learning to control your mind, particularly the subconscious. This is the necessary stepping point to discovering your own identity and achieving personal freedom.

By the end of these studies, almost regardless of whose program you study, you'll be able to be and have anything you want. The world, much as “The Secret” teachers disclose, becomes a sort of shopping basket, where you can get anything you decide want to show up for you. That was Rhonda Byrne's introduction to that very wide world – and what led her to studying and distilling an even greater secret.

The trick was that she had to realize that all that ability to get anything she wanted still didn't promise she was going to be consistently happy meanwhile.

Actuality vs Reality

WHAT YOU ARE TOLD IS “Reality” doesn't match up with the actual world you know exists. That actual world is the one where you envision a result and it manifests for you. Like you learn in all the goal achievement materials.

This becomes simpler and easier the more you work with it.

And I'd gotten to this point in my life. A reclusive life on a farm had brought me many benefits. Like Thoreau and Emerson. However, this led me to become more reclusive as a solution to removing nonsense emotions from my life – ones that took me away from peace and tranquility.

But I was still connected to the Internet, which I considered I could turn off at will. Little did I know...

Politics is a downer, no matter what. It's a zero-sum game, which means someone always loses. And any agreement that becomes big enough to pass as a law has parts that both sides disagree with.

And the tumultuous results of the recent American Presidential election turned both sides sour.

I was struck with how involved I became in this. By then, I'd spent my two decades working in finding, studying, publishing, and distilling works on personal freedom (which saw this and many other books released) and – as part of this – goal achievement.

Somewhere before that election cycle began, I saw that my life had become one of ease. I had a steady, independent income and worked from home. The farm I also ran part-time was becoming known for its distinct brand of gentle cattle, while the farm itself became more sustainable and no longer required external income sources to pay its own way.

More than that, I'd found that things were simply starting to appear in my life without effort. I'd follow my inspiration more

closely to do certain things, and would find that something appeared for me just as I got an idea of something I wanted.

And yet, I found myself occasionally perturbed, and even incensed at times. The rest of my life was going better than ever before.

So, why was this?

I continued studying and researching. And even committed to a three-year project of teaching myself to write and publish fiction. At the end of that time period, I'd published hundreds of original fiction books. Which, according to Wikipedia discussions, made me eligible for inclusion on their “prolific authors” page.

All that writing project proved was efficacy of the material I'd uncovered and studied on goal achievement. There were natural principles at work that made my success.

But, with all this success, where were these unwanted emotions still coming from?

According to most of the books I'd read, these emotional programs existed because of my subconscious mind. But even while applying the recommended practices those books prescribed to reprogram it, “following your bliss” in life was a hit-and-miss proposition.

Even though I developed methods to to re-train my thinking into a positive mindset, the source of the upsets and angst still remained, just now re-channeled – not resolved.

I hadn't discovered how that momentary “endless peace” I'd found was still being interrupted with these intermittent emotional spikes of irritation.

When my friend recommended Bynre's “Greatest Secret” book, this filled in gaps so the material on releasing and goal achievement joined seamlessly. It was the keystone I was missing.

UNDERLYING THIS GAP was the problem where people don't understand the differences between metaphors, symbols, and facts.

An earlier documentary of Joseph Campbell's "Hero's Journey" showed Campbell retelling an experience of his where he was on someone's TV program, who's host insisted right from the beginning that myths were lies. Campbell replied, "No, they are metaphors."

The host never budged through the entire program. It was an impasse. Toward the end of the show, Campbell asked the host, "OK, give me an example of a metaphor." The host hemmed and hawed, and finally said through his own embarrassment, "The man ran like a deer." Campbell replied, "No, a metaphor would be 'the man is a deer.'" To that, the host retorted, "That's a lie!"

There were now just seconds left to the program. Campbell evenly replied, "No, that's a metaphor." And on that, their interview ended.

In his ever-popular PBS series "The Power of Myth", Campbell explains how religions go off-track when they seek to find scientific and fact-based explanations of their own texts – something that would explain how what that text said could be "scientifically" proved. While the existence of historical figures can be proved, even the locations and objects such as Noah's Ark, the more mystical phrases cannot be given that treatment.

You have to be facile in discovering and interpreting both metaphors and symbols. And that is how more millionaires were made by the Bible than any other. Metaphors and symbols also explain the resurgence of "faith healing" in the 1920's, and the rise of Christian Science. The results were there – but couldn't be explained in "scientific" terms as to how they were produced. Because the results weren't reproducible from one person to the next. Healing by faith isn't as simple to explain as Newton or Galileo demonstrated the existence of gravity. Or as a pastry chef can produce the same delicious dessert from a recipe as someone in another country.

Because science has long ago weeded out spiritual explanations. They developed a peer-review process for all experiments that were strictly based on only physical inputs.

Given that, many practices such as the Silva Method, Levenson's Releasing Technique, and Transcendental Meditation all have produced reproducible physical benefits through their practice, as shown through various university studies. Science can't defend their explanations of why it works, but they can prove that many different people can train to deliver the same benefits from those practices

Science cannot explain miracles that seem to obviate natural laws. That the miracle occurred, isn't in question – at first. Just how it was accomplished. And so, there are science “deniers” that then say that because it couldn't be reproduced, the miracle then couldn't have happened in the first place.

But was that historical miracle a symbol or metaphor? Did that modern miracle *not* really happen just because no one can explain *how* it happened? (Actually, that's the meaning of the word “miracle”.)

Campbell points to the existence of several myths occurring in recorded form, by peoples in widely-separated continents, who were not in communication with each other. Various scientific theories were held as to how this possibly could have happened (such as migration and intersecting trade routes). Yet they cannot contest that the stories were so similar in different languages, in various continents.

Campbell pointed to Jung and his archetypes, that their may be some psychic or spiritual phenomenon at work beyond the understanding of Science. But he leaves it there. Because his job was to compare these myths, not explain their origins.

When you apply Silva Methods to this area, you can see how such a spread of ideas across continents almost simultaneously was possible – but you still have to understand Byrne's book to put these different elements together in the same body of data.

JOSE' SILVA HAD TO leave school at an early age to support his family. Selling newspapers and shining shoes were early efforts. These led him to work for a barber who had an incomplete electronics home-study course. Silva finished this for him, in exchange for the diploma that the barber wanted on his wall with that barber's name on it.

In a tour of duty in the Army, Silva was introduced to psychology by way of his military training. And while the first set of training gave him a thriving business in electronics repair, that second training also whetted his curiosity about the human mind – which was identified by it's brain waves, that were measured electronically.

Silva's lifetime of study proved the impossible – healing by meditation not only possible, the skills could be taught to anyone. His late-life studies also opened the door to many psychic abilities, which improved the early studies of Dr. Rhine in MIT. Again, anyone could practice and attain for themselves.

Our use of this is in combination with Levenson's releasing, where a person could readily “tune in” to a meditative state and then release the cause of emotional stress quickly and permanently.

Again, this gets you only so far – even though that combination is farther above most self-help studies. They stil leave you *only* feeling good *most* of the time, yet still able to experience extreme dark emotional states at other moments. Those erratic problems, worries, and others still had to be addressed.

Of course Levenson got beyond these. So it could be done.

Yet something was missing. And Byrne did her own studies, assembling many various teachers over a decade of research. All to provide the missing key: *you are not your mind, you create your mind.*

The mind itself is composed of thoughts. And the purpose of thoughts seems to be manifesting things in our common physical universe.

Daddy Brea, an Hawaiian kahuna and also Christian, considered late in his life that the three minds that Huna teaches are more likely metaphor. This concept is that your conscious mind you control, and can utilize the subconscious mind to access data from the Infinite Intelligence (which some refer to as the super-conscious). Taking the three minds as a metaphor, Huna teachings now explained faith healing and even Silva's success with Remote Viewing and Influence.

Byrne brings the teachings of Levenson in line with other teachers, such that the common conclusion that not only is the mind not the identity of the person, but it's not necessary for living life well.

This then finally explained the phenomenon of the mind seeming to “drop away” and be still, leaving only a “peace that passes understanding.” Many metaphysical schools, such as New Thought, refer to “seeking the Silence” to achieve that result.

Byrne's continued studies developed extremely simple techniques that don't require repetitive affirmations to re-train the subconscious. You simply release all thoughts, as well as their resultant negative feelings.

Here, any person is able to now achieve what's been described as an “always-on” meditative state. The results of this are a constant state of joy, of peace, of happiness. Gone are the assorted worries, fears, depression, and so on that are the result of having and feeding a mind.

It's not that you can't think thoughts, or have feelings. You do find, however, that these aren't necessary for living, as they just distract you from Nightingale's “calm, cheerful expectancy” as a way of life and daily living.

This is also an explanation for the New Testament advice to “pray without ceasing.”

Are we then touching on something that is another psychic link common to humanity – as the appearance of recurring myths in various different cultures as Campbell recognized?

The World Becomes What We Think – or Not

NOW, AT THIS WRITING, I am not going to claim that I've more than just started on this new leg of my journey. But I can now explain a lot of metaphysical symbols and metaphors in terms of my fiction writing studies.

That three-year study of what people most like in their fictional reading entertainment had as a by-product the study of the human mind through its emotions. Separate to this, I have written up the craft of writing in terms of Campbell's "Hero's Journey" and Chris Vogler's point that good stories are cathartic for the body, as they create a physical response through the glands.

The body, in this case, is your indicator of whether the story is effective entertainment. How does it react to a story you're reading or a movie you're watching. How is some music and dance is so uplifting.

But further than that, where the horror writer Stephen King in his "On Writing" states that "stories are alive" and you are simply writing them into existence.

While there are mystery stories (of which horror is a subset), romances, and adventure tales – these are not "good" stories unless the main characters are also coming to grips with some sort of resolution to their flaws. In short – redemption.

Each of these three main story structures above are judged in Western stories as being good as long as the hero/ine wins out.

In Eastern stories, it's common for the heroes and heroines to die at its end, but only after learning something valuable – taking another step on their journey to redemption.

William Wallace Cook, in his classic text "Plotto", simply stated that there is one basic plot for all stories – *achieving happiness*.

Beyond that, his book laid out various ways to generate tens of thousands of unique plots, all based on that one concept.

“Happiness” remains as the one common concept that is the core motivator for popular literature.

Fiction is then a method for people to share lessons as well as get release from the “seriousness” of day-to-day living.

People identify with the main characters in stories as having their own ills and life problems. *Gone with the Wind*, *Dr. Zhivago*, *Star Wars*, *Twilight*, the *Harry Potter* series – name any over-the-top sales-chart-busting classic or modern fiction book and you'll see these commonalities.

Top-selling fiction books can describe our own lives in painful detail, but in exotic settings and fantastical problem-solving scenarios.

So we can “escape” and learn at the same time.

All we are doing is to turn off our “mind” for awhile and let the entertainment remind us that what we endure through all our mental thinking in “real life” is just covering up what we natively are – happy, joyful, at peace.

Byrne refers to the result of this human native state is felt as ever-present happiness.

She also explains that this state itself, (which she calls simply “Awareness” is referred to by many names in different philosophies and religions, among these is “Infinite Intelligence”.

Again, our “three minds” is indeed a metaphor. Because once you get rid of any need to have a mind, the subconscious mind *as we know it* no longer exists. (This isn't to say that the autonomic-reflex functions that govern breathing and blood circulation don't continue to exist. The explanation here again goes to Campbell, who referred to its existence as a “body consciousness”.) It's more likely that we have assigned memories to our cells and thought-patterns are superimposed on the body itself. (Consider

the studies of “holographic memories” imprinted on cells. It's as good as any other theory.)

Of course, all this “figuring out” is simply creating more thoughts, isn't it? Assigning more thoughts and feelings to something won't change the result.

The point is that we are not our body, and don't have to take that identification as our self. We are not our name – that's not our identity. And we certainly aren't all the stuff around us that we've acquired over a lifetime of living. None of these are our personal identity. Our pets, plants, and body are alive, but that isn't our basic self. Each of us, in Byrne's term, is “Awareness”. We are aware of things around us, but we are not them. Just as they are not aware of us.

Byrne goes on to clarify how that works. As when we quit feeling sad, then we aren't sad. No matter how many times you have said, “I'm sad.” Or “I'm upset”. Or “That makes me angry.”

None of those are your identity. Once those temporary feelings have left you, they didn't change who you are.

All those feelings are just on top of your native state of joy, peace, happiness. You have to spend a lot of mental energy to hold onto those bad feelings. But when they are gone, you return to feeling happy – unless you put some other bad feeling there. Emotions and beliefs are more habitual in nature – but they are still mind-based. One common solution is where people, especially salespeople, will reprogram their “mindsets” into being positive ones. Because that will get more sales, as you influence those around you to simply drop their negative thoughts and feelings and glimpse at their own native happiness for awhile.

You smile in response to someone else's. But if you develop the habit of smiling at everyone you meet, then you'll tend to drop the other feelings that are making you feel any other way. Because smiling is being happy and being happy is your native state.

It's not a much larger step to simply become aware of that feeling as different than what you now know as being your usual "self". And simply let that bad feeling go.

Byrne's method, as told her by several of her teachers, is to "welcome" that thought instead of resisting or layering another thought over the top of it. Once you welcome a thought, it loses power and will dissipate. You no longer resist anything being the way it is. You welcome something just as it is. You're no longer affected by someone else being upset, or someone acting-out a destructive feeling. You're just being yourself, which welcomes all experience as simply another experience to enjoy.

None of this keeps you from writing good fiction. Because at this native state, you are now in full contact with "Infinite Intelligence". We've had a word for this all the time – Imagination.

Dorothea Brande has excellent advice for people to get inspiration for the stories they are working on: do dull, physical routines such as long walks in the countryside without talking to anyone. Scrubbing floors. Doing a tall pile of dishes. Somewhere along this line, you get an idea "out of the blue". Because your mind quit hiding it from you when you quit using it for a moment during boring, repetitive tasks.

And that is the whole point. Practicing welcoming (releasing) anything that doesn't add to your native joy, abundance, happiness. All welcoming does is give us a refinement on releasing, that goes beyond releasing any fear of death after you've released all known wants. Welcome anything and everything that comes along after that point.

This then makes the world around you into a much simpler place to live in.

And you can imagine how long an angry person could keep up that facade when faced by a group of people who just kept smiling in response to anything he said.

THIS IS THE ANSWER to why there was a difference between Reality as we are told (repetitively) exists, and Actuality – where you call the shots.

Nightingale found a phrase in the back of Hill's "Think and Grow Rich" that formed the backbone of his "Strangest Secret" Gold recording:

"We become what we think about."

And he found that one phrase has come up through the ages in different forms. Much as various cultures came up with the same symbols and themes in their myths, this one idea has racketed through the ages. Each person who discovered it thought, for a while, that they had been the first to recognize it.

Separately, beyond recorded history and surviving by being embedded in a common Polynesian language itself, Huna is known for seven principles, the top one being:

"The world is what you think it is."

These two are subtly different, yet so similar as to be identical.

Both are common in their use of the word "think". But that word has a broad application these days, and is non-specific.

And here you see how Byrne's collection of material on enlightenment then gives us a breakthrough.

You could use other terms to replace the word "think" but most mean you are still creating thoughts.

Try using the word "create", or "love", or "enjoy", instead.

We become what we enjoy.

The world is what we enjoy.

(Interestingly, one of the other Huna principles is "Love is to be happy with." Serge Kahili's talk on these seven principles is included below for your continuing studies.)

What is more interesting is how we might be able to start helping people become enlightened all around us. And quit having the “emotional issues” that are so common today.

Because they quit “thinking” themselves and their world into existence. They start simply enjoying it, instead.

And their attitude becomes infectious to the people in their vicinity. Which reflects in their decisions and actions.

Chop Wood, Carry Water

THERE IS A QUITE FUNNY joke that is at the very beginning of the Tao. The author starts off by saying there's no name for this, there's no way to describe it – and then goes on for the rest of the book trying to describe and name it.

Because the Tao (literally “The Way”) has to be experienced to be fully understood. And a lot of that book deals with defining what you are not more than what you are.

Byrne referred to that native state of beingness as “Awareness”. You'll need to probably name it something else - as you fully understand apply it in your own life and expand on your success.

The point of continual success to any life is, per Joseph Campbell, in following your bliss. And you already know what this is.

The title of this section comes from Alan Watts, who quoted an ancient sage in this saying, “Before enlightenment: chop wood, carry water. After enlightenment: chop wood, carry water.”

Watts explained what he had uncovered in studying the lives of Zen Masters and their students. Monks who had spent years in the monasteries achieved their own “satori”. And then they often returned to the world outside – to take up their earlier professions. The farmer returned to farming. The carpenter returned to wood working. And one who had been a prostitute returned to that “oldest profession”.

As pointed out earlier, it can take months or years, or lifetimes to gain enlightenment – or just an instant.

And what then?

More than likely, before you took up your studies and disciplines to get enlightened, you already knew what gave you the most joy in your life. And you had invested in learning the craft of that work.

Sure, you now have complete access to all your imagination can bring your way. And yes, you have no limits and can be and have anything you want. Everyone is learning constantly, so picking up a new craft or skill can always be done.

T. Harv Eker pointed out that the graduates of his Millionaire Mind training often found out that once they had acquired the huge home and all the expensive items that goes with it (as well as the maintenance costs), they would downsize into something smaller that “fit” them better.

Dr. Thomas J. Stanley in “The Millionaire Next Door” found that the bulk of the millionaires in the U. S. do not live in posh, gated neighborhoods. Instead, they lived in modest homes in suburban areas.

You don't have to go on stage as an inspirational speaker, or start writing books. You can just do what you most love doing and know how to do. Lead by example.

If you love making things out of metal, and are highly trained as a machinist, wouldn't it make sense to use your skills and aptitude to help people doing just that?

And wouldn't it be a simple life to be able to deal with people in your everyday life who were always full of joy and honestly wanting only to help you achieve all you could?

Serge Kahili King points out that the term “kahuna” is used to refer to anyone who is highly-skilled in a certain area. Whether this is fishing, sailing, building, gardening, or anything. Not just as the TV and movies made that term popular in competitive surfing. Or our books on Huna only refer to those who are experts in what our Western world calls “psychology” or personal development.

Your bliss is what brings you joy, and it intersects with all the training you've done through your life to learn various skills.

Certainly, there would then seem to be a lot more people who had achieved their own high state, and who are simply living

normal peaceful lives. Going about their living without standing out or causing a fuss about things.

As the numbers of successful writers and content producers are few and rare, it's unlikely that the majority of people who are enlightened write or talk about it much.

When we review Abraham Maslow's last addition to his “Hierarchy of Needs”, we see that the top level is comprised of people who only exist to help others. And that is their “peak performance” skill turned fully on, and utilized freely in their daily work for others around them.

We can also pull from Jim Rohn, who is known for a phrase, “You can get everything you want out of life, if you help other people get everything *they* want out of life.”

This is the point: you can have all the peace, joy, and abundance in your life – and live as simply as you want. All while doing what you've found is a way you can help others achieve what they want.

Many older writings and teachers refer to this world as a dream. And that is a simple metaphor. If anything, it could mean that you shouldn't take life any more seriously than if you wake from a dream. Just because you've achieved enlightenment doesn't mean this world we live in disappears. So these “natural laws” or principles still continue to have application in all of our lives. Gravity still works. Air flow pressures still keep airplanes flying. The Golden Rule still exists and can be proved, much as Cause and Effect.

It's just easier now. Because the better you get at manifesting your enlightenment, the more joy and peace and abundance show up in your life – and those around you. Just as you continue to work with others to get these manifesting in theirs.

Chop wood, carry water.

How Does This Make You Richer?

BECAUSE YOU CAN SIMPLY have things appear in your life whenever you want or need them. You only have to define what you consider “rich”.

Again, Napoleon Hill gave a short list of different ways you could be rich in your life, and the last one was “sufficient income to accomplish your stated goals.”

J. B. Jones made a thorough study of Napoleon Hill's “Think and Grow Rich” and it's background materials when he was a part-time lecturer for the Napoleon Hill Foundation in the early 50's. He gave a short list of references in his own bestseller “If You Can Count to Four...”

Jones' book was written and published near the culmination of a practical business test, where he borrowed \$10,000 (in 1950's dollars) and turned it into a business that was earning over ten million dollars of income in just under five years.

The key part of his success system is in the first chapter. He lists four points that are necessary for you to become whatever you want to be and have whatever you want to have:

1. Decide what you want in all it's details.
2. Pretend that you already have it.
3. Say “Yes” or “No” to any inputs you receive from others.
4. Pay attention to ideas “out of the blue” for inspired action.

We'd refine this using what Byrne has provided:

- a. Envision your ideal for anything you may find you need or want in your life. Get all the details to it.
- b. Consider that need or want already fulfilled. Then welcome that envisioned idea and release it.

c. Welcome all inputs about this as they appear in your life.

d. Your inspiration of action steps to take will appear – implement them as best you can, starting now.

You can see that this is far more direct, and so – more powerful. As you practice these steps, you'll get more efficient at your manifesting. Anything and everything you could possibly want or need.

Meanwhile, your life becomes more joyful, happy, peaceful, simpler.

And you can use those four as questions to make decisions as changes enter your life:

- Will this make my life simpler?
- Will this bring me more joy?
- Will this find me more peace?
- Will this help me enjoy more abundance?

Because life is what you make it, just as you create it.

We are all natively abundant. As the Huna principles say, “There are no limits.” Any limits you may be experiencing can be welcomed – and released. Because they only exist as thoughts, feelings, and beliefs that you agreed with sometime earlier.

You can be whatever you want to be in life. You can have whatever you need or want to have.

And this can be an always-on ability.

Naturally. Natively.

Core Ideas and Side Benefits

THE ADVANTAGE TO BEING enlightened, over being your average human, is that nothing bothers you. Not “nothing seems to bother you”, but nothing actually does. There's this experience that seems to go from calm to joyous, but never the downsides of being caught up in a pure emotional funk that overrides everything else – if only for seconds.

Time to the enlightened is living in eternity. Humans who are tied to time as a “thing” have multiple problems connected with this fiction. Of course, this is where you get into the Zen concept of “there is only now”. Huna principles have this as “Now is the moment of Power.”

Releasing is letting go. It's also called “welcoming” by Byrne – which is a simpler explanation of how it works.

You take responsibility for your own creations. And any negative emotional thought, feeling, or emotional state is just you denying that somehow you created that.

Resistance is trying to negate or counter-create something in your life. And that's where your failure begins. All of your failures.

Arguing or negating only creates a compromise set of feelings. Nothing is ever resolved. Similar to how Byrne says that “letting it all out” doesn't work – because the underlying thoughts, feelings, emotions all still remain. You have to release them, to welcome them.

You have to start back with the creation itself. And return to a native state of creativity, imagination, intuition. However you conceived that idea to begin with – before you turned it into an automatic “thought” that you could “remember” from time to time.

Once you return to being responsible for your mind(s), then you can see past the metaphor of “having a mind” and return to your

native state.

All you're doing is cleaning house. You've attracted and attached various thoughts to various activities, and these have become habitual thought processes – which is a mind, which are emotions.

Emotions are pre-programmed responses, below these lie feelings. And thoughts create most feelings. Not all. Because feeling good is native. But anything other than enjoying everything around you is something you invented – or agreed with.

Again, how you experience the world around you can be examined against four criteria:

- Does this make my life simpler?
- Does this enable me to enjoy live better?
- Does this bring me more peace?
- Does this manifest more abundance in my life?

Sure, I've laid out lists of books and materials. I've mentioned long programs of study, distilling these to simple points.

While I could write a long and dull textbook on all these things, that wouldn't be enjoyable for either of us.

Your journey is your own.

But we'll meet up again somewhere along the way.

Mindless Goal Achievement

BY THIS TIME, YOU CAN see the joke in that above title. Goal achievement is a native ability all people have – if they know and apply the natural principles in this area.

The trick is that the mind and thoughts just get in the way. And most of these goal achievement materials have techniques to get around the limits of any mindset you still have.

Your ideal is to operate daily through a mindless, thoughtless attitude.

Word replacement

WHEN YOU READ NAPOLEON Hill and Earl Nightingale again, you can see that they don't give the mind much credence. Practically, you can take any place where the words “mind”, “subconscious”, or “thought” are used and replace them with some word that doesn't require thoughts. They'll read the same if you can use the concept of an always-on inspiration instead.

Goal achievement can be super-charged when you don't use a mind or thoughts as part of your actions.

Consider words like conceive/conception, creative, vision, enjoy, envision. These don't involve the mechanical workings of a mind or tortured logic to “make sense”. They instead have their roots in simple intuition and inspiration.

Let's take a couple of sentences from “The Science of Getting Rich” by Wallace D. Wattles:

There is a thinking stuff from which all things are made, and which permeates, penetrates, and fills the inter-spaces of the universe.

A thought in this substance produces the thing that is imaged by the thought.

Given that he wrote this material in a way that it could be readily understood by poorly-educated wage-earners, you can see how the word “thought” has been widened into meaning almost anything.

Now, let's convert them over into something that is mind-less and thought-less:

There is an intuitive stuff from which all things are made, and which permeates, penetrates, and fills the inter-spaces of the universe.

A creative conception in this substance produces the thing that is imaged by the concept.

Always-on Inspiration

IT'S INTERESTING TO discover you are getting your ideas directly.

The mind becomes simply a limiting mechanism. It only slows your creative process down.

Mostly, the mind is full of negatives, and cautions. Any “problem”, as noted by Byrne, is an invention of the mind.

When you take the inspired approach, every non-optimal situation has an opportunity to make things better.

This is your natural-state inspiration talking. And your inspiration and intuition become stronger as you trust them more.

Logic is useful in fewer and fewer applications. Argument and debate have no real use, as they were formulated by academics. They are all constructs of the mind, and mechanical.

Persuasion is creative. A model you can investigate for this is “Writing Non-Fiction” by Walter S. Campbell – his four-point process. And there is always Carnegie's “How to Win Friends and Influence People”. Other books may be applicable, such as “Tested Sentences That Sell” by Elmer Wheeler.

You'll see that each of those books mentioned have thorough research behind them.

As you continue to release your thinking, the mind seems to have more and more holes in it. Longer spaces of just enjoying the world around you appear. No more amounts of words running through.

It's not that you don't fill the various functions that the mind did for you. But now you don't hold onto a mind to do them. So you can perceive and respond faster. You've just taken another layer away that has been slowing you down.

Which means more abilities will show up. Talents you've never known existed.

As for memories, I mentioned earlier that one theory holds that they've been placed in the body as “holographic” storage. So they will surface from time to time. And as you welcome them, all the negative thoughts you've had about them will drop away. As will any false assumptions and assignments about them. More than likely, your memory for the data you need will improve.

Your perception of Now will also change. You'll find that you are living in eternity already. There are several discussions of this in Byrne's “Greatest Secret” If you want to read various other teacher's observation about this. The short math of this is that: Yesterday is only memories, Tomorrow is only plans, Today in an ever-present moment.

Again, this is easier to experience than it is to describe. I'm just pointing out notes of my own observations in this area. And you are expected to test these for yourself.

Affirmations

NAPOLEON HILL'S USE of positive affirmations, based on Coue's work, is designed to raise a person up to a positive outlook and maintain that as a habit. By themselves, affirmations are useful when you get the positive feelings that go with them. They are criticized by those whose minds stop anything from

working through their ingrained criticism of everything around them.

To maintain a constant always-on imagination and intuition, you will simply need to adopt “Welcoming” (releasing) as perpetual habit.

While Byrne describes this high state as happiness, the many uses of that term can throw you off. Also, people use different terms to describe what that state of “Zen” or “satori” bring to them as feelings.

Earl Nightingale described is as a calm, cheerful expectancy.

Napoleon Hill mentioned the need for a Positive Mental Attitude, and gave several lectures on that one point.

W. Clement Stone utilized a daily affirmation, “I feel healthy. I feel happy. I feel terrific!” as a means of calling that native state to the forefront of your attention. Then use that affirmation anytime your attitude drops or starts to sour.

Elsewhere, I've mentioned that a person will notice simplicity, enjoyment, peace, and abundance.

Once you've achieved this state, you'll have a baseline to compare any other types of feelings or even emotions that are running through your mind. Welcoming will then bring you back toward your own native baseline.

Sure, you can take that state higher.

The point is that whatever you are doing should forward your bliss. You don't have to be wildly enthusiastic or exhilarated all the time. But you can live in a constant “peace that passes understanding”.

Just pick your terms that resonate with you. Because you'll know it when you feel it. And anything less than that just needs to be welcomed.

How to Keep What You Got

LESTER LEVENSON WAS sent home to die at the age of 42. He had been a success at nearly everything he tried. Brilliant, he earned a full scholarship and received several degrees. Turning his hand to manufacturing, mining, and sales, all his businesses usually turned out successful as long as he was running them directly.

Yet, his health continued to worsen, almost to spite all his success. Chronic migraines, perforated ulcers, and major coronaries (heart attacks) – these finally led his doctor to tell him to simply go home and rest. With the medicine at that time, he was told that *any* physical effort could be his last.

So he was left with only his mind to work things out. Throwing away all that he had studied in school, he started simply analyzing himself from the inside out. In three months, he worked out what was bothering him and incidentally solved his health problems as well.

What he discovered left him in such a high state that it took over eighteen years of intense research after that, studying all manner of religious and philosophical texts, just to understand what he had achieved.

For our use, his work boils down to some very basic rules:

a. The basic purpose all of us have in this existence – is to survive through a human body, as an individual.

b. This can be stated as simply four desires:

- The need or want for *security*.
- The need or want for *approval*.
- The need or want for *control*, or to escape control.
- The need to *belong*.

c. These mental habits we have amassed are the one flaw in all these books and lessons on goal achievement.

It's not that you can't get anything and everything you want.

But keeping those results from there on out is another thing entirely.

Those four desires might be part of the reason for you achieving your goal. But they can also be the very reasons you can lose whatever you've achieved.

Here's the secret to keeping everything you've gained:

Treat others only as you would want to be treated.

To get and keep everything you ever wanted out of life, you simply need to work for the best of all concerned. The greater numbers of humanity – and all life forms on this planet – that you include in your goals, the more assistance you will attract to help you achieve them.

And you need to help people find what you know about achieving goals. You should share what you know about attaining success open-handedly.

Like the way you've been treated through this book.

d. The reasons you wouldn't keep everything you've earned are due to succumbing to those emotional desires above.

Giving into those desires is what makes you treat others poorly. Not the way you'd like to be treated.

And so, a downward spiral starts of bad decisions to justify what you just did. Very similar to the Sir Walter Scott quote: “What a tangled web we weave, when first we practice to deceive.”

For these four emotional desires are lies at their base. You generate all your own emotions as reactions to the world around you. The word “emotion” actually means “to send out.”

Compassion is a feeling, like openhanded help. Feelings are personal, internal, honest. Hate and anger are emotions – they go out. Happy is a feeling – it's inside. You show it with a smile, or a hug.

Almost all emotions, if not all, have been trained in by your living, your schooling, the movies you've watched. All those drama's. Those four desires are emotional, and can be let go.

And when you let them go, you can get a great deal of your sanity back. Above all, you'll make the decisions that will help you give better value to all concerned. So you not only keep whatever you've always wanted to get out of life – it will expand and expand.

e. Release negative emotions to keep what you have as long as you want them.

Now, those habitual desires can be removed with simple releasing.

Releasing is simply a few steps:

1. Finding what desire is present at that moment.
2. Recognizing it.
3. Deciding to let it go.
4. And then letting it go.

It's far too simple.

- You see you're upset by something.
- Pause. Take a breath to relax. Ask yourself which of those four desires are present (or in what combination). Acknowledge their presence. Decide you can let them go. Then do so.
- If they're still here, you can repeat those steps. Or not.

The point is that you won't make a bad emotional decision just because one of your trained-in emotions have been triggered.

You already know how to get everything you want out of life.

And if you do these two steps consistently:

1. Do only actions which help the majority – as you'd like to be treated (not selfishly or being greedy).
2. And keeping yourself on a positive footing by releasing your negative emotions.

Then you'll be able to get and keep anything and everything you want out of life.

Any fears to the contrary, met with courage, will be found to be false – and eventually quit bothering you.

HOW NAPOLEON HILL EARNED and lost his millionaire fortune – *twice*.

You'll have to search for this, but you'll find that Hill was a millionaire before the Great Depression, with a fleet of Rolls-Royce's and a large rural estate in New York. All earned with proceeds from his first bestselling 7-volume book and course, “Law of Success”.

Then he lost it all.

He became a millionaire again after writing and releasing his “Think and Grow Rich”.

But lost that as well – even the rights to that bestselling book.

Late in life, he earned his third millionaire-level income – and kept it. Actually, his third wife managed his last fortune, and wisely set up a Foundation to take care of his intellectual properties.

And that Foundation watches over his trademarks today.

For all the spiritual principles that Hill has in his books, he missed something. (And you can see where he learned that lesson

in his last book, “Get Rich Through Peace of Mind”, published four years before his death.)

Hill studied and distilled a set of common-sense success principles. And telling others about them made him rich. Three times.

What he didn't understand, until his last few years, was how to spot and deal with the booby traps of unwanted human emotion that can bring down everything you've built up. Otherwise, those unwanted and unnecessary emotions just keep on wrecking your life.

Napoleon Hill tested and refined all he studied from the people he met through his own life. And studying Hill's own life gives us even more examples of how to successfully manage our own.

WITHIN THIS BOOK ARE the keys to resolving any reason you can't have and keep anything you want out of life.

And if you don't feel you need all that stuff after enjoying it for awhile – you can simply release it and let it go.

There are four questions you might ask yourself about the things you want – and the things you have:

- Does this make my life *simpler*?
- Does this help me live in greater *peace* with myself and others?
- Does this bring more *joy* into my life?
- And finally, does this help me manifest *abundance*?

AN ADDITIONAL METHOD of releasing.

Derived from the ancient Polynesian practice of healing called “Ho-o-pono-pono”, repeating a simple mantra of four phrases enables releasing.

- *I love you.*
- *I am sorry.*
- *Please forgive me.*
- *Thank you.*

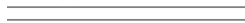
What this does is to release the negative emotional feedback you are feeling to anything in your life that's unwanted.

You can use this repetitively until you re-experience a calm, peaceful attitude towards whatever you want to clean up in your life.

One use is to remove any habitual thought of limits or blocks to adopting a new mental thought pattern such as affirmations or visualization – for those goals you want to achieve.

You've already seen such affirmations in several of the articles in this book. These phrases then allow you to accept your visualization as actual, despite any reality you may have agreed with earlier.

Of course, there are many more applications to this healing process, and more theory behind it. Joe Vitale's "Zero Limits" is suggested for further study.



WHILE IT IS TRUE THAT you can't take it all with you, some mystics say that our time here may be only a step in a longer journey, that death is simply a doorway to another experience. And what we improve in ourselves is never truly lost when you step through.

If you can use this time, right here and now, to seek such elements you find in this existence – ones that bring you continuing simple, joyful, inner peace – might that understanding be worth everything?

Freedom with no cost

THIS IS NO EXPERIMENT, this is life at its fullest.

While this may seem adventurous to some, it is really every persons' adventure. Because if you are reading this, you are seeking peace, personal freedom, happiness, joy, prosperity – whatever you want to call it and in all its incarnations.

But I'm not here to simply parrot or explain Levenson, Dwoskin, Crane, Seretan, or anyone else. These are just my own approach to this particular subject of personal clearing – if you want to call it that.

The Rules:

1. Cut out all TV, radio, newspapers, magazines other than what you need to directly live your life. Sure, if we could create a cave with temperature control and sufficient food to live indefinitely, then you could cut everything out – all contact with the world for the period you are working at this. But realistically, no.

My own compromise is to live on a farm and by choice with little contact with people other than a very few close family and whoever I have to deal with to get the farm business done. My freelance is on the web, so I work at this. And try to keep from going down rabbit holes by staying focused with exact actions to do daily.

The idea is to calm the mind and not let disturbances set it off again.

2. Understand the various release techniques fully. Get the books, listen to as many tapes as you have to. Get all this homework done as you can. Keep these to hand as reference, but don't refer to them constantly. Get the basics down to simplicities that you can easily apply.

3. Release constantly. Everything that comes up – until nothing comes up at all. Find your intuitive Self – and work out how to release that as well. Release all bliss as well. You'll know when you're done. Release stuckness when you get stuck, if you do.

4. Take no examples of anyone else as standards or goals for yourself. Not Lester, not the Christ, not anyone. In fact, release all goals and all personal standards of behavior you had earlier set. Become completely hootless about anything and everything. Attain or acquire anything and everything you need by releasing.

5. When you run out of things to release, and the world is perfect all the time, answer: “What Am I?”

THAT'S THE SUM OF IT.

Doesn't mean you don't do anything, but it does mean you have to release constantly. Listening to TV or radio or any “news” just sets you back, as these are just distractions and arbitrarily give you more to release. You have to want your own freedom more than you want the world. It doesn't mean you can't have amusements – but these have their own costs in time. How fast you re-acquire your personal Freedom depend on how much time you devote to it.

What we are working at is to get as high as we can, as fast as we can – and that upper energy level will allow much faster releasing of broader concepts.

The key points are to get the world off your back until you are fully released. I'm not going to say you are going to become a Master – that is between you and your Self. I don't say you are going to do or achieve anything. If you follow these steps at all, what you get out is what you put in.

Get the world off your back,

Know and understand the basics so you can apply them simply.

Release constantly.

And when you run out of things to release and the world is perfect all the time, answer the question: “What Am I?”

I’m not saying this is easy or hard to do. Your mileage may vary.

It is just the approach I’m taking.

Once you get everything you want in your life, what then?

YOU SEE, WHAT WORKS for you is just that – it’s what works for you. There are many paths up the mountain (as I often say) but no two are identical. Each and everyone of us have to make their own path, or find it. And that path isn’t the same as the one the person on either side of you is using.

For me, Levenson's releasing technique is a key point to use in combination with other material in order to make my own progress toward personal Freedom – or Enlightenment (since Freedom is already within us – so is Enlightenment, actually...)

And this is why I also write about this stuff at length. Because I consider a few things to be vital truths - at least for me:

1. I am only here to help others.
2. Whatever I want to attain or have is best attained or acquired by helping others attain or get whatever it is that they want.
3. Finally, that the whole universe runs on these two statements above. Period.

Now you can and should disagree with me on any or all of the above. Because it’s not true until it’s true for you.

But I’ve had incredible gains after learning (teaching myself) the Levenson releasing technique. And so I recommend it to others – as many as will listen to what I have to say.

Since I hadn't ever told you how easy it is to release, I thought to tell you.

The 7 Simple Steps to Releasing for Personal Development

(EXCERPTED AND EXTRACTED from the tape series "The Way" these notes describe a very direct manner of re-achieving your personal Freedom. And whether you're looking for life's abundance or how to get rich – it's all in these 7 simple steps of Levenson releasing technique...)

The steps:

1. Want Freedom more than you want the World.
2. Take all your joy from within by releasing.
3. Make the decision to go Free and then do it.
4. Go directly to the fear of dying and then release it.
5. Get everything from here on by direct releasing.
6. Be not the doer. Be the witness. Let go and let God.
7. Make your behavior that which a Master would do.

Once you decide to get moving on the path to total freedom, you will eventually make it out. The only reason these materials exist is to enable you to do it in a single lifetime, this one.

All the joy there is in life already exists within you. You just have to release all the limitations that you hold in place to keep this from showing up.

You set up the decision to go Free and just work at it. Don't resist anything, just push this right on up and you'll make it. Keep striving for this and you'll arrive. The more you concentrate on it, the faster it shows up.

All the other points – control, approval, security are all based on the fear of dying. Simply go to the central fear of dying – release it directly and completely – and the rest falls away. You have to quit trying to make the body survive – to exist through the body. (But it's suggested by several releasing technique counselors that you spend significant time releasing before you try this on your own – it has at times made people physically sick.)

There's nothing you want that can't be more easily and rapidly acquired (it will show up faster) if you just release on the fact of it's being there now. Look for anything that comes up when you accept the goal of that product or service being present right now in your life.

Don't effort at doing anything. Flow with the actions around you. You'll get intuitive insight on what actions you should be doing. Just be the witness to what is going on. You'll see the actions happening around you and you only just have to move with what you should do to achieve harmony in your own life and the world around you. Just let go of any effort and let the God in you do the doing that makes sense in the moment.

Act only in ways as a Master would. The more you just follow the Master presence which is already within you, the more will show up on the external "you" which everyone else then sees. You will then start intuitively to do the right actions, the necessary actions, the harmonious actions. And all things that you actually want in life will show up for you. What you want will change. What you want now isn't necessarily what you are going to wind up with – it will be a lot better, a lot bigger, far more of it than you want or think you want right now. Just get off the thinking and act only as a Master would. And let it show up around you.

Supplementary Essays



Napoleon Hill's Think and Grow Rich

BY EARL NIGHTINGALE

NAPOLEON HILL HAS ARGUABLY influenced the success of more men and women than any other person in history.

Born in a one-room cabin, he began his career as a journalist. His big break came when he was asked to interview steel-magnate Andrew Carnegie. Carnegie was so impressed with the young reporter that he convinced Hill to research and organize the world's first philosophy of individual achievement.

All over the free world, there are thousands of successful men and women who are where they are today because they once picked up a copy of *Think and Grow Rich* by Napoleon Hill. Without question, this single book has had a greater influence on the lives, accomplishments, and fortunes of more people than any other work of its kind.

This remarkable book helped me decide once and for all how I was to accomplish my goal. It unified my thinking and gave me a straight, clear road to the point I decided to reach. One of my closest friends found the book, stayed home for three days reading and digesting its material, and he then went on to reach the top of his industry. I've sat in richly paneled executive offices and listened to world-famous business leaders tell me how reading *Think and Grow Rich* changed their lives.

When the last page of *Think and Grow Rich* is read, the hand that puts the book down on the table is a different hand. The man who then stands up and walks out into the world is a different, a changed man - the possessor of the unique knowledge that will enable him to turn dreams into reality, thoughts into things. So-called fate and exterior circumstances are no longer in command. He who had been a passenger is now suddenly the captain.

The secret behind Think and Grow Rich, the reason why it has withstood the test of time, is because it stands on the foundation of truth: *the clear, unchallengeable fact that everything begins with an idea*. One may start with nothing but ideas, but ideas are incredibly powerful when they're supported by Definiteness of Purpose, persistence, and a burning desire for their translation into material objects or riches - "riches" being whatever it is you happen to want.

In other words, by controlling your mind, you can control your destiny. And you can start that amazing process today, by absorbing and applying Napoleon Hill's famous 13 principles for unbridled success.

Desire

DESIRE IS THE STARTING point for all achievement, the first step toward riches. But it's here that we so often run into a roadblock. A person will say, "I know what I desire, but can I get it?"

The answer was best expressed by Emerson: "There's nothing capricious in nature, and the implanting of a desire indicates that its gratification is in the constitution of the creature that feels it." In other words, you would not have the desire unless you were capable of its achievement.

Your burning desire is nothing more than an accurate picture of what you will one day become. So right here, firmly establish in your mind that which you desire more than anything else, and cherish and nurture that desire. Do not suppress or annihilate it. A man without desire has within him no principle of action, nor motive to act.

Faith

FAITH IS THE STATE of mind that may be induced or created by affirmation or repeated instructions to the subconscious mind by conscious auto suggestion. By summoning over and over again a mental image of yourself already having accomplished your main

desire, you will muster the faith you need. Faith is vital to accomplishment.

Have faith that you can accomplish that which you seek, for you would never have decided upon it unless it was meant for you to accomplish it. If you find it difficult at times to have faith in yourself, you may be certain that you can have faith in these principles.

Auto Suggestion

THROUGH REPEATED SUGGESTION, the subconscious mind can be put to work for you. It's the faculty of being able to concentrate your mind on your burning desire until your subconscious mind accepts it as fact and begins to devise ways of bringing it about. Here's where hunches come from, sudden flashes of thought, inspiration, or guidance.

To access the power of auto suggestion, go into some quiet spot, perhaps in bed at night. Close your eyes and repeat aloud so you may hear your own words a careful reaffirmation of whatever your goal happens to be. If it's the accumulation of a sum of money, reiterate the time limit for its accumulation and a description of the service or merchandise you intend to give in return for it. As you carry out these instructions, see yourself already in possession of your goal.

Specialized Knowledge

KNOWLEDGE IS POWER only to the extent that it's organized into a definite plan of action and directed to a definite end. Before you can be sure of your ability to transmute desire into its monetary equivalent, you will require specialized knowledge of the service, merchandise, or profession that you intend to offer in return for fortune.

Realize that you must learn all you can about your specialty. Set aside a definite time every day for learning more about what it is you do for a living. Take the courses that are offered on your subject and associate with people who know your business well.

Imagination

WHATEVER THE MIND OF man can conceive and believe, it can achieve. Man's only limitation, within reason, lies in the development and use of his imagination and subsequent motivation to action. The great leaders of business, industry, and finance, and the great artists, musicians, poets, and writers became great because they developed the power of self-motivation.

As you go about your daily work, think constantly of ways in which it could be done better, more efficiently. Think of the changes that are inevitable. Can they be made now? If you feel limited, remember the words of the late Frank Lloyd Wright: "The human race built most nobly when limitations were greatest and, therefore, when most was required of imagination in order to build at all."

Decision

ANALYSIS OF SEVERAL hundred people who've accumulated fortunes well beyond the million-dollar mark disclose the fact that every one of them had the habit of reaching decisions promptly and of changing these decisions slowly, if and when they were changed.

When you make up your mind, stay with it. The majority of people who fail are generally easily influenced by the opinions of others. Opinions are the cheapest commodities on earth. Keep your own counsel when you begin to put into practice the principles described here by reaching your own decisions and following them. Take no one into your confidence except the members of your mastermind alliance (as discussed later), and be very careful in your selection of this group, choosing only those who will be in complete sympathy and harmony with your purpose. Close friends and relatives, while not meaning to do so, often handicap one through uninformed opinions and sometimes through ridicule.

Persistence

PERSISTENCE IS SIMPLY the power of will. Willpower and desire, when properly combined, make an irresistible pair. Persistence is to an individual what carbon is to steel. In uncounted thousands of cases, persistence has stood as the difference between success and failure. It is the lack of this quality more than any other that keeps the majority from great accomplishment. As soon as the going gets tough, they fold.

If you're to accomplish the goal you set for yourself, you must form the habit of persistence. Things will get difficult. It will seem as though there's no longer any reason to continue. Everything in you will tell you to give up, to quit trying. It is right here that if you'll go that extra mile and keep going, the skies will clear and you'll begin to see the first signs of the abundance that is to be yours because you had the courage to persist. With persistence will come success.

Enthusiastic Support

IT IS OF GREAT SIGNIFICANCE that behind practically every great leader has been the supportive love and inspiration of a spouse. When things get tough - and you can count on it, they will - you may be deserted by some you thought were friends. But if you've got a good woman or man supporting you, you will never be alone. He or she will be willing to start over again if necessary and will give you the new enthusiasm that comes through faith in you.

Having someone to love is having someone to share your success and accomplishments; to give you the praise that all of us need from time to time. A person can become successful without a spouse and family, but much of the real joy is lost if it cannot be shared. Take care of your spouse and children as your greatest possessions.

Organized Planning

THE FIRST OF THE SIX steps for transforming desire into reality is the formation of a definite, practical plan through which this transformation may be made. Once you do, it is

critical that you ally yourself with one or more people or a group of as many people as you may need for the creation and carrying out of your plan. These people are your "mastermind alliance."

Before forming your mastermind alliance, decide what advantages and benefits you may offer the individual members of your group in return for their cooperation. No one will work indefinitely without compensation, though this may not always be in the form of money.

Arrange to meet with the members of your mastermind alliance at least twice a week, and more often if possible, until you have jointly perfected the necessary plan or plans for the accomplishment of your goal.

Maintain perfect harmony between yourself and every member of your mastermind alliance. Keep in mind these facts: First, you are engaged in an undertaking of major importance to you. To be sure of success, you must have plans that are as faultless as possible. Second, you must have the advantage of the experience, education, native ability, and imagination of other minds. This is in harmony with the methods followed by every person who has risen above the average. Work at this until you have a well-executed formal plan for reaching your objective. In this way you're never confused or wondering what you should do next. Every morning you know exactly what you're going to do and why.

Organized planning is one the most important principles, because a person without a plan is like a ship without a course. With no place to go, disaster is a probability.

The Power of the Mastermind

NO TWO MINDS EVER COME together without thereby creating a third - a third invisible, intangible force that may be likened to a third mind. You may have noticed many times that by discussing something with another person you suddenly get good ideas as a result of the discussion, ideas you would not have gotten without this association. Well, the same thing happens to

the other person. A lot of good ideas have been born in individual minds as a result of having met in committee.

Associating with your mastermind alliance is not meant as a means of letting others do your thinking for you, far from it. It is meant to stimulate your own thinking through the association with other minds. No one knows everything. The more sympathetic minds you get together - that is, minds working for a common purpose - the more related information is going to be available. Great ideas are a combination of related information.

Pick the members of your mastermind group with care. Make sure they're people you respect and who are hard working and conscientious. You'll have a lot of fun, and you'll reach your goals just that much sooner.

The Subconscious Mind

THE SUBCONSCIOUS MIND is a mental area in which all inputs through any of the five senses are classified and recorded, and from which they may be recalled or withdrawn like data from the storage banks of a limitless computer. No one knows very much about what we call the subconscious mind but we do know that it is incalculably powerful and can solve our problems if we go about using it the right way.

The best way is to hold in your conscious mind as often as possible a clear picture of yourself already having accomplished your goal. Know what you want. Define it clearly, and then project it on the motion picture screen of your mind. Hold it. See yourself doing and having the things you have when your objective will have been reached. Do this as often as practical, particularly at night just before you go to sleep and the first thing upon waking. As you do this, your subconscious will begin to lead you toward your objective. Don't fight it. Follow your sudden hunches, the ideas that come into your mind, knowing that they may well represent subconscious knowledge.

If you'll keep at this, you'll be amazed and delighted by the ideas that just seem to come from nowhere.

The Power of the Brain

IF YOU HAD ACCESS TO all the wealth in the world and used only a penny, you would be doing exactly what most of us very probably have been doing in the use of our brains. You own in your brain the most marvelous, miraculous, inconceivably powerful force the world has ever known.

It is the brain that has given us the computer, supersonic airplane, our deep rocket probes into outer space, the sciences, and the arts. All of what we know today and will achieve tomorrow is born from this small, gray mass each of us carries around.

Can you doubt, even for a moment, that your brain can bring you and yours everything you want here on earth? Recognize its power, give it the job you've decided to accomplish, and watch it handle it.

The Sixth Sense

THE SIXTH SENSE CAN be described as the sense through which your infinite intelligence may and will communicate. This principle is the apex of the philosophy. It can be assimilated, understood, and applied only by first mastering the other 12 principles. The sixth sense is that function of the subconscious mind that has been referred to as the creative imagination. It's also been referred to as the receiving set through which ideas flash into the mind, sometimes called hunches or inspirations.

The sixth sense cannot be described to a person who has not mastered the other principles of this philosophy, because such a person has no knowledge and no experience to serve as points of reference. The sixth sense is not something one can take off and put on at will. The ability to use this great power comes slowly through application of the other principles we've outlined. So begin to develop it now by applying the principles we've talked about here.

Remember this: Man can create nothing that he does not first conceive in the form of an idea, a desire. Keep fear out of your mind. Concentrate on the mental picture of yourself achieving your desire. Cut yourself away from the average - from the mediocre - and chart your course on the dream in your heart. These 13 principles will never let you down. You need only remember and use them.

From Desire to Reality in Six Easy Steps

SIX DEFINITE PRACTICAL steps to transform a burning desire into reality:

1. Fix in your mind an exact picture of what you desire. It's not sufficient merely to say, for example, "I want plenty of money." Be definite as to the amount.
2. Determine exactly what you intend to give in return for the thing you desire. There's no such reality as something for nothing.
3. Establish a definite date by when you intend to possess the desired thing.
4. Create a definite plan for carrying out your desire and begin at once, whether you feel entirely ready or not to put this plan into action.
5. Write out a clear, concise statement of your responses to the preceding four steps.
6. Read your written statement aloud twice daily. Once after arising in the morning and once just before retiring at night. As you read, see and feel and believe yourself already in possession of whatever your goal happens to be.

A Summary of The Science of Getting Rich

BY WALLACE D. WATTLES

First published 1910

THERE IS A THINKING STUFF FROM WHICH ALL THINGS ARE MADE, and which permeates, penetrates, and fills the inter-spaces of the universe.

A thought in this substance produces the thing that is imaged by the thought.

A person can form things in his thought, and by impressing your thought upon formless substance can cause the thing you think about to be created.

In order to do this, a person must pass from the competitive to the creative mind. Otherwise you cannot be in harmony with formless intelligence, which is always creative and never competitive in spirit.

A person may come into full harmony with the formless substance by entertaining a lively and sincere gratitude for the blessings it bestows upon you. Gratitude unifies your mind with the intelligence of substance, so that your thoughts are received by the formless. A person can remain upon the creative plane only by uniting yourself with the formless intelligence through a deep and continuous feeling of gratitude.

A person must form a clear and definite mental image of the things you wish to have, to do, or to become, and you must hold this mental image in your thoughts, while being deeply grateful that all your desires are granted to you. The person who wishes to get rich must spend your leisure hours in contemplating your vision, and in earnest thanksgiving that the reality is being given to you. Too much stress cannot be laid on the importance of frequent contemplation of the mental image, coupled with

unwavering faith and devout gratitude. This is the process by which the impression is given to the formless and the creative forces set in motion.

The creative energy works through the established channels of natural growth, and of the industrial and social order. All that is included in your mental image will surely be brought to the person who follows the instructions given above, and whose faith does not waver. What you want will come to you through the ways of established trade and commerce.

In order to receive your own when it is ready to come to you, a person must be in action in a way that causes you to more than fill your present place. You must keep in mind the purpose to get rich through realization of your mental image. And you must do, every day, all that can be done that day, taking care to do each act in a successful manner. You must give to every person a use value in excess of the cash value you receive, so that each transaction makes for more life, and you must hold the advancing thought so that the impression of increase will be communicated to all with whom you come into contact.

The men and women who practice the foregoing instructions will certainly get rich, and the riches they receive will be in exact proportion to the definiteness of their vision, the fixity of their purpose, the steadiness of their faith, and the depth of their gratitude.

Seven Secret Words of Huna

BY SERGE KAHILI KING

Editor's Note: *In my half-century of research, the philosophy called “Huna” revealed itself as the most basic form of principles underpinning and explaining life-processes – including why and how “We Become What We Think About.”*

ALOHA! GREETINGS TO you, and to this ocean and to this land, to this wind and to this sky! I want to share with you a part of the Hawaiian cultural heritage.

A very long time ago in the islands of the Pacific, there were wise men and women who looked at the world, who observed the patterns of nature, the behavior of animals and plants, human beings, and they came to some conclusions about life, about what life is all about, about how life works. And they gave a name to this knowledge. They called it Huna, Ka Huna, the secret, the inner knowledge, the hidden knowledge.

And from this knowledge they developed seven ideas, seven principles, and these are what I want to share with you. The people who did this, who practiced this knowledge, were called Kapua; nowadays we might call them Shaman. And they had a very special way of looking at life, of seeing.

1. **IKE** - our ideas create our reality.
2. **KALA** - there are no limits.
3. **MAKIA** - energy flows where attention goes.
4. **MANAWA** - now is the moment of power.
5. **ALOHA** - to love is to be happy with.
6. **MANA** - all power comes from within.

7. **PONO** - effectiveness is the measure of truth.

NOW THE FIRST OF THESE ideas in Hawaiian is called **IKE** (ee-kay). And the idea in English is *The world is what you think it is*. This life of ours is a dream, our dream, a dream that we share with other people, that we share with the earth; a dream that we also share with ourselves alone. It's a way of saying that this dream of our experience, this reality as we call it, comes from inside, comes from our thoughts, our ideas, our beliefs, our fears, our desires, our angers and our pleasures. That all of the ways that we think produces this experience of ours. That from night comes day, from thought comes reality.

If we would change this reality, says this knowledge, this philosophy if you will, if we would change this reality, then we must change ourselves. And it is wasted energy to try to change the outer world alone, but if we would truly change the outer world we must go within and find that place within us which is creating the outer world, and change that. Change that idea, change that fear to hope, change that anger to love, change that belief in lack to a belief in abundance. This is IKE, working from within to create the outer.

This is the most important of the ideas, and all of these ideas that we're going to talk about now come from this first one.

THE NEXT PRINCIPLE that comes from the first one is **KALA**. Kala, which says, *There are no limits. Meaning that we are all connected*. Each one of us is connected, mind and body, spirit and man, earth and plants and animals and clouds and sky and ocean. We are all one, we are all connected together.

Now Kala also says that separation is an illusion, but that because we can create our own reality with our thoughts, we sometimes create a sense, a belief in separation. And that as we believe we are separate, we create sickness. When the mind is separate from the body, when we think these two are separate,

then in that way we create sickness. When the body, our body, ourselves are separate from the people around us, when we create that kind of separation in our thoughts and our feelings, then there is sickness in our relationships. When we feel we are separate from the earth, that the earth is a thing outside of us, then we get sick, and so does the earth. But Kala says that there is really, underneath all of that sense of separation, a real oneness. And that if we can get rid of those ideas and feelings and acts and behaviors and thoughts of separation, that oneness comes together. That connection is made again, we become healthy and whole within ourselves and with the world around us. This is Kala—it is a way of creating that connection again, a freeing up.

You've probably seen in Hawaii, a gesture they do which says, 'Hang Loose!' And the meaning is very clear, it means that when you get uptight, when you create tension, then you create separation. So when you hang loose, when you relax, when you allow things to flow, you are healthier, relationships with everything are better, and a very interesting thing happens. When you are relaxed and flowing with things, it is easier to change them. So Kala is not saying that you must accept things the way they are, forever, without changing; it says that when you relax with them, you can change them easier. That's Kala.

THE THIRD IDEA THAT these wise people discovered was called **MAKIA** (mah-kee-ah). Makia, that *Energy flows where attention goes*. Wherever there is a flow of energy and attention, events are created. And wherever you direct your attention, and keep it directed in that way, to an object or to an idea, then the flow of energy carries. And according to the nature of your thoughts, that's the return flow that you get. So that if you're putting out and thinking very positive thoughts about the world around you, then positive energy flows back. And that when you are putting out and thinking negative thoughts about the world around you, then negative energy flows back, negative results come into your life. If you are putting out thoughts of abundance, and keeping that consistently, not just once in a while, but

thinking that way, then abundance flows into your life. If you are thinking thoughts of happiness and joy, consistently, then to that degree happiness and joy flow back into your life. And where you focus on fear and anger, then you have fear and anger in your life. Where you focus on violence and upsetting and illness, then violence and upsetting and illness flow into your life.

You have the ability, the wonderful skill, says this knowledge, of deciding how you are going to focus your thoughts, your energy, your attention, and thereby change what is flowing back into your life. So all of these principles of this knowledge, starting from the first one, are telling you how to make the changes from within that will make the changes from outside.

THERE IS A FOURTH IDEA, called **MANAWA** (man-ah-wah). Manawa is the idea that *Now is the moment of power*. This moment, right here. That there is no power in the past, no power in the future. That the past has no power over you either. That you are the one that has power right in this moment to change what you think, and then the past, and the effects of the past, fail to hold you. You walk forward in life from moment to moment with ideas about yourself and about the past. And it is those ideas, in every given moment, that create your reality. If there is beauty in your life, as we have beauty in these Hawaiian Islands, then you are creating that beauty now. Says this idea, you increase that beauty by enjoying and appreciating that beauty now. If you stop appreciating that beauty, if you start losing your sense of beauty, then so does the land around you lose its beauty, as we have seen happens some places on this earth of ours. But the more you appreciate, take pleasure in the moment, the more you strengthen that, the more you increase that.

So it is not what you've been, but what you are, that makes what you have in any given moment. And the future, as well, does not lie in front of you, waiting for you to move forward and bump into it. The future is created in every present moment by the seeds of thought that you plant now. Sometimes we have weeds from the past, but we can pull those up now, and plant new seeds,

and create a new future. So says this knowledge. As we go along, new seeds are planted, and if we decide that we don't like, at some moment, what these seeds have produced, then at any time, we can pull them up and plant new seeds. So it is every moment that we have our power, and there is power in everything else too, in every present moment.

ONE OF THE MOST WONDERFUL ideas of this knowledge comes in a word that you've already heard, which is **ALOHA**. Aloha, which is so often taken to mean hello and good-bye. And it is used that way. We speak of the spirit of aloha which is so often taken to mean friendship. And it is friendship. But it is more. More than friendship, more than hello and good-bye, Aloha means love. Pure and simple, this is the meaning of that beautiful word. Love.

And even deeper within the word is *the meaning of love, which is To be happy with*. To be happy with something or someone, this is the great discovery, the most marvelous secret of this knowledge that was discovered by these people. That To love is to be happy with. To the degree that you are happy with yourself, with other people, with the world around you, you are in love. And love is being expressed, and love is flowing. But to the degree that you are criticizing, to the degree that you have anger, are not pleased with, do not like things in people around you, you reduce and diminish love. So that love has nothing to do with pain. Love has nothing to do with hurting people or being hurt. Love is the happiness in any relationship. Love is the happiness and the joy and the friendship and the pleasure in any relationship. Because to love is to be happy with.

THE SIXTH PRINCIPLE is **MANA**. Mana is a word that has been often misunderstood, taken to mean energy alone. But Mana is an idea that means power, divine power, creative power. That *All Power comes from within*. The concept of Mana is that there is once source of all power, and that source flows through each one

of us. Not only us as human beings, but through the earth itself, through every stone, through every tree, through every cloud. Mana is the inner power that give every thing its own creativity. Mana is the power of the waves, of the sea to come up and kiss the shore. Mana is the power of the wind to carry the clouds and the birds, and blow across the lands and the ocean. Mana is the power of a stone to be strong and and stable. Mana is the power of human beings to be creative, in their own unique way. Mana is that source of power within each person, within each thing in this universe.

Now, most important from this comes the further idea that All power comes from within. This is the principle, meaning that there is no power outside of you that has any power over you. That all the power for your existence comes from that one source through you. That whenever we think that something else has power, whether it is nature, or whether it is another person, whether it is spirit, whatever it is that we think has more power over our lives than we do, all we are doing, according to this knowledge, is diminishing our own power, holding it back, holding it down. And in a very strange way pretending not to have the power we really have.

Now Mana is a power to do something, to be creative, not a power over. So it is that inner power within each thing, within each person to be itself, and to be itself to its utmost potential. Now the more we allow ourselves to experience that power, to feel it, to use it, to claim it, then we have that power to make ourselves match our highest potential.

THERE IS A SEVENTH principle, called **PONO**, and it says that *Effectiveness is the measure of truth*. That there is always another way to do anything. That we are never really stuck in one way, that there is no one way for anything. That there is no one truth, that there is no one method, one technique, one kind of medicine, one way to heal, one way to be happy, that there is only one person with whom you can be happy. There are many, many ways to achieve your goals, to be happy, to enjoy life, to

fulfill it. This is Pono. That there is always another way to do anything.

The idea continues with the idea that plans are not sacred. Your purpose might be sacred, but the way you achieve that purpose is not. If you want to achieve a given purpose, however, you must use the means suitable to that purpose. If you want to create peace, then you must create peaceful means. For you will never get peace with violence. From violence you will only get more violence, until someday people may tire of the violence and get together and use peaceful means to create peace. But if you start out with peace in your heart, with a love of peace, says this knowledge, then you will move toward peace in your life. A very, very practical truth this one is. A very practical way of living, with yourself, and with other people.

These are the principles of this knowledge. Practiced by the Kapua, this knowledge called Kahuna, this knowledge that comes from these islands and others like them in the Pacific. Here is wisdom to share. And if you would share this, if you would use this, take any part of it that you choose, that you like, and apply and use it in your own life.



THIS IS THE END OF my story. May you be blessed with peace and love, power and wisdom. Aloha!

"From the faraway, nearby." - Georgia O'Keefe

Ideas and Feelings Create Your World

BY NEVILLE GODDARD

(from his 1951 book, "Feeling is the Secret")

THE WORLD, AND ALL within it, is man's conditioned consciousness objectified.

Consciousness is the cause as well as the substance of the entire world. So it is to consciousness that we must turn if we would discover the secret of creation.

Knowledge of the law of consciousness and the method of operating this law will enable you to accomplish all you desire in life. Armed with a working knowledge of this law, you can build and maintain an ideal world.

Consciousness is the one and only reality, not figuratively but actually.

This reality may for the sake of clarity be likened unto a stream which is divided into two parts, the conscious and the subconscious. In order to intelligently operate the law of consciousness, it is necessary to understand the relationship between the conscious and the subconscious. The conscious is personal and selective; the subconscious is impersonal and non-selective. The conscious is the realm of effect; the subconscious is the realm of cause.

These two aspects are the male and female divisions of consciousness. The conscious is male; the subconscious is female.

The conscious generates ideas and impresses these ideas on the subconscious; the subconscious receives ideas and gives form and expression to them.

By this law . . first conceiving an idea and then impressing the idea conceived on the subconscious . . all things evolve out of

consciousness; and without this sequence, there is not anything made that is made. The conscious impresses the subconscious, while the subconscious expresses all that is impressed upon it.

The subconscious does not originate ideas, but accepts as true those which the conscious mind feels to be true and, in a way known only to itself, objectifies the accepted ideas.

Therefore, through his power to imagine and feel and his freedom to choose the idea he will entertain, man has control over creation.



CONTROL OF THE SUBCONSCIOUS is accomplished through control of your ideas and feelings.

The mechanism of creation is hidden in the very depth of the subconscious, the female aspect or womb of creation.

The subconscious transcends reason and is independent of induction. It contemplates a feeling as a fact existing within itself and on this assumption proceeds to give expression to it.

The creative process begins with an idea and its cycle runs its course as a feeling and ends in a volition to act.

Ideas are impressed on the subconscious through the medium of feeling. No idea can be impressed on the subconscious until it is felt, but once felt . . . be it good, bad or indifferent . . . it must be expressed.

Feeling is the one and only medium through which ideas are conveyed to the subconscious. Therefore, the man who does not control his feeling may easily impress the subconscious with undesirable states.

By control of feeling is not meant restraint or suppression of your feeling, but rather the disciplining of self to imagine and entertain only such feeling as contributes to your happiness.

Control of your feeling is all important to a full and happy life. Never entertain an undesirable feeling, nor think sympathetically about wrong in any shape or form. Do not dwell on the imperfection of yourself or others. To do so is to impress the subconscious with these limitations. What you do not want done unto you, do not feel that it is done unto you or another. This is the whole law of a full and happy life. Everything else is commentary.

Every feeling makes a subconscious impression and, unless it is counteracted by a more powerful feeling of an opposite nature, must be expressed. The dominant of two feelings is the one expressed. I AM healthy is a stronger feeling than I will be healthy. To feel I will be is to confess I am not; I AM is stronger than I am not.

What you feel you are always dominates what you feel you would like to be; therefore, to be realized, the wish must be felt as a state that is rather than a state that is not.



SENSATION PRECEDES manifestation and is the foundation upon which all manifestation rests. Be careful of your moods and feelings, for there is an unbroken connection between your feelings and your visible world.

Your body is an emotional filter and bears the unmistakable marks of your prevalent emotions. Emotional disturbances, especially suppressed emotions, are the causes of all disease. To feel intensely about a wrong without voicing or expressing that feeling is the beginning of disease . . dis-ease . . in both body and environment.

Do not entertain the feeling of regret or failure for frustration or detachment from your objective results in disease.

Think feelingly only of the state you desire to realize. Feeling the reality of the state sought and living and acting on that conviction is the way of all seeming miracles. All changes of expression are brought about through a change of feeling. A

change of feeling is a change of destiny. All creation occurs in the domain of the subconscious.

What you must acquire, then, is a reflective control of the operation of the subconscious, that is, control of your ideas and feelings.



CHANCE OR ACCIDENT is not responsible for the things that happen to you, nor is predestined fate the author of your fortune or misfortune.

Your subconscious impressions determine the conditions of your world. The subconscious is not selective; it is impersonal and no respecter of persons. The subconscious is not concerned with the truth or falsity of your feeling. It always accepts as true that which you feel to be true.

Feeling is the assent of the subconscious to the truth of that which is declared to be true. Because of this quality of the subconscious there is nothing impossible to man.

Whatever the mind of man can conceive and feel as true, the subconscious can and must objectify. Your feelings create the pattern from which your world is fashioned, and a change of feeling is a change of pattern.

The subconscious never fails to express that which has been impressed upon it. The moment it receives an impression, it begins to work out the ways of its expression. It accepts the feeling impressed upon it, your feeling, as a fact existing within itself and immediately sets about to produce in the outer or objective world the exact likeness of that feeling.

The subconscious never alters the accepted beliefs of man. It out pictures them to the last detail whether or not they are beneficial.

To impress the subconscious with the desirable state, you must assume the feeling that would be yours had you already realized

your wish. In defining your objective, you must be concerned only with the objective itself.

The manner of expression or the difficulties involved are not to be considered by you. To think feelingly on any state impresses it on the subconscious. Therefore, if you dwell on difficulties, barriers or delay, the subconscious, by its very non-selective nature, accepts the feeling of difficulties and obstacles as your request and proceeds to produce them in your outer world.

The subconscious is the womb of creation. It receives the idea unto itself through the feelings of man. It never changes the idea received, but always gives it form. Hence the subconscious out pictures the idea in the image and likeness of the feeling received.

To feel a state as hopeless or impossible is to impress the subconscious with the idea of failure.

ALTHOUGH THE SUBCONSCIOUS faithfully serves man it must not be inferred that the relation is that of a servant to a master as was anciently conceived. The ancient prophets called it the slave and servant of man.

St. Paul personified it as a “woman” and said: “The woman should be subject to man in everything.”

The subconscious does serve man and faithfully gives form to his feelings. However, the subconscious has a distinct distaste for compulsion and responds to persuasion rather than to command; consequently, it resembles the beloved wife more than the servant.

“The husband is head of the wife,”

may not be true of man and woman in their earthly relationship but it is true of the conscious and the subconscious, or the male and female aspects of consciousness.

The mystery to which Paul referred when he wrote,

“This is a great mystery...

He that loveth his wife loveth himself... .

And they two shall be one flesh,”

is simply the mystery of consciousness.

Consciousness is really one and undivided but for creation’s sake it appears to be divided into two.

The conscious (objective) or male aspect truly is the head and dominates the subconscious (subjective) or female aspect. However, this leadership is not that of the tyrant, but of the lover. So, by assuming the feeling that would be yours were you already in possession of your objective, the subconscious is moved to build the exact likeness of your assumption.

Your desires are not subconsciously accepted until you assume the feeling of their reality, for only through feeling is an idea subconsciously accepted and only through this subconscious acceptance is it ever expressed.

It is easier to ascribe your feeling to events in the world than to admit that the conditions of the world reflect your feeling. However, it is eternally true that the outside mirrors the inside.

“As within so without.”

“A man can receive nothing unless

it is given him from heaven,”

and

“The kingdom of heaven is within you.”

Nothing comes from without; all things come from within . .
from the subconscious.



IT IS IMPOSSIBLE FOR you to see other than the contents of your consciousness. Your world in its every detail is your consciousness objectified. Objective states bear witness of subconscious impressions. A change of impression results in a change of expression.

The subconscious accepts as true that which you feel as true, and because creation is the result of subconscious impressions, you, by your feeling, determine creation. You are already that which you want to be, and your refusal to believe this is the only reason you do not see it.

To seek on the outside for that which you do not feel you are, is to seek in vain, for we never find that which we want; we find only that which we are.

In short, you express and have only that which you are conscious of being or possessing.

“To him that hath it is given.”

Denying the evidence of the senses and appropriating the feeling of the wish fulfilled is the way to the realization of your desire.

Mastery of self-control of your thoughts and feelings is your highest achievement.

However, until perfect self-control is attained, so that, in spite of appearances, you feel all that you want to feel, use sleep and prayer to aid you in realizing your desired states.

These are the two gateways into the subconscious.

Imagining Creates Reality

BY NEVILLE GODDARD

(From his 1948 book "Out of This World")

MEN BELIEVE IN THE reality of the external world because they do not know how to focus and condense their powers to penetrate its thin crust.

This article has only one purpose, the removing of the veil of the senses, the traveling into another world.

To remove the veil of the senses we do not employ great effort; the objective world vanishes by turning our attention away from it.

We have only to concentrate on the state desired in order to mentally see it, but to give it reality so that it will become an objective fact, we must focus attention upon the invisible state until it has the feeling of reality. When, through concentrated attention, our desire appears to possess the distinctness and feeling of reality, we have given it the right to become a visible concrete fact.

If it is difficult to control the direction of your attention while in a state akin to sleep, you may find gazing fixedly into an object very helpful. Do not look at its surface but into and beyond any plain object such as a wall, a carpet, or any other object which possesses depth. Arrange it to return as little reflection as possible. Imagine then that in this depth you are seeing and hearing what you want to see and hear until your attention is exclusively occupied by the imagined state.

At the end of your meditation, when you awake from your "controlled waking dream," you feel as though you had returned from a great distance. The visible world which you had shut out returns to consciousness and by its very presence informs you

that you have been self-deceived into believing that the object of your contemplation was real.

But, if you know that consciousness is the one and only reality, you will remain faithful to your vision, and by this sustained mental attitude confirm your gift of reality, and prove that you have the power to give reality to your desires that they may become visible concrete facts.

DEFINE YOUR IDEAL AND concentrate your attention upon the idea of identifying yourself with your ideal. Assume the feeling of being it, the feeling that would be yours were you already the embodiment of your ideal. Then live and act upon this conviction.

This assumption, though denied by the senses, if persisted in, will become fact. You will know when you have succeeded in fixing the desired state in consciousness by simply looking mentally at the people you know.

In dialogues with yourself you are less inhibited and more sincere than in actual conversations with others, therefore the opportunity for self-analysis arises when you are surprised by your mental conversations with others. If you see them as you formerly saw them, you have not changed your concept of self, for all changes of concepts of self, result in a changed relationship to your world.

In your meditation allow others to see you as they would see you were this new concept of self a concrete fact. You always seem to others an embodiment of the ideal you inspire. Therefore, in meditation, when you contemplate others, you must be seen by them mentally as you would be seen by them physically were your concept of self an objective fact; that is, in meditation you imagine that they see you expressing that which you desire to be.

If you assume that you are what you want to be your desire is fulfilled, and in fulfillment all longing is neutralized. You cannot continue desiring what you have already realized. Your desire is

not something you labor to fulfill, it is recognizing something you already possess. It is assuming the feeling of being that which you desire to be.

Believing and being are one. The conceiver and his conception are one, therefore that which you conceive yourself to be can never be so far off as even to be near, for nearness implies separation.

“If thou canst believe, all things are possible to him that believeth.”



BEING IS THE SUBSTANCE of things hoped for, the evidence of things not yet seen.

If you assume that you are what you want to be, then you will see others as they are related to your assumption.

If, however, it is the good of others that you desire, then, in meditation, you must represent them to yourself as already being that which you desire them to be.

It is through desire that you rise above your present sphere and the road from longing to fulfillment is shortened as you experience in imagination what you would experience in the flesh were you already the embodiment of the ideal you desire to be.

I have stated that man has at every moment of time the choice before him which of several futures he will encounter; but the question arises:

“How is this possible when the experiences of man, awake in the three-dimensional world, are predetermined?”

as his observation of an event before it occurs implies.

This ability to change the future will be seen if we liken the experiences of life on earth to this printed page. Man experiences events on earth singly and successively in the same way that you are now experiencing the words of this page.

Imagine that every word on this page represents a single sensory impression. To get the context, to understand my meaning, you focus your vision on the first word in the upper left-hand corner and then move your focus across the page from left to right, letting it fall on the words singly and successively. By the time your eyes reach the last word on this page you have extracted my meaning.

Suppose, however, on looking at the page, with all the printed words thereon equally present, you decided to rearrange them. You could, by rearranging them, tell an entirely different story; in fact, you could tell many different stories.

A DREAM IS NOTHING more than uncontrolled four-dimensional thinking, or the rearrangement of both past and future sensory impressions. Man seldom dreams of events in the order in which he experiences them when awake. He usually dreams of two or more events which are separated in time, fused into a single sensory impression; or, in his dream, he so completely rearranges his single waking sensory impressions that he does not recognize them when he encounters them in his waking state.

For example:

I dreamed that I delivered a package to the restaurant in my apartment building. The hostess said to me, "You can't leave that there"; whereupon, the elevator operator gave me a few letters and as I thanked him for them, he, in turn, thanked me. At this point, the night elevator operator appeared and waved a greeting to me.

The following day, as I left my apartment, I picked up a few letters which had been placed at my door. On my way down I gave the day elevator operator a tip and thanked him for taking care of my mail; whereupon, he thanked me for the tip. On my return home that day I overheard a doorman say to a delivery man, "You can't leave that there."

As I was about to take the elevator up to my apartment, I was attracted by a familiar face in the restaurant, and, as I looked in, the hostess greeted me with a smile. Late that night I escorted my dinner guests to the elevator and as I said goodbye to them, the night operator waved goodnight to me.

By simply rearranging a few of the single sensory impressions I was destined to encounter, and by fusing two or more of them into single sensory impressions, I constructed a dream which differed quite a bit from my waking experience. When we have learned to control the movements of our attention in the four-dimensional world, we shall be able to consciously create circumstances in the three-dimensional world. We learn this control through the waking dream, where our attention can be maintained without effort, for attention minus effort is indispensable to changing the future.

WE CAN, IN A CONTROLLED waking dream, consciously construct an event which we desire to experience in the three-dimensional world.

The sensory impressions we use to construct our waking dream are present realities displaced in time or the four-dimensional world. All that we do in constructing the waking dream is to select from the vast array of sensory impressions those, which, when they are properly arranged, imply that we have realized our desire.

With the dream clearly defined we relax in a chair and induce a state of consciousness akin to sleep . . . a state, which, although bordering on sleep, leaves us in conscious control of the movements of our attention. When we have achieved that state, we experience in imagination what we would experience in reality, were this waking dream an objective fact.

In applying this technique to change the future it is important always to remember that the only thing which occupies the mind during the waking dream is the waking dream, the predetermined action which implies the fulfillment of our desire.

How the waking dream becomes physical fact is not our concern. Our acceptance of the waking dream, as physical reality, wills the means to its fulfillment.

Let me again lay the foundation of changing the future, which is nothing more than a controlled waking dream.

1. Define your objective . . know definitely what you want.
2. Construct an event which you believe you will encounter following the fulfillment of your desire . . something which will have the action of self predominant . . an event which implies the fulfillment of your desire.
3. Immobilize the physical body and induce a state of consciousness akin to sleep; then, mentally feel yourself right into the proposed action . . imagining all the while that you are actually performing the action here and now so that you experience in imagination what you would experience in the flesh were you now to realize your goal.

Experience has convinced me that this is the perfect way to achieve my goal.

However, my own many failures would convict me were I to imply that I have completely mastered the movements of my attention. I can, however, with the ancient teacher say:

“This one thing I do, forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize.”

Live Life and Love It!

BY GENEVIEVE BEHREND

(from her book of the same name)

MASTER: LET US BEGIN this morning's lesson with the certain knowledge that every living thing really wishes to enjoy Life. Once one really has entered into the true Spirit of Life that one can not help loving to live and is certain to enjoy life.

PUPIL: That is just it. If one could get into the Spirit of Living Life, I am sure one, every one, would enjoy it. But it seems to me that the general run of humanity live in the spirit of death rather than of life. The average person I know is always wishing that he could but at the same time knowing that he can't. That does not seem like really living.

MASTER: Indeed that is not living and people who live in that form of mental action are "the living dead." Let us see if we can not find an easy, logical method of entering into the true Spirit of Life. We know that we must enter into the Spirit of a book, or a picture, or of music, else they are entirely meaningless to us. To really appreciate anything we must share the mental attitude of the creative thought and feeling which brought them into outward form.

PUPIL: Now I am wondering if getting into the spirit of a thing would be getting into the spiritual prototype of the thing we may wish to enjoy. For example, I should very much enjoy a home of my own, a husband and children. Can one really get into the spirit of these good things before one does have them, or before one can see them in form? MASTER: I am pleased that you mention the spiritual prototype is the spiritual, or mental, purpose of a thing, and is the true place of origin of anything. So you wish a home, husband, children? PUPIL: Yes, a home in the

country, not a large house, one just large enough that we can live in every room of it.

MASTER: The house is to be the home?

PUPIL: Why yes, of course.

MASTER: I asked this, you see, because just a house may not always be a home while a mere tent may be. Your prototype for the home would be PROTECTION, SHELTER, FREEDOM. To begin at the beginning let us get into the FEELING of perfect protection, shelter, freedom. Let us really feel in tune with these qualities of Spirit; and they in their turn will attract unto us the ways and means for the home.

PUPIL: So far I have been jumbling everything together in my thought. Should I not take each thing separately and try to enter into the spiritual origin, or purpose, of that one thing before going on to another?

MASTER: By all means finish planting one thought securely in the mind before trying to introduce another. After you have really tuned into the feeling of PROTECTION, SHELTER, SECURITY, FREEDOM, then begin to mentally build your house and people it with a husband and children. Thus you are making a mental picture of the forms you wish the Creative Energy to take. Be specific and accurate in making your mental picture, remembering that the mental picture you make is the mold into which the unformed Spirit is poured for solidifying into actual, outward form. The house itself may be a bungalow, or a two-story house, or may be of brick, or stone, or wood, or what not. It may have any number of rooms, doors, windows, a fireplace, etc. In other words you must first mentally blueprint your house. When your mental picture is perfectly finished, and your FEELING is that these things ARE yours NOW, and you KNOW that your mind is in perfect tune with the Source of all things, then, and not until then, are you ready to take the next step into the attainment of your desires.

PUPIL: BUT THE MATTER of the right husband, that seems very difficult for me. First, I am not in the right position to contact men and now I have only two men acquaintances, neither of which I should care to live with in my model home.

MASTER: What you say does not enter into the matter at all. All that the individual does is to place into the Originating Creative Power the QUALITY one wishes to differentiate, just as one plugs into the electric current in the house when one wishes to use it. The light, the heater, the Frigidaire, the fan, the iron, or any other thing one may want to use, all are there. All of the power is already there, too. It is ready and waiting; all that is necessary is your RECOGNITION of it and your taking action to utilize it. Your recognition and your desire cause you to make the right contact; and the power that is there does all the rest. The ways and means of your meeting the one and only husband are not your own concern; they form themselves into line automatically as a result of your turning on the correct switch.

PUPIL: Do you mean that it is not necessary for me to do anything to try to meet people? Do I not have to go to parties, or visit friends? Sometimes when I should be much happier at home I go to such places, and do such things, because there is always a chance of meeting the right one there.

MASTER: All of that is entirely unnecessary. The power you have turned on within yourself is an ATTRACTING Power, remember! To give you an example: One time when we were in Chicago, living at the Medinah Athletic Club, a young lady came to me with much the same attitude that you express and received the same answer I give here. She was a trained nurse, a graduate of St. Luke's. She was tired of living alone, wished a home, a husband, children. After she had had ten or twelve personal interviews and lessons with me I told her, one morning as she was leaving our apartment, that it would not be necessary for her to come to see me again. She felt sure also that the contact had been made. Our apartment was on the forty-second floor; and as she caught the elevator down she said a "great wave of peace and contentment came over her." In her heart she had the consciousness of love and protection even now. At the thirty-

fourth floor the elevator stopped and a young man who was very ill got into the elevator. Almost at once he folded up on the floor, unconscious. The elevator operator knew him since he had an apartment in the building; and the nurse and operator together got the man back to his apartment, into bed, and sent for the house-physician who said that the nurse had done exactly the right thing. In about an hour the man regained consciousness and sent for his own physician who wished to assign a nurse of his own choosing to the case. But the patient insisted on having the nurse who had helped him from the elevator, and kept her in attendance on him until he was fully recovered. Just about six months later patient and nurse were married.

PUPIL: That was certainly a lucky break for her, that she should take just that elevator, at that time. That seems to me like drawing the lucky number on bank-night at the theater. Of course someone always wins but there is no certainty about it, is there?

MASTER: Really the two positions are not at all parallel; they are not even similar.

With the nurse it was not luck at all. Deliberately, consciously, in faith, she had plugged into a circuit of great power within herself, the circuit of Universal Power that we call God, or Life and which did produce a perfect reciprocity of feeling and a certain sense of security, protection, provision, companionship. In other words she deliberately "initiated a train of causation directed to her individual purpose," to quote Troward, just as you would attach the cord to your electric-iron if you wished to press clothes. There was no luck in the matter whatsoever; it was purest science manifesting, as it always will and does, in answer to a strong desire scientifically placed. Whether it is plugging in to a circuit of electric energy or tuning in with the Creative Life Principle the procedure is exactly the same.

PUPIL: I am beginning to see the light. But the case you have just told me about still seems rather spectacular and unusual.

MASTER: That is because you have not trained the objective quality of your mind to know that it can always TRUST the Intelligent Creative Spirit of Life within yourself.

You are letting preconceived ideas, and shallow and false ones, take precedent in your mind over pure, scientific Principle. You do not feel that you need to know the principles of electricity before you can use your vacuum-cleaner. All we know about electricity is gleaned from what we see it DO. The same thing applies to Life. The innermost principles of Life will always remain a profound mystery. But one can, and should, live life to the full in the self and love it.

PUPIL: I am wondering if the nurse "lived happily ever after" with her unusually acquired husband. And did they have the home and the children she so much desired?

MASTER: The couple have lived very happily together for a number of years now and do have a comfortable home and three children. I shall explain more of that later.

THE SECRET OF LIVING life and loving this: First, your feeling towards the livingness of life in you, as well as in all life everywhere, should be to RECOGNIZE Life as Intelligent and to know that when this Intelligence is working through you it does not change its essential nature. It has always been a RECEPTIVE Power, that is AMENABLE TO SUGGESTION, and it is always RESPONSIVE and CREATIVE.

This is the basis of Troward's meaning in his words which I use for my own favorite affirmation, and which, quoted, is this:

"My mind IS a center of DIVINE operation. The divine operation is ALWAYS for EXPANSION and fuller EXPRESSION; and this means the production of something beyond what has gone before, something entirely NEW, not included in past experience though proceeding out of it by an orderly sequence of growth. Therefore since the Divine can not change its inherent nature it must operate in the same manner in me; consequently in my own

special world, of which I am the center, it will move forward to produce NEW conditions, always in advance of any that have gone before."

Once you really plug your individual consciousness into the great power of the Universe the above will be your line of thinking. You will involuntarily look to the Life Principle in you, not only as the only Creative Energy but also as a directive Power. That is you will let God determine, through your conscious mind, the actual forms and courses which the conditions for its manifestations will always take in your own individual world. Do remember always that the Originating Spirit of Life (of YOUR life, too) is forever a FORMING Power. It is for this reason that we should use such great care in the selection of our HABITUAL thoughts and feelings for create they will, and always.

PUPIL: HOW MAY I KNOW, for example, that my true husband is being guided to me, or I to him?

MASTER: By your feeling of CERTAINTY, even though outward conditions show no sign of the fact. Still you are SURE. You feel close. You KNOW you are protected. You feel the influence of love all about you. You have stimulated these special qualities of Life in your individual world by your having persistently looked to God, knowing that He does manifest in you. Your mental attitude of faith and trust and expectancy has attracted all the joys of life. You realize that all that Life has to give is present with you NOW just as all that light has to give is present wherever light is.

PUPIL: Do I understand that if I live as closely as possible in the consciousness of reciprocity of feeling, and know that love is guiding, protecting and providing for me with its abundance, I can attract these qualities of life in the form of a man?

MASTER: Yes. For the house and the home FEEL protection, shelter, perfect harmony. For the husband FEEL love and joy; then LIVE IN THE FEELING OF THESE THINGS. Feeling is one of the strongest elements in Life and is also the most responsive.

Your Magic of Believing

BY CLAUDE M. BRISTOL

Original title: "TNT – It Rocks the Earth."

Foreword

IT WAS THAT PERIOD approaching the end of the second year of the great economic depression when hopefulness had almost vanished from business life, and everyone was overwhelmed with fear, that Mr. Claude M. Bristol, my close business associate of many years standing, astounded me by relating a most amazing experience in having found "that something" for which he had been searching many years.

As he revealed the truths which had come to him I, at first, was skeptical, but as he took me along with him, I, too, began to see the light which only stimulated my ambition for further knowledge of the theme of how to live powerfully by adopting that science which relates to the development of the human personality.

I realized that there was a great change for good coming over myself, and sensed the possibilities of what could be done if the members of our own organization put the author's teachings into practice, and forthwith arrangements were made for him to talk to our entire staff. The immediate response of every member of our organization in demanding a copy — followed by the most remarkable transformation of individuals and organization, brought home the positive conviction to me that the message contained in his theme was exactly what the world most needed, and that a great service could be rendered by publishing same for general distribution.

In this book, you are told exactly how to acquire a wonderful secret, that Power, or whatever you wish to call it, which, when accepted and developed through a process of right thinking, creates a philosophy of life which sweeps away all obstacles and

brings that which every human desires: success, happiness and contentment.

If it were not for the fact that I am intimately acquainted with the author I would pause to wonder where he acquired those facts and principles which he sets forth in his story, but suffice to say that I know that he knows what he is talking about, and he clearly outlines a system of mechanics which can be used by every one — irrespective of his or her walk in life.

Do exactly as he says, put his plan into operation—and I also promise you that almost over night you will be transformed and the things for which you have wished all your life will be yours.

Your fears, trials and tribulations will fade into the mists. The door of yesterday will be closed forever. A grand and glorious feeling will engulf you and you will smile, and when you do, the world will smile with you.

I know it. I believe it and it is so.

FRANK W. CAMP

Author's Note:

"There is no doubt in my mind that we will get in life what we desire in the ratio of the earnestness of our purpose in going after it." — J. C. PENNEY

TO EXPRESS THE THOUGHT in another way: We get out of life exactly what we put into it—nothing more, nothing less. So it is with the message within these pages. You will get out of it in the same ratio which you accept the theme and apply the principles.

Therefore, if you wish to develop and get what you want in life, do not loan or give this book away but make it your constant companion and reread it as frequently as possible. The more often it is reread the more workable become the principles and the clearer the road ahead.

Belief: TNT in Your Pocket

"He who does not know what the world is does not know where he is. And he who does not know for what purpose the world exists, does not know who he is, nor what the world is."

— A FIRST CENTURY MESSAGE

FOR THOSE OF YOU WHO seek to learn and make progress, I gently lay this in your laps. I do so without the slightest fear but that it will turn your world entirely upside down—bringing you health, wealth, success and happiness, providing you understand and accept.

Don't Misuse It

REMEMBER T.N.T. IS a dangerously high explosive so when you gather it closely, handle it gently. Down through the centuries its power has destroyed those who sought to misuse it, therefore exercise great care that it is used only for good.

It can be proved by the teachings of the Bible, certain well established laws of physics, and last but not least, just plain common sense. Read and determine for yourself whether or not the proofs I offer stand by themselves.

Some of you may see only the spiritual side, others recognize the scientific truths, and still others may accept it as just a practical operating device to put you on the road to success. No matter—many know the truth and for you who will open your minds the light will pour in with dazzling white brilliancy.

Feel In Your Pocket

I'M INDEBTED TO AN old friend of mine, an expert on X-Ray, and electrical high frequency apparatus, who, when I was a boy experimenting with electricity, put the first bit of powerful T.N.T. in my pocket. Then I didn't know what it was and didn't

understand, but fortunately it has remained there all through the years. As I look back I realize why he didn't make me understand what it was. He believed in me and knew that when I was ready to accept it I would. It's taken nearly 30 years, during which time I sought up and down the highways, looking, seeking and searching for the Secret — T.N.T. All of the time there was some in my pocket — mine for the mere reaching.

However, I've got a firm grip on it now and I will divide it graciously, knowing if used wisely it will blow away all obstacles and straighten out the road on which you've been wanting to travel all your life.

For many years I was a newspaper man and frequently I was behind the scenes. I met great men and women, interviewed famous people. Naturally I studied them and tried to understand what peculiar qualities they possessed that placed them above the others, but their secret evaded me.

Then came the war and I wondered why others made progress while I seemed to be "blocked" in my own ambitions. The war did teach me, however, that I could sleep in the mud, eat moldy bread and live to laugh about it. This is part of my T.N.T. - so remember what I learned. It helped me to give Old Man Fear a solar plexus blow and I believe it will help you.

Hoping to find a royal road to fortune I read hundreds of the so-called "Success" books and they took me nowhere. I did the same with books on philosophy, psychology and still the great Secret kept just a jump ahead of me. I joined secret fraternal organizations, hoping that I might find that which I sought.

However, just like the bit of T.N.T. in my pocket the Secret was in every book, in the great orders, everywhere, and in fact, right under my very nose but something kept me from it. You will have to determine for yourself what keeps you from it if you don't get it from T.N.T. It's there — if you don't find it in the printed word look between the lines — as I've done my best to present it to you.

Are You Afraid?

FOLLOWING THE WAR I became a member of a coast-wide investment banking organization and during the years I cherished quite a dream — as did thousands of others in all lines of business—only to discover that the air castles which I built were on an unstable foundation. That something which turned the world upside down financially entirely obliterated my air castles, and I became Afraid. I got lost in the fog. Everywhere I turned something fell in on me.

As an executive of the organization my responsibilities multiplied. Our business, due to the economic changes which were taking place in the world, faced a crisis, and many people failing to understand the catastrophe which had overtaken business everywhere were critical. All of which brought worry and many sleepless nights. I found myself dreading to go to my work— fearing that each day would bring added misery. The weeks went on and conditions got worse and worse. I was baffled. Several times I talked about getting out of the business and one day in the latter part of June, 1931, I made up my mind to leave. I mentioned it to one of the women with whom I had been associated for several years and saw nothing but reproach in her eyes. That night I tried to sleep. Again I found it impossible. I paced the floor for hours — when at about 3:30 in the morning I suddenly stopped and sat down. I was face to face with myself. I could follow the inclination to run and leave the others to carry on by themselves, or I could stay and do my share; a duty which I knew was mine. I caught myself saying almost aloud: "Right is right. It's always been right. It can't be otherwise;" something I had been taught since infancy.

Suddenly there appeared to be an unfoldment. Out of the air came a voice saying: "What have you been seeking all these years? What were you taught? What did you learn? Where have you been? Where are you going? I jumped to my feet crying: "I know it. I've got it now. It's the secret. That's what they tried to teach you. It is the Royal Secret, too."

Something told me that I would find those identical words in a book which had many years before been given me and which I had tried to read, failed to understand and put aside. It was written by a great man, Albert Pike, a mystic, a poet and a scholar. Grabbing it from the shelf — feverishly I ran through the pages. The words were there and I understood immediately.

Open Your Mind

I NOW HAD THE KEY. I could see a broad smooth highway and at the end of that highway a perfect flood of gorgeously beautiful radiance. "That's the road you are on now. What a simpleton you have been! They tried to teach you, they tried to help you and you kept your mind closed—thinking that you alone could find the road and stay on it."

I was nearly overcome with the sheer joy of it all. My fears, my worries had disappeared. I smiled. I knew that I was right and that everything would be right for me from then on. I slept like a baby.

There was a different atmosphere in the office that day. The oppressive black clouds which hung over us began to fade away.

I told the woman — she with the reproachful eyes — what had happened, and she smiled a knowing smile. She helped me get back on the track and I can never repay her.

As one learned man said: "All of us are born with the ability to differentiate between right and wrong, and with the ability to achieve, but some of us must run head-on into a stone wall, smash ourselves to bits before we really know what it's all about." I hit the wall with a terrific crash and it was the greatest and finest thing that ever happened to me.

Many noting the transformation asked for an explanation. I told some of my closest friends, and now it's for all of you because I know I can do good.

I keep the door of my private office open as I find I can do much for those who wish to talk with me.

The morale of our whole organization was at its lowest ebb.

Everyone was discouraged. Afraid. By the very necessity of things we had to do an about-face.

Right Is Right

MY JOB WAS DOING EVERYTHING I could to help the other fellow because I knew it was right. At first I was perplexed as to the methods I should employ to help them, but I used my own system in calling upon the subconscious, and the inner voice said that I should talk to them.

Some were skeptical, but I said to myself; "I can prove that I am right," and during the week that followed I spent every waking hour reviewing the books that I had studied through the years.

Naturally the Bible came first; then followed studies in Yoga-ism, the philosophies of the old Greek and Roman masters and of the later day teachers and students. I again deliberated over the Meditations of Marcus Aurelius Antoninus, Re-read Hudson's "Law of Psychic Phenomena", another book, "The Gist of It," written by a brilliant physician, Haydon Rochester.

Again I studied my books on physics, electricity and those on the vibrations of light and discovered that not only was I right, as I knew I would be, but that peculiarly the same general basic principles ran through them all. I reread numerous books on psychology and found the same story everywhere.

Subsequently I quoted excerpts, and lo and behold, things began to move.

It has occurred to me again and again that all men and women who use this power are showmen, or to use the words of my newspaper days, headliners — those who hit the front page.

Something causes them to toss away the bushel basket under which they hide their heads and they arise above the commonplace.

Where Is Your Niche?

SURELY YOU WILL AGREE that they may have the power to the Nth degree, but if they do not become headliners they never get a niche in the hall of fame. It doesn't follow that they are newspaper publicity seekers, because some of them are very reticent — and by their very reticence are showmen.

Others adopt certain peculiarities or use certain devices to make them stand out from their fellow-men. Some wear an efficacious smile, others scowl—and still others have a certain charm of manner.

Long hair, whiskers and sideburns play their part. Flowing robes and distinctive dress are worn by others. The showmanship of some is evidenced by red neckties, others by spats, affected manners.

Many master the art of oratory, the science of warfare, banking, statesmanship, politics, the arts — but all of them stand out in the full glare of the calcium — headliners.

The number is legion. I mention a few of those of history and today: Desmosthenes, Nero, Julius Caesar, Christopher Columbus, Cleopatra, Balzac, de Maupassant, Sir Isaac Newton, Joan of Arc, Cromwell, Edgar Allen Poe, Benjamin Franklin, Alexander Hamilton, Bismark, Graham Bell, General Grant, Cecil Rhodes, P. T. Barnum, Clemenceau, Kitchener, Woodrow Wilson, Joffre, Sir Thomas Lipton, Foch, Mussolini, Winston Churchill, Charles E. Hughes, Lloyd George, Mahatma Gandhi, Ramsey MacDonald, Will Rogers, Douglas Fairbanks, Herbert Hoover, Henry Ford, Lindbergh, Alfred E. Smith, Lenin and Hitler. They have been and are found in every walk of life.

Gandhi uses this power, I am sure, and I think he is the greatest headliner of present times. You can find many pictures showing

him in the modern civilized garb of man, but today, and for several years he has kept his hair cropped short, worn a loin cloth and a pair of huge spectacles. I have no right to say that Gandhi affected this attire for any particular purpose, but I believe he has done it to focus the world's attention upon himself for India's cause.

We have seen Ely Culbertson, the bridge playing expert, perform. There have been few psychological devices that he hasn't used — he has "something" — and certainly no one can say he is not a headliner.

I make no attempt to explain why those who have this power are headliners. You'll have to determine that for yourself.

Belief Rocks The Earth

"A man's true greatness lies in the consciousness of an honest purpose in life, founded on a just estimate of himself and everything else, on frequent self-examinations, and a steady obedience to the rule which he knows to be right, without troubling himself about what others may think or say, or whether they do or do not do that which he thinks and says and does."

— MARCUS AURBLIUS ANTONINUS.

THERE ARE THOUSANDS, yes, millions of people seeking the secret—the key to health, riches, happiness, contentment and a solution of their problems.

Through the ages many men and women had the secret, used the Power and I am positive you can acquire it too if you'll think as you read, accept and apply the ideas contained herein.

What do you want? Where are you going?

An Old, Old Story

I REPEAT AN *old* story:

Down on a levee in Mississippi, two men were dozing — one of them yawned, stretched his arms and sighed:

"Gee, I wish I had a million watermelons."

The other man said:

"Rastus, if you had a million watermelons, would you give me half of them?"

"No, sir!"

"Would you give me a quarter of them?"

"No, I wouldn't give you a quarter of them."

"Rastus, if you had a million watermelons wouldn't you give me even ten of them?"

"No, sir! I wouldn't give you ten of them."

"Well, wouldn't you give me one lousy watermelon?"

"Say, Sam, I wouldn't give you even a bite of one if I had a million watermelons."

"Why not, Rastus?"

"Because you're too lazy to wish for yourself."

There's much to be gleaned from that story. You'll understand as I proceed.

Scoffers Do Not Succeed

I AM FULLY COGNIZANT that some will scoff — there have always been scoffers, but scoffers never succeed. They never get any place in life — simply become envious, while the doer or the person who is moving forward has to jump over or go around them. They have nothing but a nuisance value in life. Some of you may dismiss all of this as you have done before — as you always will — but for those of you who are interested, are still willing to learn, I promise you can learn and make progress for yourself.

I take it there isn't an intelligent man or woman who isn't really interested in getting ahead, but I have often wondered if there isn't a negative quality in most of us which precludes us from really starting.

If You Believe It – It's So

THERE'S A SAYING I thoroughly believe in: "If you believe it, it's so." Simply a cryptic statement or digest of what I give you. All the great teachers, Buddha, Confucius, Mohammad, Jesus and many philosophers taught a great fundamental idea. It is found in all religions, cults, creeds and sects.

Everywhere runs the same general theme — the gist of which in my words is — "If you believe it, it's so."

I quote from the Bible: "As a man thinketh in his heart — so is he." "As a man thinketh in his heart — so is he" — if you believe it, it's so. Note the similarity? Reduce the whole thing to one word "faith." I have heard many, many people say the day of miracles is past, but never in my life have I heard a thinker, a student or a believer make such a declaration. Surely, the days of Aladdin and his lamp are gone — perhaps they never existed — so with the magic wand, the magic carpet, and all of those things of fairy tale and legend.

Believe In Yourself

WHEN I REFER TO MIRACLES, I mean those things which can be accomplished through faith. Faith in your belief; Faith in Yourself; Faith in the persons with whom you are associated.

Faith in a Power. Faith in That Something which controls the destinies of everyone — and, if you can get that Faith and dissipate the negative side, nothing in this world can stop you from acquiring what you desire.

While this may sound facetious, there is nothing you can not have if you want it.

Why The Alibis?

ALL OF US ARE PRONE to calculate and weigh things, permitting the negative side to creep to the fore, and our thoughts evidence themselves in such remarks as "It can't be done;" "I'm afraid;" "What will happen if I do it?"

"People won't understand;" "It isn't worth the effort;" "I haven't the time" and similar verbal alibis. If you haven't expressed these thoughts to yourself, then others have to you, and, through the power of suggestion, you have accepted them as your own conclusions.

This same message has been written and delivered thousands of times. It runs through the Bible; you find it in the great fraternal orders; it led the three wise men; the crusaders carried it; every outstanding character of history has used it; Moses, Alexander the Great, Napoleon, Shakespeare, Washington, Lincoln, Roosevelt, Wilson, Benjamin Franklin, Edison, Dr. Steinmetz, Barnum, and thousands of others had a grasp of that something.

The Wise Men Knew

THE WISE MEN OF ALL ages, the "medicine men," religious leaders, great teachers, the yogis, the "healers," the miracle men — all of them knew this secret. Some worked it one way — some another.

They were just human beings. If they knew and could achieve, so can you.

Halt! Think! Ponder! What made Mussolini?

What is it that Aimee has? Gypsy Smith? Billy Sunday? Belief, Faith — only that, and the ability of a staunch believer to pass it on to the other fellow.

It's the very keynote of all great religions.

All big things are started by one person, one believer. It makes no difference where they got the idea originally. All great inventions are the outgrowth of the whole scheme — Faith, Faith — belief in yourself, your ideas. All super-salesmen know this — they use the Power — that's why they are super-salesmen.

Every community drive, every forward movement, everything worthwhile succeeds because some one person has Faith and is able to pass it on and on and on. Think about that — then think about it some more, and think of it again. Meditate over it, and you'll realize that every word is true.

Don't Envy: Do

MANY ENVY THE MAN OR woman getting ahead, who appears to be a financial success, a power, an influence. Did you ever seek the explanation?

Everything that anyone has ever done constructively has been done from within himself.

Every one of us, if put on the right track, can accomplish what he or she is after by keeping before him or her my own expression: "If you believe, it's so," and adopting the old adage: "Where there's a will there's a way" In other words, get that will power — that Faith — that Belief working every minute of the day — 24 hours of the day — 7 days a week—365 days a year.

And I promise you if it's done you will lead people around you in the progress you make as rapidly as high frequency electrical discharges oscillate through the ether.

Stop! Think! Meditate!

PAUSE AND THINK FOR a moment. What is organized propaganda?

Nothing more, nothing less than a well developed plan to make you believe. You saw it work in the war days and if you're wide awake to what is going on around you, you know that it's being worked in every line of human endeavor today — just as it was worked thousands of years ago and as it always works. If you're reading the newspaper, listening to the radio and will keep in mind my theme, you will realize that all these speeches of our leaders, our great men coming to us with clock-like regularity are being given with a purpose — to make us believe. Those men know it works.

The Voice Speaks

MAHATMA GANDHI UPON arriving in England to seek a solution of India's problems said: "I'm doing this because a voice within me speaks."

Gandhi referred to "something" from within. Call it a Power, call it something supernatural, call it anything you wish. Some refer to it as the subjective mind. Others call it the subconscious mind. Some instinct. Still others to the impulses coming from within as hunches. Divine messages.

Spiritualists refer to it as a voice from beyond. No matter what it is, it gets results, and now I show you how to acquire it.

Tap No. 1

FIRST, HOWEVER, PERMIT me to set the stage by calling attention to the effect of repetition or reiteration. For example, take a pneumatic chisel — you have seen one used in breaking up solid concrete or piercing holes through steel. It's the tap, tap, tap, tap of that chisel with a terrific force behind which causes disintegration of the particles and makes a dent or hole in the object on which it is used.

All of us have heard of the old torture system of dripping water on the forehead. Perhaps you are familiar with Kipling's "Boots." It's the tramp, tramp of boots, boots, that makes men mad. It's the constant never-ending repetition that penetrates.

You are familiar with the first part of the picture and how repetition works on material things, but some of you may not thoroughly understand the second part, but here, too, it's the repetition that ultimately makes its impression upon the human mind.

The fundamental of advertising is its repetition, its appeal by reiteration — "It floats;" "There's a reason;" "I'd walk a mile;" "They're kind to your throat." A hundred others all impressed on your mind by constant repetition — tap, tap, tap. Today our leaders are saying the same thing to us though perhaps in a different way. "Have faith;" "Have courage;" "Move forward;" "Business is coming back" etc. Repetition, reiteration — again and again. Tap, tap, tap.

The connection between the conscious and the subconscious or subjective mind is close. Every student of the subject knows what may be accomplished by definitely contacting the subconscious. If you can get a definite detailed picture in your conscious mind by using this process of reiteration or repetition and make the subconscious mind click, you have at your command a Power that astounds.

The Science Of Suggestion

WE HEAR MUCH ABOUT the power of suggestion. We know how easy it is to make a person ill by constantly suggesting to him that he doesn't look well, etc. It's the constant mental review of his crime that suggestion makes a lawbreaker confess. As a newspaper man I have been in on many "third degree" sessions.

I have seen detectives and prosecutors corner a single individual and shoot questions at that individual until his face was bathed in perspiration. It is the deadly repetition, the reiteration, the tap, tap, tap, through the power of suggestion which brings confession.

Skilled prosecutors, clever defenders appeal to the emotions of jurors, never to the conscious reason. And how do they do it?

Simply by a process of repeating and emphasizing time after time the points they wish to stress. They do it with usage of words and variations of argument. Behind all there is that tap, tap, tap, tap — tapping — the subconscious — making the jurors believe.

If you will keep this idea of repetition in mind you will understand why the Jewish people are so successful in business.

When families are gathered together, the subject of conversation is business, business. They talk their problems over — they keep before them constantly the idea of making money and making progress and never for a moment are they permitted to forget. And they stick together.

The idea there was born of necessity, just like a machine or an article is born of necessity. We are all familiar with the old adage, "Necessity is the mother of invention" — and it is true of all human impulses and endeavors. A drowning man grabs at a straw, a starving man at a crust of bread.

The impulses come when you get up against it. You who have been there know what you had to rely on in times of acute pressure, and whether or not you heard a little voice from within.

Where Are You Going?

THERE CAN BE NO GAINSAYING that once you have made up your mind to do a thing it will be done, but the trouble with most of us is that we sidestep, vacillate, and seldom make up our minds to what we want or determine clearly the road on which we wish to travel. All daydreams and wishes would become realities if we kept them constantly before us — put fear behind — shoved away all reservations, ifs, ands and buts. Again, a lot of us think we know what we want when, as a matter of fact, we don't. This sounds paradoxical but, if each of us knew what he wanted, he would get it, provided he had the will-power, the stamina, the dynamic force, the fight to go after it.

Therefore, the first thing to do is get that spirit of determination. That may be obtained by constantly saying to yourself — "I will" "I will" "I will" and "I will" and believe it. Then before you know it you will have developed a willpower which, coupled with these other things I am about to explain, will change your whole scheme of things and get You on the road to success. If you haven't the desire to improve your own individual position in life, then you had better stop reading right now and burn this. However, if you have the desire, you are on your way to make progress.

What Do You Want?

NO MATTER WHETHER YOU be a salesman, an executive, a mechanic, a writer or what, or whether you are after money, love, improvement in social position, in the legal profession or medical profession, it makes absolutely no difference. You can utilize this power and acquire every single thing you want — whether it be a pair of shoes or a mansion.

Tap No. 2

NOW IF YOU HAVE THE desire, the foundation is laid. Get a perfect detailed picture of the exact thing, or things, you wish. If it is increased sales, fix the exact amounts; if it's something you want the other fellow to do for you, the love of a woman or the love of a man, a new suit of clothes or a new automobile — anything and everything. No matter what you are after under this system you can have it provided the desire is definite and positive.

"He who knows how to plant, shall not have his plant uprooted; He who knows how to hold a thing, shall not have it taken away."

– LAO TZU, *THE CHINESE MYSTIC*, 600 B.C.

Adopt This Tap System

WHEN YOU HAVE THE PICTURE firmly in mind begin using the tap, tap system as I have outlined. It is going to be the repetition, the reiteration of that picture upon the subconscious mind that will cause the little voice from within to speak and point out to you accurately and scientifically how you are to proceed to get what you want. And when you move all obstacles will become phantoms.

Use Small Cards

THE IDEA IS TO KEEP the picture or pictures before you constantly. As an aid in the visualization of the things you want and to keep them uppermost in your mind, write a word picture of them on several small cards. (Election card size is convenient). Keep them always in your possession and look at them as frequently as possible — bearing in mind the more often you glance at them the firmer becomes the impression upon your consciousness. As a suggestion, pin one card above the mirror to be looked at in the morning when you shave. Permit the details

of your wishes outlined on the card to increase as you continue to develop the mental picture. Have another card convenient to look at while you eat your lunch — your dinner. Use the cards again just before you go to sleep. Keep it up. Tap, tap, tap. However, there's no point to writing down your wishes until you have determined that every single detail of what you want is to be photographed permanently in your mind — to stay there until they become realities.

Where Is Your Mirror?

AUGMENT THE FOREGOING formula with the use of a mirror. Study yourself in the glass. Search deeply into your eyes. Become acquainted with yourself — know yourself thoroughly and have yourself tell yourself what you want and where you are going.

Sooner or later you will see the reflections of your wishes in your mirror every time you peer into it — and your day dreams will gradually take shape.

When you get the pictures clearly defined do not for an instant permit them to escape you. Hold them with bands of steel.

"So use all that is called Fortune. Most men gamble with her, and gain all, and lose all, as her wheels roll. But do thou leave as unlawful these winnings and deal with Cause and Effect, the chancellors of God. In the Will work and acquire, and thou hast chained the wheels of Chance, and shall sit hereafter out of fear of her rotations."

— EMERSON'S SELF RELIANCE.

Constant practice of writing down your wishes and using a mirror will work wonders. Shortly you can form the pictures at will — without the use of either cards or mirrors — and you will find yourself tapping the subconscious mind almost automatically.

Start Wishing

DON'T BE AFRAID OF over-doing, or becoming extravagant with your wishes and desires because, as I said before, you can have every single thing you wish, but you must become adept at doing exactly as I tell you. Bear in mind that this whole theme is as old as the universe. The only thing I do is to give you what may be considered the practical mechanics.

As we all know, "the proof of the pudding is in the eating," and if you have any doubts as to whether or not I am giving you an exact science, try it.

The automobile will begin to take shape, you will get the new shoes and the bricks of the mansion will fall into place as though a magical hand has touched them.

I know it, I believe it and it's so.

I take it that most of us have been taught the efficacy of prayer. Think a moment. It's the wish — the prayer — with that reiteration, repetition, tap, tap, tap. Keep in mind that, as I said before, you are appealing to the subconscious — to that all-powerful force behind — that omnipotent power — a supreme intelligence — or whatever you wish to call it.

The Ancients Tapped

IT IS EASIER TO GO with the current than fight against it, but you must harmonize with others, with everything around you.

"No longer let thy breathing only act in concert with the air which surrounds thee, but let thy intelligence also now be in harmony with the intelligence which embraces all things."

– THE WORDS OF A GREAT PHILOSOPHER

It shouldn't be necessary for me to explain that I am suggesting that you put yourself in tune with the very stream of life itself. You who understand will appreciate that nature provides ways and means for all things to grow rightly. Meditate for a moment and you'll realize I am giving truths which many may have

forgotten. There's the great fundamental law of compensation which makes all things right.

There's no set rule for doing anything because some of us perform one way and some another, just as two people go across the river—one goes by one bridge and one another — but they both ultimately get to their destination. In other words, after all is said and done, it's results that count, and, if you will make up your mind to exactly what you want and follow the simple rules which are given herein, everything you are after will be yours.

I know it, I believe it and it's so.

After you get a grip on the Power do not let the results of its usage surprise you.

Miracles will be performed.

You will do what previously you thought impossible.

Tell No One

IT IS NOT WELL THAT you should tell anyone of your wishes or desires — your innermost ambitions. Keep them to yourself, for should some persons learn what you are after they may place obstacles in your way and otherwise attempt to hinder you.

Should barriers accidentally fall or be placed in your path, climb over or go around them. Go whistling blithely by.

Remember nothing can stop you but yourself.

I know it, I believe it and it's so.

I also am one of those who believes that all things are relative.

To my way of thinking if a man can earn one dollar he can as easily earn ten. If he has two suits of clothes — he can have ten.

The only difference is the amount of energy he is willing to expend and this goes for acquiring \$100 to \$1000 and from then on it is a matter of only adding ciphers. There is no limit as to

what a person may do or secure provided he makes up his mind and steadfastly and determinedly moves towards his goal.

"Look within. Within is the fountain of good, and it will ever bubble up, if thou wilt ever dig."

— AN ANCIENT SAYING

Use It Only For Good

AS I SAID IN THE VERY first chapter - be careful how you use the Power which is to be yours. It will act as a boomerang and destroy you and everything you hold dear if you use it for evil.

Therefore only use it for doing you and others the most Good and bringing Happiness for yourself and those around you.

Do not talk or boast about what you may have done for others or of your good deeds. They will speak for themselves. Just continue to give thanks for the fact that you are on your way — that's enough.

Have You Got It?

WHAT IS PERSONALITY? What is it that, when you get in the presence of another person who has personality, that grips you?

What is it that causes you to feel his very presence — that overshadows you? It's nothing more than a dynamic force coupled with will power which is drawing from that huge reservoir of the subconscious. There are millions of people who have this personality — some say it's natural with them — perhaps it is — but they are unconsciously using this Power. In other words, it's sort of been thrust upon them and when that thing called personality is backed up with will power, things move.

To my way of thinking selling bonds, books, clothes, insurance, electric service, washing machines, is no different than selling any other commodity — selling yourself or selling ideas. I have

found that trying to put over an idea, firstly I have had to believe in the idea — dream it, eat with it, sleep with it — I had to have it with me every minute of the day until it became part of me — the old idea of repetition again—and I know it works in selling commodities.

You have got to know what you are talking about and only hard, personal, persistent, intelligent study will enable you to do this.

One more thing, and that is keep informed as to what is going on in the world about you. You never know what a prospect may be interested in and it's sometimes necessary to get his attention for your "break" entirely through irrelevant subjects — that's why I repeat, read the newspapers, current periodicals, and read them thoroughly. I don't mean read every detail of some murder or suicide, but get a digest of the day's news.

Awaken, know what is going on about you.

Tap No. 3

KEEP STEP WITH THE world's affairs. The better informed a person, the better he is equipped to get what he wants.

Don't forget that Knowledge is Power — all of you should know that by this time.

"He who knows others is clever, but he who knows himself is enlightened."

— FROM THE SAYINGS OF A WISE ORIENTAL

Increase your knowledge and the scope of your activities will be enlarged and the desire for greater things — larger things, will come automatically and, as they do, the things which you previously thought you wanted will become to your mind trivial and will be disregarded, which is another way of saying that you ultimately will hitch your wagon to a star and, when you do, you'll move with lightning-like speed.

Study, learn and work. Develop a keenness of observation. Step on the gas. Become alive for yourself and you'll pass it on to the other fellow. Get confidence, enthusiasm and you'll set up like vibrations all around you and that's the theory of all life — as old as the world itself. Like begets like — a laugh brings a laugh — a good deed calls for a good deed — riches beget riches, love, love — and so on.

The old law of attraction stated in Ampere's theory of electrical magnetism is: "Parallel currents in the same direction attract one another" — and when you are out of tune and antagonistic you put others out of tune and make them antagonistic because: "Parallel currents in opposite directions repel one another."

Wishbones Need Backbones

HOWEVER, DON'T GET the thought that I have given you an oversize wishbone which will enable you to sit down and, by

talking to yourself, through the idea of repetition, get what you want, because it will never work. You have got to have the wishbone backed up with a backbone and that isn't all — the wishbone and the backbone must be coordinated and synchronized to a point where they are running in perfect harmony, and when they are in tune, you will find personality developing.

I take it that all of us have admired that intense type of person. I mean by that, one whose shoulders are back, whose chest is out, whose head is up and whose eyes are alert. It is easy to pick out in any organization those whose feet lag, whose shoulders droop, whose chins sag and whose eyes are a blank. Drifters, loafers, quitters. First measure yourself. Then study those with whom you are associated and you can tell at almost a glance those who will make progress and those doomed to failure.

Every physical movement tells a story — each marks your personality.

Take another good look at yourself in the mirror and probe again and again.

You know whether you've got it or not. If not, make up your mind to get it — you can and you will if you make up your mind.

The Eyes Have “It”

IF YOU WILL DEVELOP that intensity of purpose, determination to get ahead, shortly that determination will show in your eyes.

You have heard people say that a certain person has a penetrating gaze — that he looks right through one. What is it?

Nothing more than that fire from within — intensity — or whatever you wish to call it, which means that the person who has that gaze usually gets what he wants. Remember the eyes are the windows of the soul. Look at the photographs of successful men — study their eyes and you will find that every one of them

has that intensity; therefore, I say, let it be reflected in the way you walk, in the way you carry yourself and it will not be long before people will feel your presence when you walk through a crowd — and an individual prospect will feel that personality when you talk with him.

All of this is to explain that it takes an affirmative type to make progress and the things I have pointed out may be utilized to develop you into an affirmative type. The negative type is sunk before he starts. Nature takes care of these situations through the old law of the survival of the fittest. We know what happened in the days of Sparta when children were put on their own at a baby age and only those who survived were given further chance. A negative type is a quitter, or, another way, a quitter is a negative type and, while there is no point to going around hitting everybody on the nose just to start something, always remember it's poor business to let yourself be put on the defensive as that is a negative sign. The person who won't be licked, can't be licked. If you are taken unawares and suddenly put on the defensive, snap out of it. Take the offensive because, if you remain on the defensive, you are beaten.

Every Day – In Every Way

OF COURSE, TO BRING about this intensity of being, it's necessary to be in good health. I do not claim that the power of will is a cure-all to mend broken legs and all that sort of thing, but I do know that constant application of the theory herein advanced will aid a person in ill health. All of you have heard of Dr. Emil Coue, the Frenchman, who was in this country a few years ago, telling people they could cure themselves if they would adopt his plan.

His idea was that you should say to yourself — "Every day, in every way, I am getting better and better." Just ponder over that for a minute.

There was nothing new in that idea, any more than there is in the ideas which I put forth. Simply another way of expressing the

whole scheme — reiteration, repetition — keeping upper-most in your mind all the time what you want and which positive thoughts, in turn, are passed on to the subconscious mind — the wonder thing. Think health, wealth and happiness and they will all be yours. It cannot be otherwise.

We all know of people who are continually talking about backaches, headaches or some other kind of aches. They harp on them and the first thing they know, with that reiteration, the aches become realities. If you have such an ache or pain there is no point to talking about it; neither is there any point to talking about your worries, your troubles. Do not talk about them. Do not think about them. Then they will not be in your mind. It is the repetition that keeps them there. Shift your gears — reverse the process. Get away from the negative side and become an affirmative type — think affirmatively and the first thing you know your aches, worries and troubles will disappear.

"If thou art pained by any external thing, it is not this thing which disturbs thee, but thy own judgment about it. And it is in thy power to wipe out this judgment now. But if anything in thy own disposition gives thee pain, who hinders thee from correcting thy opinion?"

— PHILOSOPHY OF THE AGES

Are You In Reverse?

WHEN A TRAIN ROARS across the track in front of you, you put on the brakes of your automobile, throw the gears into neutral and idle your engine — you are on your way again just as soon as the train passes but you certainly do not throw your gears into reverse and go backwards.

Compare yourself to the gears of your automobile. In reverse place all fears, worries, troubles, aches and pains. And when things go wrong simply put on the brakes, idle your engine until you can clearly see the road ahead.

In high is everything you desire, health, wealth, happiness — success. No power in the world except your hand can put the gears of your automobile in reverse. If your own gears get in reverse remember you alone put them there.

Erect a steel wall on the right side of the reverse gear, close the doors of yesterday and you will have to shift from low into high and stay there.

"We are living in a great crisis in human history. There is unlimited need for boldness and courage, but there is no occasion for dismay. On the one hand there is the way to such achievements, to such wealth and happiness as mankind has never before known...life, even as we know it now, tastes very good at times. We spoil it a lot for ourselves and each other by fear, follies, hate, bickering, suspicion and anger. There is no need for us to go on spoiling it. We have not the health we might have. We have not a tithe of the happiness we might have. But it is within the power of the human will to change all that."

— H.G. WELLS - ENGLAND'S GREAT MAN OF LETTERS

Change Gears Now

THIS POWER — THIS VITAL energy — or whatever it is, is inexhaustible, and it is so easy to use it if you only have the key.

I am fully appreciative of the fact that psychologists maintain that few persons really think. It is my hope that this message will cause You to Think.

If you dismiss it as so much balderdash, then I shall know that you have never understood or appreciated how the great characters of history whom I have previously mentioned and many others with whom you yourself should be familiar made names for themselves or gained niches in the hall of fame.

Real people — successful people, are those who made themselves and not what others made them. After all, there are only two

ways to move, forward and backward — why not forward? Watch the down-and-outer on the street. His whole trouble is lack of positive ideas. If he thinks he is down and out — he is. If he will change his ideas, he will be up and coming. All of us know that.

You can shift your gears if you only realize it. You have been told how to keep out of reverse and it is simply a mechanical process for yourself.

Understand and you will always keep your gears in high and move forward.

Believe In Your Goods

A SALE IS EFFECTED by getting a prospect to think as you do and, unless you believe that the thing you are selling is good then, obviously, you can't make the other fellow believe it.

That is just plain common sense — so, for those of you who may be selling keep in mind what I have previously said about knowing your article and selling yourself — that is 99% of the success of selling — the other 1% is leg work contacting the prospect.

You should realize that the bending other people to your will or getting them to do as you wish is simply having them think as you think and that is very easy.

Sell Yourself

CHARLES M. SCHWAB SAID: "Many of us think of salesmen as people traveling around with sample kits. Instead, we are all salesmen, every day of our lives. We are selling our ideas, our plans, our energies, our enthusiasm to those with whom we come in contact." So it is with every endeavor, and especially true of selling commodities because you must contact people. And when I say contact, I mean contacting them face to face. The day of order taking is gone and it is only the persons who have got it in them who are to succeed now — all the others will sink. You

cannot beat a fundamental law — "the survival of the fittest." Therefore, forget about order taking and keep in mind the only way you can close a sale is to make the prospect think as you think — the best way is in face to face contact — you have got to be in his presence — you have got to see his reactions — "the old law of cause and effect" — and you have got to adapt yourself to the conditions as they confront you with that individual prospect.

Follow Your Hunches

IF YOU ARE INTENT ON making a sale — and you must be if you are going to succeed — keep in mind my theme, the subconscious mind will be giving you ideas, hunches, inspirations, a perfect flood of them, which will guide you correctly. They will point out the way to get into a busy man's presence — into the privacy of his very self and, when you get there, stand on both feet.

Be alert. Make him feel your personality. Know what you are talking about. Be enthusiastic. Don't quail.

You are just as good as he is and, besides, you may have something which he hasn't and that is utmost confidence, utmost faith in the article you are selling. On the other hand, if he is a success he also has personality — therefore be sure to put the contact on a fifty-fifty basis. Do not belittle him — do not let him belittle you. Meet on common ground. Make him like you and when he likes you and you him, success is on its way. Remember you are going to sell him.

There is strength in team work. The esprit de corps pounded into those of us who were in the army made the American forces what they were — and it's the esprit de corps, team work, determination to move forward which will shove us along. If this is accepted in the spirit in which it is given; put into execution, you will be unbeatable. And by getting in tune and getting others on the track, the world is yours.

"When fear rules the will, nothing can be done, but when a man casts fear out of his mind the world becomes his oyster. To lose

a bit of money is nothing but to lose hope — to lose nerve and ambition — that is what makes men cripples."

— HERBERT N. CASSON

Ascertain exactly what you want and use the mechanics given and you will discover more gates open for you than you ever dreamed existed. I am not interested in any prophetic explanations — I am interested in results. A light will dawn upon you and you will see clearly ahead how to achieve what you are after. The same principles, the same methods can be successfully applied to any line.

The ability to accomplish anything in a convincing fashion depends entirely upon the degree of expert knowledge which you possess coupled with that intensity of purpose. Read and study, practice, practice, tap, tap, tap.

Open The Door

BEFORE CLOSING I SHOULD tell you that the conscious mind must be placed in a receptive condition to get the ideas from the subjective or subconscious. Of course, we all know it is the conscious mind which reasons, which weighs, which calculates — the subconscious mind does not do any of these things — it simply passes on ideas to the conscious mind.

Relax And Tap

YOU HAVE HEARD A LOT of people say; "play your hunches" — what are those hunches? Where do they come from? They come from the workings of the subconscious mind. Psychologists tell us — you will soon understand the reason — that to put the human mind in a receptive condition you must relax.

If you have ever laid on the massage table and been told by the masseur to relax then you know what I mean. Let the body go limp. If you have trouble at first, try it with your arm—both arms — both legs, until the whole body is relaxed and the mind automatically will relax.

When that is accomplished concentrate on what you want — then hunches come. Grab them, execute them as the little voice tells you. Do not reason or argue, but do as you are told and do it immediately.

You will understand what psychologists, mystics and students mean when they tell you to stop, relax — Think of nothing — when you wish to draw on the subconscious and have the little inner voice speak. As you further progress you will also begin to realize what the seers of the East had in mind when they said: "Become at ease, meditate, go into the great silence, continue to meditate and your problems will fade into nothingness."

The road ahead will become illuminated and your burdens will fall away one by one. Is there anything clearer than "Pilgrim's Progress?" My message is no different than that which was

conveyed there — only, as I said before — I put it to you in perhaps different words.

The Mysterious Nothingness

THE LATE THOMAS A. Edison explaining his success of inventing said: "I begin by using my accumulated knowledge but most of my inventions are completed with Ideas which flash into my mind out of thin air."

Fred Ott and Charles Dally, associated with Mr. Edison for more than 50 years, solved the secret of making synthetic rubber. I quote from a newspaper story dated October 21, 1931: "On Monday, he (Mr. Edison), started to sink into a stupor. But Dally and Ott were still pounding doggedly (determinedly, concentrating, tap, tap, tap) at their experiments. And on Tuesday night the solution flashed out of the mysterious nothingness."

The little voice spoke — just like it always does when you make up your mind what you want and when you go after it.

If your own little inner voice suggests that you ask for something, do not be backward about asking. You have nothing to fear. The other person will never help unless he knows your wishes so you must ask.

Accept the theory advanced herein and practice intelligently and the voice will speak just like it did for Edison, Ott, Dally and thousands of others, and you will get results — all will be yours.

In Julius Caesar, Cassius, he of the lean and hungry look, talking to Brutus, of the Roman Emperor's power, said:

"The fault, dear Brutus, is not in our stars, but in Ourselves that we are underlings."

As you know, William Shakespeare wrote that, and he himself arose above the commonplace by using this Power.

Who Is To Blame?

IF YOU ARE TIMID, BACKWARD, in a rut and an underling, it is because of yourself. Blame not the stars. Blame not society.

Blame not the world. Blame Yourself. Again I say, change gears. Put them in High and Begin to Move.

Grip Tightly

SOME PEOPLE NOT THOROUGHLY understanding may say that you are conceited, self-centered, or selfish but care not what they say.

Those are the scoffers — those who would put rocks in your road and otherwise impede your progress. Those who understand will be helpful — they will be eager to serve you. The intelligent ones will begin to study you to determine what you have that they haven't and try to learn your secret.

I have given you a grip on it; hold it to you tightly and start moving forward.

George Jean Nathan, one of America's foremost critics, in a compilation of "Living Philosophies" declares he has never known a man who succeeded in life in a material way who did not think of himself first, last and all the time.

Naturally I don't know just how Nathan meant that but I am sure he did not mean that a successful man is selfish to the point where he isn't helpful to others because if you follow the theme as I have outlined it and get on the road to success you will not be led to act ruthlessly.

Service Pays Dividends

AS A MATTER OF FACT, the exact opposite is true because you will find that you will wish to do charitable things, good things for other people, performing services involving the throwing out of crumbs as it were, and your willingness to do something for

the other fellow will bring about a willingness on his part to do something for you. There is nothing selfish about this — it's just a matter of cause and effect. Remember Ampere's laws of attraction.

Like begets like. When you perform a service you will be paid huge dividends.

There is no mystery about it, it's just so.

"I am the master of my fate, I am the captain of my soul."

— HENLEY

"As a man thinketh in his heart — so is he."

— JESUS

I know it, I believe it and it's so.

Practice Tap Tap

IF THIS HAS REGISTERED with you in any particular, then I've accomplished something. Read it again carefully and read it again a week from now and keep it to read again. If you'll put into practice the ideas offered you'll soon learn I've given you truths as old as man himself. They've always worked and they always will. Use the mechanics of my system. Make them a part of your daily life and you'll succeed. If you're in earnest with yourself you'll find the whole scheme very simple. Practice, practice — tap, tap, tap — Believe, have Faith and you'll get the golden key to all — yourself.

If you have read this book understandingly you will appreciate the tremendous power which lies in the science of thought repetition and positive action. You can, by the repetition of the same thought, "tap" yourself upward or downward — dependent on whether you have depressed or constructive thoughts. By voicing your thoughts intelligently and convincingly you can, by suggestion, "tap" others up or down, so it behooves you to exercise great care that you do not misuse your POWER. Fill

your mind with creative thoughts and then act as the ideas come to you. Remember: Every thought, kept ever constant leads to action. So keep this book and reread it as frequently as possible. Tap—tap—tap.

- 1 Here, there — everywhere.
- 2 Wenn Sie es glauben—ist es so.
- 3 Si vous le croyez — alors c'est vrai.
- 4 Om Man tror det—ar det sa.
- 5 Se voi Credete è—co si.
- 6 Si creyo is V—es asi.
- 7 If you believe it, It is so.

"The more you spread it (your message) the greater will become the service you are rendering to your fellow men."

– PAUL R. KELTY, Editor, *THE OREGONIAN*. Portland, OR

Many others, believing that great good must follow, urged me to get my message circulated and this little book is the result. I know what it has done; I know what it will do when passed on to others.

You have friends and acquaintances who are depressed, despondent, in ill health, worried over financial affairs, whose worlds are topsy-turvy; dissatisfied with their lot in life — lost in the wilderness.

You may perform a great service by having them read this book and they need never know that you were responsible for their receiving it.

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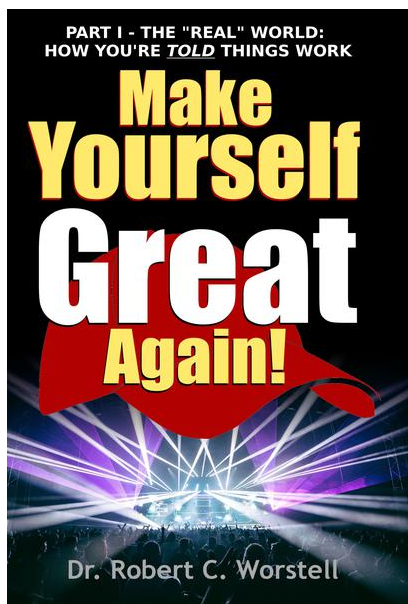
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The One Reason For Success - and Failure - Lies Within You

Have you ever had a complete melt-down, a real failure of your world-view, where the world has gone to hell and stayed there? Sad to tell you: *it's your own damned fault.*

What makes it worse is to find out that everything you ever needed to succeed is already programmed into you – and has been since you were born.

Then how did you get into that mess?

By blindly accepting and believing

- what people told you as you were raised, and - in every school you went to, - all your on-the-job-training, - all the books you ever read, - every movie you ever saw, or song you ever heard.

All those lessons and examples just helped you believe in something other than your own natural ability to succeed.

Most of what we are told these days are based on that bogus idea that the environment makes the individual. But there is a much longer tradition that the individual makes his own success in this world. Having built-in, pre-programmed abilities from birth is a far longer tradition, back to our verbal traditions and storytellers.

Unfortunately, we've all been trained since childhood to believe what we've been told, to not look closely at what we're told, to not think for ourselves, to not act on what we think will work better.

We've been mentally crippled into only living the same life as everyone else - going to work at a job we don't necessarily like, giving up on our hopes and dreams as "unrealistic", living out our lives like everyone else and hoping that retirement is paid for by somebody.

What you think and how you think is up to you.

How you think consistently, the mental habits you've developed, are those you chose for yourself.

You don't have to live this nightmare. You are capable of much, much more. This book tells you how you've been told things work, and exposes the authorities you've been listening to are frauds, like the "wizard" behind the curtain.

This is what you've personally suspected all along.

This guide you can be reading has a lot of my story, but it has more to the story of how the mental world we create really works.

It's been written for you to help you either recover from a recent crash, for help you make your belief-system more impervious to any future ones.

The third option is to help you embrace the crashes when they occur. That last one is for entrepreneurs, who take risks most of us wouldn't (but perhaps all of us should.)

You could say that life crashes happen due to "brittle" world views. The belief-systems which are more resilient can withstand far more than we would ever ask of them.

If you want one of those resilient belief-systems, you're going to have to work out how to strip down and rebuild and

tune your own mental engine while you are using it to drive to work every day and taking the kids to their sports events or visiting their relatives on the weekend. You can't just get away with putting it in the shop and driving a loaner.

The trick to this is that we can change and improve our beliefs at any time.

We only have to decide to do it and then do it.

Come along on this journey that can free you to restack your mindset the way you want. The way that will make your success automatic. You can be and have everything you've ever dreamed of.

The second best time to start is today.

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Table of Contents

Title Page	1
Copyright Page	2
Dedication	4
Introduction	5
The Strangest Secret	8
How To Get Everything You Want Out Of Life	29
If You Can Count to Four...	44
PMA: Science of Success – An Overview	62
Think Less and Grow Richer	84
Supplementary Essays	134
RECOMMENDED BOOKS YOU MAY LIKE	209
COURSES TO EXPAND UNDERSTANDING	211
RELATED BOOKS OF INTEREST	213
DON'T MISS OUT!	215
DID YOU LIKE THIS BOOK?	216
Further Reading: Make Yourself Great Again	217
Part 1	
Also By Dr. Robert C. Worstell	220
About the Publisher	222