



Thinking

INTO CHARACTER

Ed.TiC

DR. SELVA PANKAJ

FOR INTERNAL USE AND TEACHING
AT REGENT COLLEGE LONDON ONLY

VOLUME 1



Thinking

INTO CHARACTER

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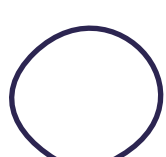
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Thinking

INTO CHARACTER

WELCOME

INTRODUCTION

Welcome to the 'Thinking into Character' programme. I am Selva Pankaj, the CEO of Regent Group and the author of this exciting programme.

I qualified as a chartered management accountant in the early 1990s and studied for my MBA. As part of my executive education, I went to London Business School followed by Harvard Business School. It was when I studied at Harvard that an eminent scholar by the name of Professor Clayton Christensen told me "You have got to know who you are and learn to differentiate between man-made laws and the laws of nature."

At first, I did not understand this, but it aroused my curiosity and led me to study a number of great literary works from Napoleon Hill, Earl Nightingale, Wallace D Wattles, Thomas Troward to name a few, as well as many other books that discuss human potential, human behaviour, and success. The teachings are based on those of my mentor Bob Proctor and have changed my life dramatically.

My wife, Tharshiny and I, together with my late father, founded Regent Group back in 2000. We started with one private tuition student and it has now grown into a multi-million company with a diverse portfolio of educational, real estate and investment divisions.



Selva and Tharshiny Pankaj



During that time, my father, Tharshiny and I also conceived the ethos of 'The End of Education is Character' for Regent. This valued principle, that we created together, is the inspiration for developing this programme. We introduced this philosophy back in 2000 and now today we have the proven methodology to further validate it. It is my belief that education never really ends, we may finish school or university, but the learning process is an intrinsic part of daily life.

Regent Group specialises in education and Tharshiny and I are incredibly proud to have educated literally tens of thousands of students and helped them realise their potential in relation to educational and career success. Regent Group now operates in the UK, Canada, United States, India and Dubai.

“Always bear in mind that your own resolution to succeed is more important than any other one thing.”

**Abraham Lincoln, 1809-1865,
16th US President**

I want to congratulate you for participating in these life-changing lessons. You may think that this programme just concerns your studies or career progression. However, it also has to do with your character, your social life, your family, your happiness, your health, everything; It affects your whole life and has enduring benefits. This is the way successful people think, grow and operate.



This programme is split into 12 main lessons, some bonus lessons and additional slides to really enhance your learning. The recorded lessons, which you can access at any time, are around 30 minutes in length and I encourage you to repeatedly watch these lessons as many times as you can. Repetition is the key to ensuring that this material becomes natural to you. In the same way that an expert violinist no longer needs to think where to move their fingers next, it is wholly automatic. You can also listen to the lessons as a voice recording using your smartphone. You will also need to complete worksheets and assignments for each lesson – these will be found in this Handbook.

Additionally, I have included a recommended reading list for the programme which is contained in the Appendix. These recommended books are a valuable resource to extend your knowledge and will greatly enhance your learning. As the saying goes, 'The secret of the ages is locked up in books.'

In order to get the best from this programme you need to ideally devote around 30 minutes a day to studying these materials. I appreciate it can sometimes be hard to commit to that, but I promise it will be so worth your investment. If it is difficult to find the time, you could try coming into the office or arriving to class 30 minutes ahead of schedule or even setting your morning alarm 30 minutes earlier and studying before getting ready for the day ahead. You can also listen to the lessons when you are travelling.

I am very excited to begin this journey with you. 'Thinking into Character' will be absolutely life changing. Be open-minded and think positively as to what you can achieve with this programme.

See you in Lesson One!



STEPHEN HAWKING



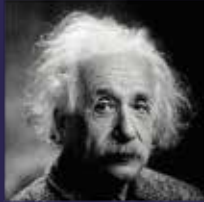
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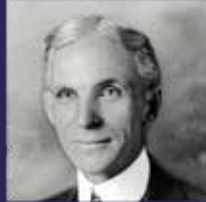
ELON MUSK



ANDREW CARNEGIE



ALBERT EINSTEIN



HENRY FORD



ISAAC NEWTON



STEVE JOBS

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Thinking

INTO CHARACTER

LESSON ONE



A WORTHY IDEAL SETTING GOALS

“I believe in goals. It is never a bad thing to have a dream. If there is something you really want to do, just do it. Whatever your goal.”

“Everyone needs something to aim for. You can call it a challenge or you can call it a goal. It is what makes us human. It was challenges that took us from being cavemen to reaching for the stars.”

Richard Branson

1. OVERVIEW

As you explore this first lesson of *'Thinking Into Character'*, you are going to develop an awareness that deciding what you want and getting what you want are two completely different matters. As you begin the process of deciding what you want, how you are going to get there is not relevant. Just know that the process for achieving your goal will be clearly explained. The concepts which you are learning in this particular lesson can effectively be applied to your education, your personal growth and to your professional development.

Before you begin looking at the ABCs of goal setting, take a close look at your own belief system. There are belief barriers we all face when we set out to try to accomplish something beyond our level of belief. Our minds will create many and seemingly valid reasons why something cannot be done. We then lose faith in our ability to achieve it and our mind will continue to sabotage us until we finally give up. Alternatively when you truly believe something can be done, your mind will create the ideas that will help get you there and you will accomplish what you set out to do.

The solution to achieving our goals sits with our belief. Therefore we must ask and challenge the answers to these questions:

- 1. Do I have good, sound reasons for my beliefs?

- 2. Where do my beliefs come from?

Remember Stephen Hawking's quote in Lesson One.

"However difficult life may seem, there is always something you can do and succeed at. It matters that you don't just give up."

This is where the belief in yourself comes into play.

3. Would changing my beliefs improve my life?

4. How do I change my beliefs?

As you attempt to answer some of these questions, many of your old views will fall to pieces.

“Form clear and definite ideas regarding your convictions as to why you do as you do, and as to why you think as you think. Such practice is like conducting a mental housecleaning. The practice of clear thinking tends to clarify the mind, tones up the faculties, sharpens the perceptions and gives one a stronger and better grasp of the basic essentials for a larger and richer life.

Clear and exact thinking is a very great necessity. It is in fact a sure means to advancement on the material as well as the spiritual planes.

A line of distinction, however, should be drawn between surface thought, that is, ordinary, trivial and commonplace thinking, and real thought, which is associated with the understanding of Truth. The latter is deep thinking, which arouses dormant powers, quickens the perceptions, and leads to the enlargement of the understanding.

The former is but a passing phase of mental activity while the latter governs the life of man. The shallow, surface thought that we give to the ordinary duties and small things of daily life, is not the thought that reforms our character, develops our mind, or changes our belief and our destiny. It is the positive, deep, and penetrating thought that comes from profound and strong conviction born of a higher perception and a clearer realisation of the Truth.

The surface idea is not the real thought. The inner convictions which control one's aims, desires, and motives, constitute the real thought of the individual and wholly determine the course of the person's life and personal destiny.”

Raymond Holliwell



Our beliefs are based on our evaluation of something. Frequently when we re-evaluate a situation, our belief about that situation will change. Check your beliefs with respect to what you think you can accomplish in your personal, educational or professional life.

2. KEY HIGHLIGHTS

- A goal is something you are pursuing, something which you have never done before.
- A goal is designed to help you grow; it causes you to draw something from yourself that you didn't even know was there.
- If you know how to reach your goal, the goal is not going to do for you what goals are designed to do.
- If you're really going to accomplish something, you're going to need to be inspired by going after something you really want; it's going to have to come from inside.
- Type A goals are doing something you already know how to do. Type B goals are what you think you can do. Type C goals are your wants. What you really want. Type C goals come from your dreams and are originated through the effective use of your imagination.

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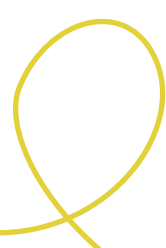
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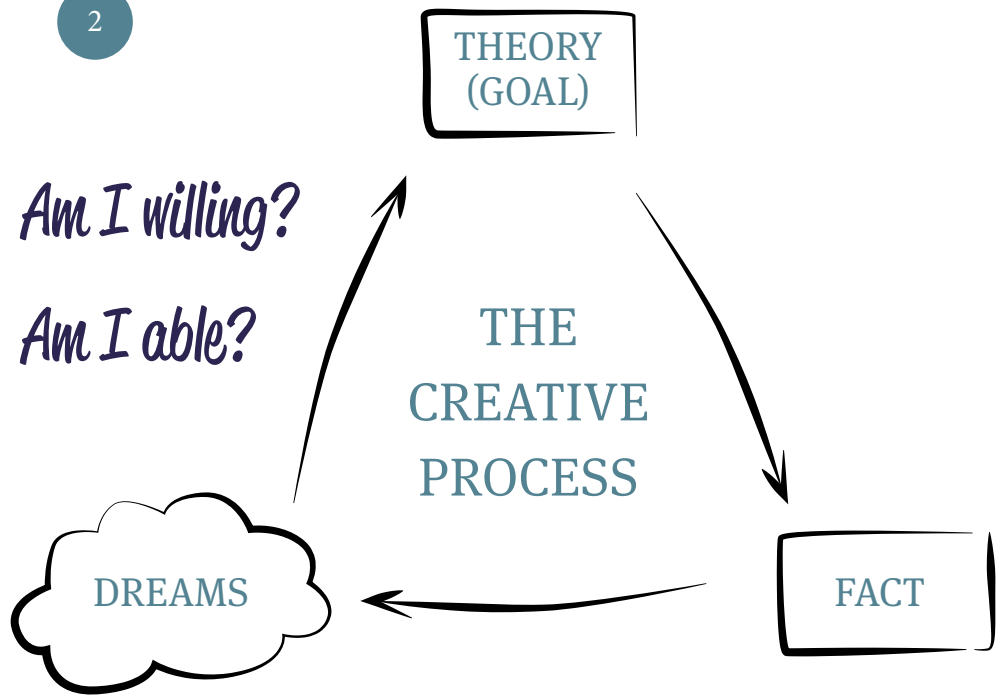
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2



- You have to build the dream. You take the dream and move it from a dream to a theory.
- You must believe you are able and be willing to do what is required in order to turn the theory into a goal.
- Do not let outside conditions or circumstances dictate how you will live.
- Refuse to let anything that is going on outside of you stop you.
- As you get emotionally involved in the goal, you are going to involve your emotions and the expression of that emotional involvement is going to change your behaviour. As your behaviour changes, the results start to change and your theory turns into a fact.
- People without a goal are lost. They have no direction. You've got to wake up in the morning and get very excited; "I'm working towards my goal!".



3. WORKSHEETS

Imagine that you are getting ready to go to an exclusive networking event where you are going to be meeting a number of very important people who can help you with your goals. These are people who you want to create a good impression with. It goes without saying, you would not go to this event without paying attention to your physical appearance and even mentally reviewing the mindset you'd want. The details of preparing yourself are important. The same is true with the exercises that have been laid out for you in each lesson. Some of the early exercises in each lesson may not seem important. However, they are crucial as you are building on them. And as you are taking your valuable time to study the **'Thinking Into Character'** programme, you should give the programme all you can, paying attention to every detail.

1. If someone were to stop and ask you, "What is your goal?"— how would you respond? Do you have goals? Are they written down or on your phone?

2. The Type C goals you dreamt of and visualised in the first exercise in this Guide are your wants, **what you really want**. What do you really want? What is it you would **like very much to be, do or have**, even though you may feel it is, for one reason or another, somewhat beyond your reach at the present time?

Repeat the exercise you did earlier and allow yourself to relax and let your imagination wander. Dream. Create a shopping list of your wants. Include personal wants, educational wants and professional wants.

As you are dreaming and visualising, **do not give one moment of mental energy to how this goal is going to be accomplished. Do not concern yourself with where the resources, the time, the support you may require, is going to come from.**

Attempting to think of *how* will either limit or destroy the dream. Just think of **WHAT you want.**



From each of these lists of wants, select one that you **want more than anything**. It is essential that you choose **something special**, something you personally feel very drawn to and is **important to you**. **You must want it—you must really want it, with your heart and soul**. It is also important that the wants you choose are in harmony. They must not pull you in opposite directions.

PERSONAL WANT

EDUCATIONAL WANT



PROFESSIONAL WANT





It is very important that you give all of your mental energy to building the image of the goal that you desire. Begin to think about these wants as an image in your mind. **Write about these wants existing in your life in the present tense. See yourself in possession of whatever it is you want.**

I am so happy and grateful now that my Personal Want has materialised:

(Describe your wants **in detail** and in the **present tense**.)

Lined writing area consisting of 22 horizontal lines for writing.



I am so happy and grateful now that my Professional Want has materialised:

(Describe your wants **in detail** and in the **present tense**.)

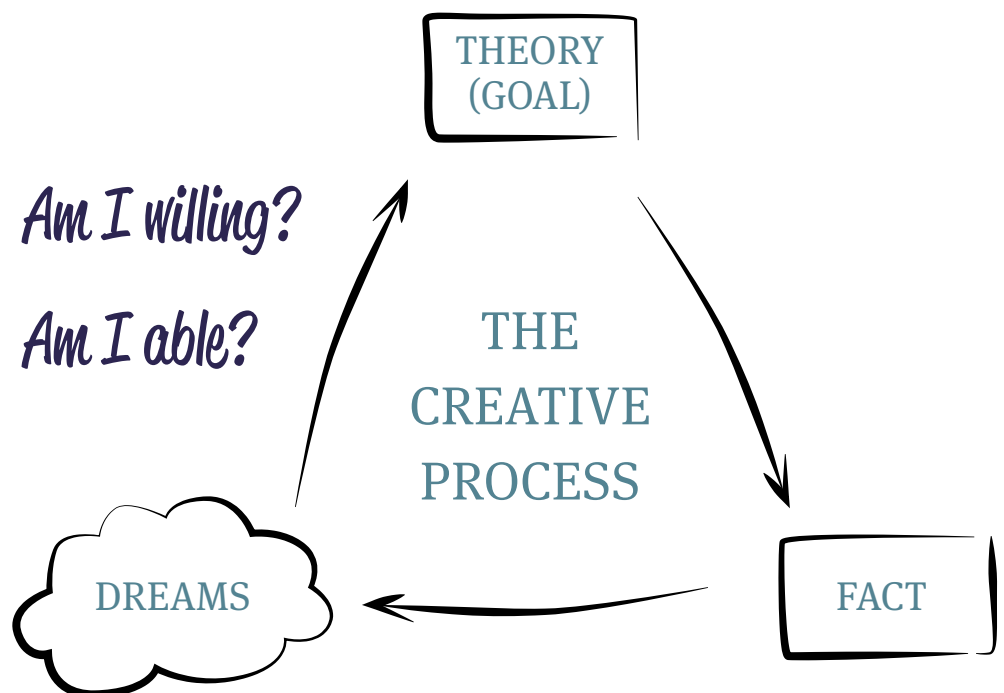
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NOTES

You have enormous untapped creative potential. Everything you see around you was once an idea which was conceived in the imagination. All images that originate in the imagination are referred to as dreams. The internet was a dream at one time. So were smartphones, gaming, 3-D Printing and rockets to Mars! To exercise your creative faculty (your imagination), you begin by building a dream. You mentally begin to play with that dream until you start to take it seriously. Then you flip from using your imagination to using your reasoning factor, another one of your intellectual faculties, and you start to build the idea more clearly. This is where the image turns into a theory in your conscious mind.

Now before the theory can become a goal, you must ask yourself two questions. The first question is **“Am I able to do this?”** When you take into consideration that the only two sources of reference we have to go to, science and theology, with respect to human potential, both clearly indicate that your potential is infinite, so the answer to the first question must be an emphatic ‘Yes’.

The second question is quite different. It is, **“Am I willing to do whatever is required to cause the image in my mind to materialise in physical form in my life?”** When your answer to that question is ‘Yes’, your theory immediately becomes a goal, and when you turn your goal over to the universal subconscious mind, the laws of the universe kick in and the first law, perpetual transmutation of energy, takes over and your goal begins to move into physical form, with and through you. It causes your behaviour to change and at the same time begins to draw to you all those things required for the materialisation of your image. Before long, your theory becomes fact. Therein covers the three stages of creation, **Dream, Theory and Fact**. This is how everything has been accomplished.





Now write or type your personal, educational and professional goals on your Goal card and capture it on your smartphone. You should be able to articulate your goals in concise sentences. Look at your goals every morning, as often as you can throughout the day, and every night. Soon your goal will become a reality.



How do you feel after setting your personal, educational and professional goals?

In the space provided, write 6 action steps you can take **right now** to move towards these goals

i _____

ii _____

iii _____

iv _____

v _____

vi _____

Prioritise these steps in the order you will act on them.

NOTES

Capture your goal in your smartphone either by photographing a hard copy or by typing it into your phone. Get emotionally involved in that idea all of the time throughout your day. By thinking about the goals you have established for yourself every morning, many times during the day, and every night - you begin moving toward it and bringing it towards you. You must be able to see yourself on the screen in your mind, already in possession of the goal, and you must seriously want it. Remember, the picture that you hold in your mind most often will eventually be expressed in physical form or circumstance.

Exercise For Improved Results

Find a quiet place where you can be alone. Lie down and make sure you are comfortable. Relax all your muscles and take some deep breaths. Let your arms rest by your side, relax your legs and let your feet fall outwards. Close your eyes and relax your face and neck. Feel the tension and worries of the day leave you. Now let your imagination take you away to your dreams and wants which are held deep inside you. What is it you that you really want? Who is it you want to be? What is it that you want to achieve in life?

When you feel clear and free, allow an image to form on the screen in your mind that you already have achieved your goal. Be aware of how you feel in this accomplishment. Feel the pride that flows through you in having achieved that which you set out to accomplish. When you feel this picture is clear, write a detailed description of the picture that you created in your mind.

Each day as you study the *'Thinking Into Character'* learning system, review this lesson and the Key Highlights as often as you can. As you review this powerful information over and over, you will see something new in the information that was not there before and you will see something new in yourself that was not there before. You are a different person operating from a different level of awareness.

Complete the Worksheets

- Continue to build an image of your personal, educational and professional goals in your mind. Be as descriptive as possible. On a daily basis, call these images to mind and spend time visualising your goals.
- Call these images to mind when you wake up in the morning, and last thing before you sleep.
- Continue to view the video, study the notes from the video and listen to the podcast. Do this over and over again. The key to success is repetition.



4. READING ARTICLE

A WORTHY DESTINATION - ADAPTED FROM EARL NIGHTINGALE

By setting specific, attainable, worthwhile goals you automatically place yourself in the top 5% of people - achievers. Freedom - personal liberty, is the most precious thing on earth. You are free to pursue your dreams in one of the richest countries on earth. You have the opportunity to succeed. The choice is yours. Goals reflect your choice of destination. Do you have a burning desire to succeed despite all challenges? Do you know exactly what you want? Do you think about it every day of your life? That vision will carry you over every obstacle. Your dream is invisible to all the world except you. Every worthwhile achievement is a dream come true. What the mind can conceive and believe it can achieve! We become what we think about. If we want something enough we will get it. We can have everything we want. Most people do not know what they want. Do you?

The system of goal setting will work for a new car and will work for anything else too. Set worthy goals. Don't drift along as a wandering generality. Be meaningful and specific. Aspire higher! Don't take life for granted. Goal setting is the very basis of any success. Success is the progressive realisation of a worthy goal. Without a goal there can be no success.

You are in charge of your life to the degree you take charge of your thoughts.

Success is not a destination, but a journey. Anyone who is on course toward a worthy goal is successful. Success does not lie in the achievement of a goal but in its pursuit. Success is a journey. We are successful as long as we're working towards something we want to bring about in our lives. The road is better than the end. Success is being on the road toward something we want to bring about. We must have balanced lives with many goals but then we must work at only one at a time. Anyone working toward any worthwhile goal is as successful as anyone else. We are happiest when we are working towards goals we have established for ourselves.

Success is whatever we want it to be. Worthy of us whether it be real or an ideal. Success is joy and satisfaction in serving others. One thing a goal must do is fill us with positive emotion when we think about it. The more intensely we feel about a goal the more progressively we will move towards it. We cannot simply drift into worthwhile destinations. The odds are too great.

Success is not a destination, but a journey. Anyone who is on course towards a worthy goal is successful.

We must set our sail and adjust our course. What is your next port of call, your goal? Is it clear and concise in your mind? Do you have it written down? We need reminding, reinforcing. Do not be vague or general. For example, be specific about how much you will earn this year, save this year, and invest for retirement this year.

Happiness comes from direction, not arrival. It's the trip that is enjoyable. Moving towards our goals is more satisfying than after they have been accomplished. Set new goals as soon as one is realised. Never stop the process. We should always be looking forward to a new accomplishment. Do not just settle for 'needs', make goals of 'wants'. Develop a wish list. You will become what you think about. Don't be circular and chaotic in your thinking or your life will reflect that. Written reminders help us to hit the bullseye time and time again. Control your thoughts. Decide what you will think and concentrate upon. You are in charge of your life to the degree you take charge of your thoughts.

Carlyle said, "A person without a purpose is like a ship without a rudder." What is your purpose? Is your mind made up? Munger said, "There is no road to success but through a clear strong purpose." Decide upon your goal. Insist upon it. Look at your written goals often every day. See yourself as having already attained your goal. You are now and you most certainly will become what you think about.

5. ASSIGNMENT

Write your answers in the space provided below.

1. Make out a want list — write down everything that you would like to see come about in your life.

2. After you have completed your want list, number the items in their order of importance.

3. Make item number one as your present primary goal, use the balance of the list for later reference.

4. Write down your current goal on this commitment card, print it out, and carry it with you in your wallet or purse.

MY COMMITMENT TO MYSELF

I, _____,

hereby commit to pursuing my goal of

_____.

Signature _____

Date _____

5. How will the achievement of this goal improve your life?



NOTES

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Thinking

INTO CHARACTER

LESSON TWO



BRIDGING THE GAP KNOWING VS DOING

**“Knowing is not enough, we must apply.
Being willing is not enough, we must do.”**

**“It has long since come to my attention
that people of accomplishment rarely
sat back and let things happen to them.
They went out and happened to things.”**

Leonardo da Vinci



1. OVERVIEW



When you study both of Leonardo da Vinci's quotes a few times you will see just how insightful and ahead of his time he was. Anyone can learn something, and anyone can know something. The successful person takes the next step and does something with what they have learned.

We really don't need more information to do better in our lives. We just have to start doing what we already know how to do.

Many of us are confronted with the same challenges every day. We are doing things we do not want to do, getting results we do not want to get and for some strange reason we continue to do them anyway.

Think about things you are doing which you know are not producing the results that you want. Then think about the results that you do want in your life and what you need to do to achieve them.

For instance, would you would like to get on to a course at university or gain a promotion or even start your own business? I imagine you will have a desire for at least one of these goals. You know what you need to do, but are you doing it? You know you need to study more effectively, to improve your understanding, to really focus; to wake up earlier **every** day excited and full of ideas about how you can progress further to achieve these goals.

NOTES

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We spoke of J K Rowling's literary success in this lesson. And how there must be so many other talented 'would be' authors out there who start their great ideas for a potential best seller. They start with the very best intentions, waking up early each day to draft their story but after a couple of weeks they give up. They know if they made the effort to continue writing, they too could have great success. But they stop 'doing'. Why?

NOTES

You could walk into any institution anywhere in the world and find individuals who are involved in activities on a daily basis, who are producing results they do not want. You will find people who are hugely overweight who desperately want to lose weight and yet they will not do daily exercise and instead continue to eat junk food that just adds on more pounds. You will find people smoking who say they would do anything to give up and yet every time you see them, they are lighting up another cigarette.

You will find many individuals, students and learners who are very stressed that they are not achieving what they desire but they are not taking the actions that successful people follow - such as scheduling structured times to work on their own goal or going the extra mile. Not to mention saying 'no' to some of their social life demands or online activities so that they can accomplish their goals. Success comes by doing certain things in a certain way, **but every day**. Once you master this technique, which you can do by following '**Thinking Into Character**', success can be predictable.

All these individuals clearly know how to do better and yet they are not doing it and they do not know why.

In this lesson and the next lesson, we are going to talk about the 'why'. Why do we continually do or not do things that produce results we do not want? The cause of our problem lies in our paradigms. Paradigms are a multitude of deep-rooted habits which we inherited at birth in our genes and also as a result of our environment in our early years of life. If you are not familiar with the word, do not worry about it. Many people are not aware of their paradigms or what it means. However, as you start to understand it, your whole life will begin to change.

Changing a negative paradigm to a positive one is the equivalent of removing 10 kg ankle weights from a runner. Imagine how hard it would be to run with two x 10 kg ankle weights above each foot? The effort it would take to lift each leg up in quick succession would be very difficult and painful. Even a top athlete could only realistically manage no more than one mile in an hour and would be totally exhausted. Without these heavy shackles, an average runner could run at least 10-15 miles per hour. What a difference that makes!





It is the same with paradigms. Paradigms keep us operating at less than one mile an hour even though there is potential for at least 10 to 15 times this. We never get up to the speed we are capable of.

Are you ever puzzled when you see a person of average intelligence producing extraordinary results? Here is where you can solve the mystery. That individual has either consciously or unconsciously changed the paradigm which enabled them to produce the results you are observing. When you have an awareness of how the paradigm functions, you can start taking control of the results you are getting and go after the goals that you want.

Paradigms keep people operating at one mile per hour even though there is infinite power within them. We never get up to the speed we are capable of and if we did, we would astonish ourselves!

NOTES

Dotted lines for taking notes.



This lesson has the potential of being a real turning point for you. With very little effort on your part, you can literally multiply your effectiveness. You have already taken the time to gain an understanding of how to do what you do more effectively. Now all you have to do is override the old paradigm and watch your effectiveness skyrocket. However, you must keep in mind how powerful paradigms are. They have the tendency to talk you out of doing the very thing that you decide to do. This is where persistence comes in.

Napoleon Hill wrote an entire chapter on persistence in his book 'Think and Grow Rich'. Right at the beginning of the chapter he said, "There may be no heroic connotation to the word 'persistence,' but the quality is to the character of man as is what carbon is to steel." I strongly encourage you to read this book which is also listed in the Appendix titled 'Suggested Reading'. The book details for this, and the other recommended books on the Suggested Reading list, can be obtained by e-book to allow you to get reading straight away.

2. KEY HIGHLIGHTS

- There is an enormous difference between what most people know and what they do. We receive schooling for many years in a system where the focus is on taking in information and then recognising the student for how much they can remember. However, we are now living in a world that really isn't very interested in what you know. In fact, the only people who are being recognised today are the ones who can do things, who get the job done.
- There are two parts of the mind that we will focus on during this lesson. One part is the conscious mind. The second part is the subconscious mind. The conscious mind is connected to the world around us through our senses. We can hear, see, smell, taste and touch. And we have been raised to live through our senses to gather information, which is principally what we have been trained, or conditioned to do. The subconscious mind is the part of the mind that expresses whatever is impressed upon it. The expression is what we refer to as doing. For the purpose of this lesson, you could say the subconscious mind is in control of the doing.
- A paradigm is a multitude of habits. A habit is an idea that is fixed in a person's subconscious mind that causes them to do something without any conscious thought. A paradigm is what causes our habitual behaviour.
- At times we do things we do not want to do, get results we do not want, but do it anyway. This is because of the paradigm in the subconscious mind that controls our actions or behaviours.
- For a person to experience permanent change in their personal, academic and professional life, there must be a change in the primary cause of their results. A common error is trying to change results by changing behaviour. When this happens, the change is generally temporary. Although behaviour causes results, it is a secondary cause. **The primary cause is the paradigm.**
- If we start to understand the paradigm, we start to understand the power of habit. We can start to change when we understand how the subconscious mind is programmed.
- Knowing is not enough to get results. Results come from behaviour, and behaviour is caused by the paradigm. The results tell an interesting story, they tell the world an interesting and true story of how the person is programmed.
- In our academic, professional and personal life, when we become open and honest in recognising our programming, or paradigms, we can begin to change the programming and significantly improve results and indeed our character.

A common error is trying to change results by changing behaviour. When this happens, the change is generally temporary. Although behaviour causes results, it is a secondary cause. **The primary cause is the paradigm.**

- As a paradigm is changed, the behaviour changes, the results change and character changes.
- When you understand paradigms it will become obvious that high achievers are not successful primarily because of what they know, but rather because of what they do. This is because they have learned how to master the knowing-doing gap. Their paradigms, one way or another, have been aligned with the results they desire. It is their paradigms that are producing the results.
- When you focus on the paradigm it will help you to understand why you're doing what you're doing and everything will start to change.



3. WORKSHEETS

Think of any situation where you are not getting the results you want. In as much detail as possible describe this situation.

1. Now, in as much detail as possible, describe the same situation, but in the way you truly want it to be. Clearly write this description in the present tense.

2. Review the results that you described. Highlight all the actions you wrote in both your descriptions. To assist you in improving this situation, we will be dividing these activities into two areas: **Non-Effective Actions** referred to as **NEAs** and **Effective Actions** referred to as **EAs**. Of course, the objective is to turn all **NEAs** into **EAs**.

It is important for you to be objective during this exercise. Recognise all **NEAs** and describe them in as much detail as possible. After you have described an **NEA**, immediately describe the **EA** that could replace it.

NEA

EA

NEA

EA

NEA

EA

NEA

EA

Now ask yourself, “If I turn all the **NEAs** I recognised into **EAs**, would I get the results I want?”

4. READING ARTICLE

HOW MUCH ARE YOU WORTH? - ADAPTED BY EARL NIGHTINGALE

A Du Pont scientist said that the atoms of your body contain a potential energy of more than 11 million kilowatt-hours per pound. By this estimate, the average person is worth about \$85 billion.

Add to this the fact that to try to reproduce your mind mechanically would cost billions of dollars and you begin to see yourself for what you really are. An amazing, infinitely valuable creature. And not only are you immensely valuable as a human being, you are unlike any other human who ever lived, or ever will live. You are unique.

Here's a new view of you. You have tremendous potential. You are much more than meets the casual eye. You are unique. Every person is building a life and thus is really in business for themselves. Think of yourself as a business, which you must increase. You must not concern yourself with the past but with the present and future. You cannot go back and you cannot stand still. You must grow or move forward.

In this decade the emphasis will not be on necessities but far above them. The consumer market will expand 50% or more. Companies will emphasise research and development. Your future is unlimited. Your future is bright. Get on board.

**You have tremendous potential.
You are much more than meets
the casual eye. You are unique.**

Will you grow or go? You can't stand still. To grow at 10% per year means a company will double in size in about eight years. What are you doing to double your size? Can you grow and improve as a person at least 10% per year? Of course you can! You need only put out 10% more service to get back 10% more reward. So why settle for just 10% growth? Do twice as much and you will receive twice as much. 95% of people do not know this and so will not do this. You have an advantage. Knowledge is power! To stay vital, ongoing education is vital.

Tomorrow is a brand new day. You have no more nor less time than anyone else to work with. Right now, begin to think of ways in which you can begin to increase your effectiveness, raise your production, knowing that by doing so you're automatically pre-setting your rewards.

Learn to enjoy every minute of your life. BE HAPPY NOW. Don't wait for something outside of yourself to make you happy in the future.

Each day that comes to you, beginning with tomorrow, offers you a clean, brand new page on which to write the story of your life. Forget the past; it's gone. Don't concern yourself with the opportunities you may have missed in the past (this is true of everyone) but reach out and take each new day as it comes and ask yourself, "How can I best use this day?"

Learn to enjoy every minute of your life. Be happy now. Don't wait for something outside of yourself to make you happy in the future. Think how really precious the time is you have to spend, whether it's at work, or with your family; every minute should be enjoyed, savoured. A human life is really nothing more than a collection of minutes, hours and days. These are the building materials... and it's left strictly up to us to determine the kind and size of structure we build.

How much time are you giving to self-improvement? How can you sell yourself better, get along with others more, increase productivity? How can you see more people every day? Will you be average or above average? Will you be good or great? Activity must precede accomplishment.



5. ASSIGNMENT

Write your answers in the space provided below.

1. Analyse your worth as a one-person corporation in your research and production. Then write down ways in which you can improve in both of these areas.

2. How are you doing in research? (For example, are you implementing regular study time?)

3. Plans for improvement:

4. How is your productivity? Are you spending an hour a day brainstorming? Are you putting the best of these ideas to work to increase your productivity? Are you more productive and more effective this year than you were last year? Are you growing and improving every year?



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Thinking

INTO CHARACTER

LESSON THREE



THE POWER OF YOUR MIND
USING YOUR MIND TO GET
THE RESULTS YOU WANT

“Whatever we plant in our subconscious mind and nourish with repetition and emotion will one day become a reality.”

Earl Nightingale



1. OVERVIEW

In this lesson, we are studying the power of your mind and how some of your habits can hold you back. These habits are also known as paradigms. When you understand how to build new positive paradigms to replace the negative ones that are controlling your life, your life will improve dramatically and you will see the results you desire.

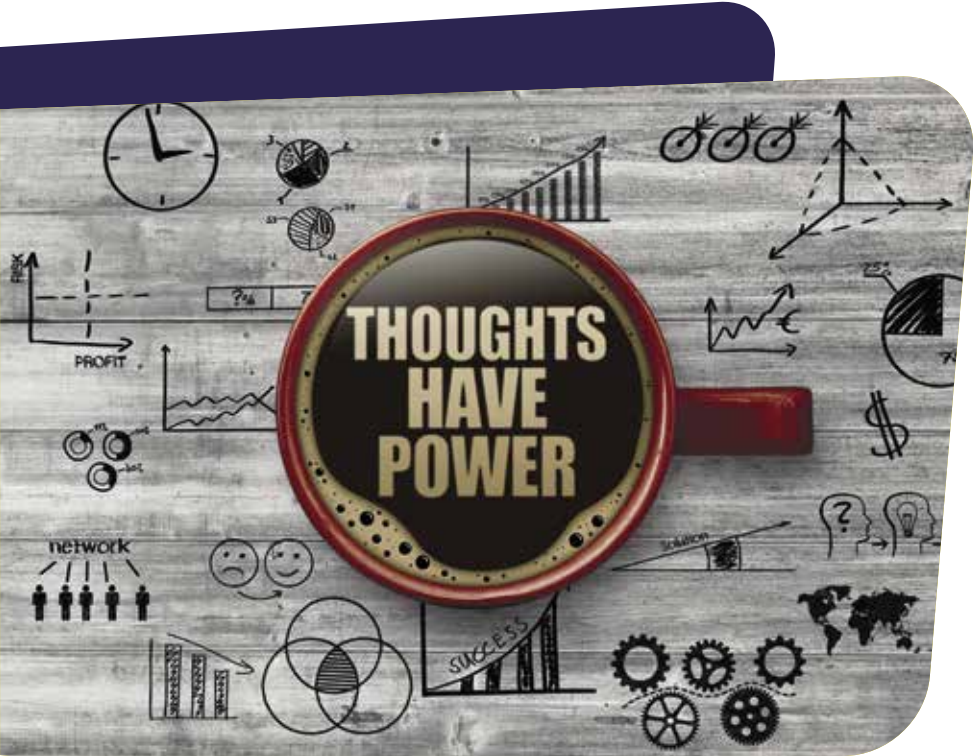
“We form habits and then our habits form us.”
Ralph Waldo Emerson

Our actions are based on our habits. According to researchers at Duke University, habits account for about 40% of our behaviours on any given day. Your life is essentially the sum of your habits, also known as paradigms. How well or badly you are doing in your studies? A result of your paradigms. How physically fit or unfit are you? A result of your paradigms. How happy or unhappy you are? A result of your paradigms. How successful or unsuccessful you are? A result of your paradigms.

Many people go through their life totally unaware of the existence of their paradigms or that they can even be changed. But this is not true.

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We went through some practical examples in this lesson of how you can change some of your paradigms. For example, instead of being a silent observer participate actively. Another example is to change your paradigm of being disorganised. It is the **repetition** of these habit changes, that will create new more positive paradigms that in turn will create great results in your life.

Your paradigms determine how you approach and react to the world around you, interpreting what you see and experience according to your knowledge and culturally determined guidelines. A paradigm tells you that there is a game, what the game is, and how to play it successfully. A paradigm shift, is a change to a new game, or a new set of rules. And when the rules change, the whole world will appear to be changing. In other words, change your paradigms and you will change the way you create your results.

“To ignore the power of paradigms to influence your judgement is to put yourself at significant risk when exploring the future. To be able to shape your future you have to be ready and able to change your paradigm.”

Joel Barker



2. KEY HIGHLIGHTS

- Paradigm is a term used to describe a mass of information that is programmed into an individual's subconscious mind, genetically at the moment of conception and then environmentally after birth. This information, or the paradigm, is then expressed in behavioural patterns producing the results a person gets in life.
 - The paradigm is what structures a person's logic.
 - As you gain a deep understanding of paradigms, it becomes obvious that logic on a conscious level and paradigms on a subconscious level, shape a person's perception and literally place them in a box beyond which they cannot see without the effective use of their imagination.
 - The genetic conditioning is quite evident in a person's body. It is why they look so much like their relatives.
 - Unfortunately, the paradigm has such an enormous influence over the use of a person's conscious faculties, if and when they use their imagination, they will generally unconsciously use it in a negative manner against themselves. An individual will create an image in their mind where they see the conditions and circumstance as the dominant role and they become subservient to them. This puts them in a position that prevents them from moving forward.
 - In order for the individual to make a shift in logic and break out of that box to freedom; understanding, courage, and determination is required. This generally only happens with the assistance of a coach or a mentor.
- “People do not resist change, when it is their choice. People resist being changed.”**
- Michael Basch**
- It is the paradigm that has attracted the conditions or circumstances that contribute to the problem. With the proper understanding an individual has the ability to change the paradigm.
 - Becoming aware of paradigms and their limiting ability is not going to change your situation. At this point you have to become aware of how to alter paradigms and that will be covered in exercises outlined in your worksheets.
- Begin by identifying the results that you want to improve in your life.**
- Paradigms are either positive or negative and are expressed in either positive or negative results. If a person experiences recurring negative results, it is important that they understand the cause of the problem does not lie with the circumstances or conditions outside of them; the cause is within — it lies with their paradigm.
 - This takes us back to the point that a paradigm is a multitude of habits. Some of these habits are good, which produce desired results or results that you enjoy. It is the habits that form the negative aspect in the paradigm that require changing.
 - Realising that your paradigm is a multitude of habits, and that habits require a considerable amount of attention and discipline before they are changed; the question then becomes which habit should we work on and how do we change it?
 - Understand that results are the manifestation of an image held in your subconscious mind. It is a part of your perception of what you are capable of achieving or accomplishing. In the worksheets, we will lead you in an exercise that will show you how to change the paradigm.
 - Improving habits and changing paradigms will have an effect on all areas of your life, not just your academic or professional life.
 - If transforming paradigms can happen on an individual basis, it can be done on a group basis. When that happens, everything will start to improve.

To improve your results, read through the following points:

- i. You must believe your results can be improved.
- ii. You understand that your behaviour is causing your results.
- iii. Ask yourself what is causing your behaviour.
- iv. The *'Thinking Into Character'* programme will help you understand that to a large degree it is your paradigm that causes your behaviour.
- v. In reviewing your own performance you will become aware that the behavioural patterns that are causing the results you do not want are habitual.
- vi. Understand that paradigms are a multitude of habits. Habits express themselves in behaviour without any conscious thought. Taking into consideration that the paradigm is a multitude of habits, you will arrive at the conclusion that to establish new, improved, permanent results you must change your paradigm.
- vii. It is not uncommon to experience a temporary improvement in results; however, it seems they are always temporary, never permanent. This is because the improved behaviour that is causing the improvement in results is forced and cannot be sustained. The individual ultimately gives way to the old, habitual behaviour and quickly returns to the results they do not want.
- viii. For permanent improvement in results, the paradigm must be changed and in order to change paradigms you must change habits. If an individual attempts to change more than one or two habits at a time, they generally end up changing nothing.
- ix. It is a common mistake for an individual to merely eliminate a negative habit thinking the results will improve. If a negative habit is not consciously and deliberately replaced with a positive habit then another negative habit will automatically replace it.
- x. To change your results you should select one or two habits that require changing and immediately begin to move into action.





3. WORKSHEET

Use two sheets of your own paper for the first part of this worksheet as you will need to destroy it afterwards.

Go back to the first exercise in the worksheet for Lesson 2 and on a clean sheet of paper, rewrite the detailed description of the results you are getting that you do not want.

Also go back to the second exercise in the Worksheet for Lesson 2 and on another blank sheet of paper rewrite all of the Non-Effective Activities (NEAs) you identified in as much detail as possible.

Then on the lines below rewrite the detailed description of the results that you do want.

On the lines below also rewrite, in as much detail as possible, all of the Effective Activities (EAs) you identified to replace the Non-Effective Activities (NEAs).

Then take the two sheets of paper with the unwanted results and the NEAs and shred them. The shredding is merely symbolic and it is the idea behind it that's important. As you are shredding the sheets of paper, mentally release them. Hold an image of yourself actively involved in the EAs that you have selected to replace the NEAs.

A good example is of a student at college who was disappointed with his low grades. He acknowledged that he was wasting much of his valuable time playing computer games when he should be studying. He dug into his paradigms and recognised that he was programmed with low self-esteem. He played computer games to gain a sense of achievement.

His poor grades made him feel worthless and so he escaped into a virtual world where he could make a difference. Minecraft, World of Warcraft, Football Manager – you name the game and he was one of the top players! But no such success at college...



“Commit your non-effective activities to paper and physically shred and mentally destroy them. This is very powerful.”

Upon deep reflection, he realised his gaming addiction further exacerbated the poor grades as he used his free time to game and not to study. To fix this, he wrote out his present behaviour of gaming and not putting in the necessary revision time. He then shredded the piece of paper that this negative behaviour was captured on. As the paper was being ripped apart, the student saw himself replacing the gaming addiction to instead studying his subjects every day and every weekend during his free time.

You see, to facilitate change, the negative NEAs must be replaced with EAs. This change of paradigm caused a huge shift in results for the student. This student went from failing grades to 'B' grade average in just a matter of weeks! Eventually he also got his gaming addiction under control and now only plays as a reward when he has completed his revision.

The next exercise is a truly liberating concept and although it is being used for a specific purpose here, you can adapt it to any area of your life. The benefits for following these instructions will be huge, however, discipline together with determined action will be required for you to replace the habits in order for your desired results to manifest.

In preparing yourself to move to a new dimension of productivity, firstly totally relax as we did during the Lesson 1 exercise in this guide.

You are about to begin reprogramming your subconscious mind. The strategy to accomplish this is extremely effective.

Your subconscious mind is totally deductive, meaning it has no ability to reject; it will accept whatever you impress upon it as reality regardless of whether it is imagined or real.

Visualise a channel of energy flowing into the top of your head, circulating through your head and down into every area of your entire body. As this energy freely flows to and through you, circulating into every molecule of your being, let your body become very light. Mentally envision yourself already in possession of the results that you desire. Really see the picture.

In the space provided, make a written description of yourself in possession of all the good that you desire. State how you feel and write in the present tense.

Write so clearly that if a stranger were to read the description, the words would create an image in the reader's mind that would be identical to the image you are holding in your mind.





4. READING ARTICLE

ACRES OF DIAMONDS - ADAPTED FROM EARL NIGHTINGALE

The mind is the richest human resource. It is a gold mine of ideas. Ask yourself every morning, "How can I increase my service today?"

Russell Conwell wrote 'Acres of Diamonds', a true story of an African farmer who heard of others who had made millions by discovering diamond mines. He sold his property and travelled the continent for many long years in search of diamonds until at last, old, weary and discouraged, he threw himself into a river and drowned. Meanwhile back at the old farm the new owner found a large brilliant rough diamond in the creek. A friend told him he had found one of the largest diamonds ever. His creek was filled with such stones.

Needless to say the farm the first farmer had sold so that he might find a diamond mine turned out to be the most productive diamond mine in the entire African continent. The first farmer had owned free acres of diamonds. He should have searched his own property thoroughly before moving on. He had not even looked.

Each of us is at this moment standing in the midst of his or her own acres of diamonds. Explore the pasture you are in. Do not run from one thing to another forever looking for the pot of gold. Stay where you are until you find what you seek. Let your mind thoroughly explore the possibilities in what you are presently doing.

Each morning, as you get ready, ask yourself this question:

"How can I increase my service today?"

Then, during the hour a day you set aside for study and research, make notes and think about your studies, about your future career and about people. You'll gradually begin to get better and better ideas for improving your service.

Remember these words: **No man can become rich, without enriching others. Anyone who adds to prosperity—must prosper in turn.**

Think of ways and means by which you can increase your contribution to your studies, your job, your world and those who you serve. You will begin to notice a wonderful change in your world.

The minute you adopt this attitude you have joined the top 3% of the people in the world. You have virtually removed all competition. You are creating, rather than competing. You are affecting life, rather than just being affected by it. You are becoming a creator and a giver to life, instead of just a receiver.

Do not run from one thing to another forever looking for the pot of gold.

By taking this attitude towards your work, your future company and industry, you're automatically taking care of two vital parts of successful living.

First, you'll find yourself becoming more interested and enthusiastic about your work and its future and both interest and enthusiasm are contagious.

And second, you're building financial security which will last a lifetime. So, keep this thought in mind as often as you can.

Somewhere in your present work or studies there lurks an opportunity which will bring you everything you could possibly want for yourself. It will not be labelled "opportunity." It will be hidden in common, everyday items, just as was the hairpin with which a man fashioned the first paper clip, or the dirty drinking glass which triggered the paper cup industry.

There were good reasons why you chose your present work or study in the beginning. If not, then it may be time to move on to another field. Find acres of diamonds hiding. The diamonds of opportunity are there but they cannot shout. Our job is to find them. We must think of better ways to serve, right where we are. Look at your work through eyes of 'intelligent objectivity.' Leave no stone unturned. There are better ways to do what you are presently doing. Keep things stirred up. Overcome! Prevail right where you are. Stay and get rid of your problems. Think every day of a way to mine your own acres of diamonds.

5. ASSIGNMENT

Write your answers in the space provided below.

1. What is your acre of diamonds? Take your time and really think about it.

2. What might someone else say about your life and your opportunities?

3. List the opportunities that surround you now. Brainstorm; write down whatever comes to mind.

4. How can you increase your knowledge?

5. How can you improve your performance now?



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A series of horizontal dotted lines for writing notes.



Thinking

INTO CHARACTER

LESSON FOUR



THE STICK PERSON UNLOCKING THE SECRET

**“Until you make the unconscious conscious,
It will direct your life and you will call it fate.”**

Carl Jung



1. OVERVIEW

NOTES



Think of your favourite band or artist. Really think about them. Be aware that a picture, an image of them is on the screen of your mind. Now quickly think of the front door of your home. Be aware that you have an image of the front door on your mind. Think of a friend you haven't seen for sometime. They too will appear on the screen of your mind. Think of a bright blue sea or the sun or a rainbow - see how fast you can switch from one image to the next.

Now think of your mind. If you are like most people, an image of the brain has appeared on the screen of your mind. Clearly understand your brain is not your mind any more than your fingernail or your elbow is. Your brain is part of the body.



As magnificent as the brain is, it is actually an electronic switching station and is still part of the body. Your body is the physical manifestation of a movement that is more commonly referred to as the mind. No one has ever or will ever see the mind. The mind is not a thing, it is an activity.

Your mind is either in a confused or orderly state—one or the other. An image brings order to the mind. Whenever we begin to think of the mind, there is confusion because no one has ever seen the mind. Since confusion causes feelings that we do not appreciate, we stop thinking about it and begin to go into an area that we are more familiar with.

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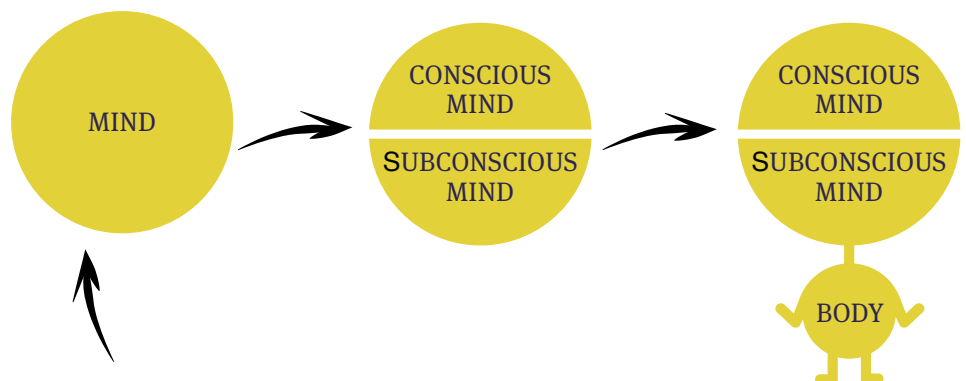
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You see, the image of your favourite band or artist was held in a group of cells in your brain the moment you looked at it. When you thought of the word which triggered cells that contained that image, it caused the image to flash on the screen of your mind. As you looked at the words 'sea' and 'sun', in a split second, you activated the cells of your brain that contained those images and they flashed on the screen of your mind.

As magnificent as the brain is, it is actually an electronic switching station and is still part of the body.

We studied Doctor Thurman Fleet in this lesson who told us that we are treating symptoms and not treating the cause of the problems. He said if there is going to be any health, we need to treat the person holistically. In other words, we need to treat the whole person.

Doctor Thurman said that we are not doing that because when it comes to the area of the mind there is nothing but confusion. He said since no one has ever seen the mind, he decided to create this picture of the mind.



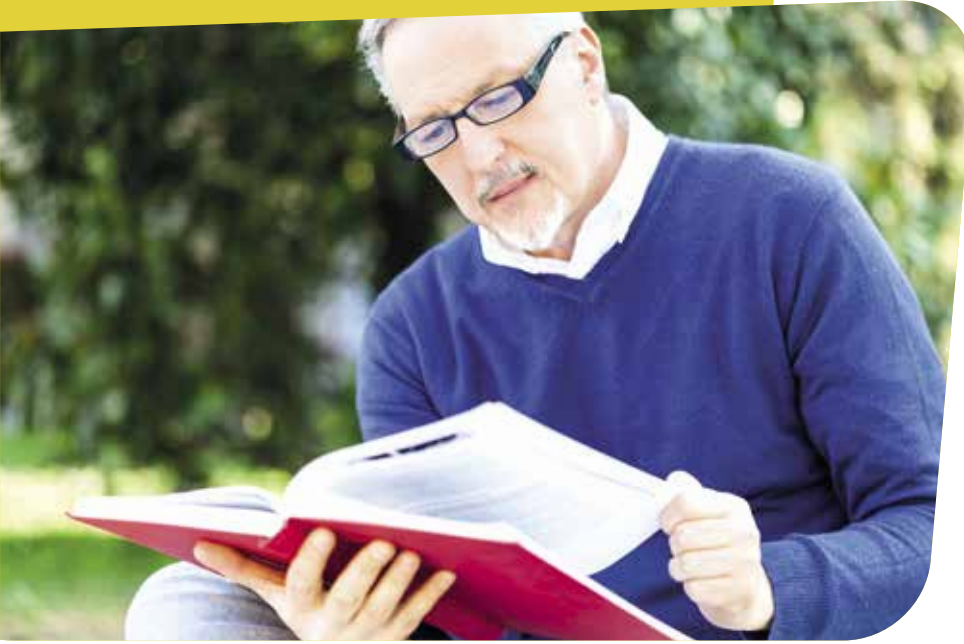
This diagram is representative of our mind. This is not actually the mind but we need a picture to visualise it.

The mind operates on two main levels - the conscious and subconscious. Everything above the line in the second diagram above is the conscious mind. The half circle below the line represents the subconscious mind. Then in the third diagram, the much smaller circle represents the body. Doctor Thurman states that the body is an instrument of the mind and it obeys the operations of the mind.

We can compare it to how doctors are treating the symptoms of illnesses but not the root cause. They are treating obesity related diseases such as diabetes and heart disease but not treating the cause of over-eating which causes these diseases in the first place.



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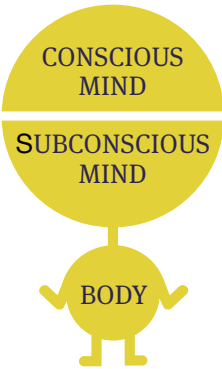


A shocking one in four young adults is suffering from mental health problems. And there is a huge 54% increase in prescribing anti-depressants which mask the symptoms but what is the cause of the depression and how can we fix that?

So many people today have deep self-esteem issues which affects everything in their lives. Many believe they are not capable of getting good results due to their negative paradigms and therefore they do not even try. If only they could dig into their paradigms and see they are programmed with low self-esteem which if they changed, they could then achieve more than they could ever imagine!

A shocking one in four young adults is suffering from mental health problems.

Dotted lines for taking notes.



Become very familiar with this stick person. Study the drawing and every time you think of yourself, see the drawing. Every time you see the drawing, think of yourself. Through training the mind and working with the stick person drawing you truly can understand yourself by your actions and results. It is the same with other people; you can observe what is going on inside them by what is reflected outside. If you don't already, you will soon understand why we refer to the stick person as the genie.

2. KEY HIGHLIGHTS

- No one has ever seen the mind. When the mind is imagined and understood, you will become much more effective at improving results.
- Behaviour is the secondary cause of results. For permanent improvement in results, you must go to the primary cause, which is the cause of the behaviour, and that is the subconscious programming — the paradigm.
- The conscious mind is the thinking mind — the educated mind. The subconscious mind is the emotional mind. It is what is going on in the emotional mind that determines the behaviour or the actions the body is involved in.
- The conscious mind receives information from the outside world through the five sensory factors: sight, sound, smell, taste and touch.
- Unfortunately, most people's paradigm — their conditioning, causes them to be subservient to their outside world. They live through their senses, through what they see, hear, taste, smell and touch.
- You have the ability to create an image of what you would like the future to hold. By impressing that picture upon the subconscious mind (letting yourself get emotionally involved with the image), the image will ultimately move into form with and through you.
- If you objectively view another person's behaviour, you will understand what is going on in their mind.

The conscious mind is the thinking mind, the educated mind. The subconscious mind is the emotional mind.



- The conscious mind is where we gather information, but that is not the part that controls the actions of the body. The conscious mind thinks and the subconscious mind executes what is impressed upon it and expresses itself through the body.
- Every person has genius locked up within them. The essence of who they are is perfect. That perfection has been buried in old virus codes or paradigms. **Thinking Into Character** is designed to help you bring these deep reservoirs of potential to the surface.
- If you want people to change what they're doing, you will have to help them understand what is causing them to act this way.
- There is a tremendous energy that flows to and through you.
- You have the ability to create dreams, originate ideas or discover solutions to problems from this energy as it flows into your conscious mind.
- Our conditions, circumstances and environment have no bearing to what is going to happen in our future unless we let them. You do not have to go by what you see, hear, smell, taste and touch.



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- The only limits placed on these dreams are the limits that you consciously choose to place on them. This is where the creation of a new future for your life originates.
- Vibration is a natural law of the Universe. Everything vibrates ... nothing rests. We literally live in an ocean of motion. Your body is a molecular structure in a very high speed of vibration.
- You become emotionally involved with your dreams as you move them from your conscious to your subconscious mind. As the subconscious mind is in every cell of your body it necessarily follows that the vibration of your entire body is altered with the emotional involvement of the dream.
- These vibrations are not only expressed in action, they also set up a magnetic force and you begin attracting to you everything that vibrates in harmony with you. The action/attraction is what alters your results.

- ‘Feeling’ is a word we invented to describe our conscious awareness of the vibration we are in.
- When you find that you are not feeling good, know that you are emotionally involved with the wrong idea.

Every person has genius locked up within them. The essence of who they are is perfect. That perfection has been buried in old virus codes or paradigms.

- If you find the things that are coming into your life are not to your liking, you have to ask yourself, “How am I acting? What am I emotionally involved with? What kinds of ideas am I thinking?”.
- You can always tell what is happening on the inside by what’s happening on the outside.

3. WORKSHEETS

The outside world is a reflection of what takes place in your mind. Your paradigms are in your subconscious mind and to a large degree control your behaviour and your outside world. The following exercises will help you become aware of the activities in your brain and will enable you to alter the cause of the results you no longer want.



1. Begin by examining how you spend your days.

i. What time do you generally wake up?

Time _____

ii. When you wake up, do you get up immediately?

Yes No

iii. When you get up, how long does it generally take you before you become productive?

Hours _____ Minutes _____

iv. When you get up in the morning what mood are you in? _____

v. Do you have your activities for the day prepared and prioritised when you get up in the morning?

Yes No

vi. Do you take a break for lunch or do you study or work through lunch? _____

vii. When you study or work from home, do you have numerous interruptions? Yes No

2. If a disappointing situation occurs, do you react or respond to that situation? _____

3. Do you have difficulty staying focused on tasks? _____

4. Do you have an organised study programme? _____

5. What are your greatest strengths?

6. What are your greatest weaknesses?



7. Do you intend to eliminate your weaknesses? Yes No

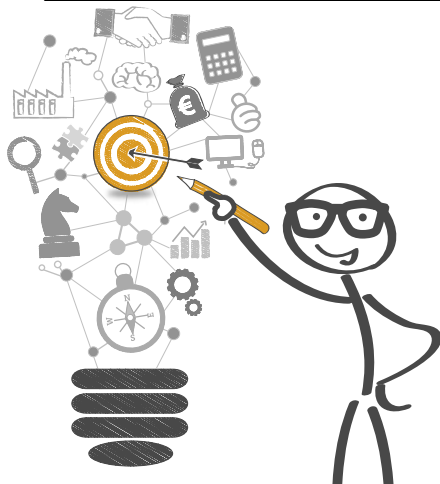
Which ones?

8. List six habits that you will change:

9. What is a belief you have difficulty with that you would like to strengthen?

10. Think of a close friend. What behavioural patterns do they have that could be considered annoying?

i. If that person was doing this exercise about you, what do you think they would say?



11. What daily actions do you have that are habitual that ensure you are moving toward your goal?

4. READING ARTICLE

IT'S EASIER TO WIN - ADAPTED FROM EARL NIGHTINGALE

Success is easier than failure. Winning is better than losing. You never pay the price for success, you enjoy the price of success. Only 5% of people achieve unusual success in their lives. What motivates people to live as they do? 95% of children are not born into this top 5%. The child will soon take their environment for granted. It will condition them. They will speak the language. They mirror their environment because it is the perfectly natural thing to do. They become average.

Successful people follow independent paths. They break away from the crowd. They join a smaller crowd.

Everyone has the option to work and live on whatever layer of life's pyramid they choose. The view is better, the air is fresher, the sun shines earlier and later, and the crowd is smaller at the top. It is easier to settle for the lower levels. Most just get in step with their peers. Most just don't know how to succeed. They've never heard how. They want to be accepted. They follow the follower. They conform to one another. Belonging seems to be all important.

Therein is the trap that captures practically everybody. Most end up in it. They live their lives playing to the wrong crowd, trying to be one of the gang. The important thing to them is to be liked. They have no identity of their own. They find their identity in a larger group.

But, how can we avoid this?

Well, Firstly, we must begin to think. We must look at ourselves objectively for what we really are — distinct individuals with unlimited opportunities for development.

Secondly, we must ask ourselves some questions: Do I want to be like the people I'm following? I know they are pretty good people, but do they know where they're going? Are they successful? Are they as successful as I want to be? If I continue to go along as I have in the past, where will I be in five years from now? Am I operating at or near peak efficiency? Have I been doing just enough to get by? Am I devoting a part of my time each day to thinking of ways and means by which I can increase my contribution? Am I really aware that my rewards in life will always be in exact proportion to my service? Am I following an intelligent course for improving my mind and increasing my knowledge? Do I have a reading and study programme? Or do I think I already know enough?

Thirdly, when I get up in the morning, do I know exactly what it is I'm working towards? Do my life and studies have a clear direction and a worthwhile purpose? Or am I simply marking time and going along with the crowd? Am I motivated by what I really want out of life, or am I mass motivated?

Successful people follow independent paths. They break away from the crowd. They join a smaller crowd. They do not have the television on all day long. They use their time constructively. It is easier to win! There is less competition up there and the view is better.

Success is easier than failure. Winning is better than losing. You never pay the price for success, you enjoy the price of success.

It is never too late; for with a purpose, a worthy goal, and a motivation to reach those upper layers on the pyramid, a person can travel further in a few years than he might otherwise travel in a lifetime.



5. ASSIGNMENT

Write your answers in the space provided below.

1. Our environmental conditioning teaches us to conform to 'play it safe'. It is an easy trap to fall into — one that all of us fall into to some extent. Do you ever find yourself playing the game Earl Nightingale calls "Follow the Follower"?

2. Analyse the key people in your environment, those who have an important effect on you, in your family, in your community, at your educational institution, at your workplace and socially. Who possesses qualities you want to emulate?

3. How can you improve your human environment?



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Thinking

INTO CHARACTER

LESSON FIVE



MIRACLE OF YOUR MIND THE TRICK TO STAYING IN CHARGE NO MATTER THE CIRCUMSTANCE

“An educated person is not, necessarily, one who has an abundance of general or specialised knowledge. An educated person is one who has so developed the faculties of their mind that they may acquire anything that they want, or its equivalent, without violating the rights of others.”

Napoleon Hill

NOTES

It is not often that you will find someone who has been brought up to use those higher faculties to create the life they want. When you do find such a person, you will also most likely find that they are unconsciously using their faculties.

We often assume that they must have talent or skills that the rest of the population do not have because they, as well as the people viewing their performance, lack the awareness of exactly what this person is doing that is so obviously different.

However, we all have these higher faculties. When we begin to use them, we too will be looked upon as extraordinary individuals when, in truth, the only thing that separates us and makes us different, are our results. Take a moment and mentally review what has gone on and what is continuing to go on in the world. The conditions or circumstances begin to control us. The report card tells us what kind of student we are. The report card turns into our further or higher education card and career card; always a record of something that has gone on in the past. That is how most people's lives are controlled, in many cases, from the moment they are born throughout their entire lives.

As children we hear:

"Stop daydreaming!"

"Do what you are told!"

"Listen to me!"



Your participation with this programme, 'Thinking Into Character', will cause you to think in a new and more productive way. It will also cause you to be consciously aware of all of your higher faculties and when and how to use them in a more effective way.

Thinking is our highest function. If you listen to most people, or study their behaviour, it's going to be obvious they are not thinking. Mental activity does not constitute thinking.



Your higher faculties are what separates you from all the rest of the animal kingdom. These faculties permit you to enjoy the results that you want. Clearly understand that the only limitations you will ever have are the limitations that you impose upon yourself. You truly do have infinite potential.

You have infinite potential and to quote Dr. J. B. Rhine,

“The mind is the greatest power in all of creation.”

There is no end to what you are capable of doing. Just observe the world around you and the advances that have been made within the past few years. All of these advances are the result of a small select group of people using their higher faculties to create a better world for all of us to enjoy. You are working with the same power they are working with; the same faculties they are working with. The only possible difference would be the limitations that you are working with. ***Release and remove them and permit your greatness to be expressed.***

Your reasoning factor gives you the ability to reject anything that comes in from the outside and nowhere has it ever been written that circumstance is given dominion over man.

NOTES

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2. KEY HIGHLIGHTS

- We are programmed to live from the 'outside in'. That programming causes a tendency for us to become the plaything for outside forces. We should observe and be aware of what is going on in our outside world but be capable of creating and maintaining an individualised existence.
- We have been gifted with higher mental faculties: **Perception, Will, Imagination, Memory, Reason and Intuition**. It is our responsibility to learn how to utilise and develop these higher faculties to a greater degree.
- **Perception:** Our perception is our point of view. When we see something that causes us to think something cannot be done, we can change our perception of the situation and originate an idea as to how it can be done.
- **Will:** Will gives you the ability to hold one picture on the screen of your mind to the exclusion of all outside distractions. The will gives you the ability to focus and concentrate. The more you practice developing your will, the stronger it will become.

Since we are in control of our own thinking faculty, we should not spend time thinking negative thoughts or originating ideas on why something cannot be done.

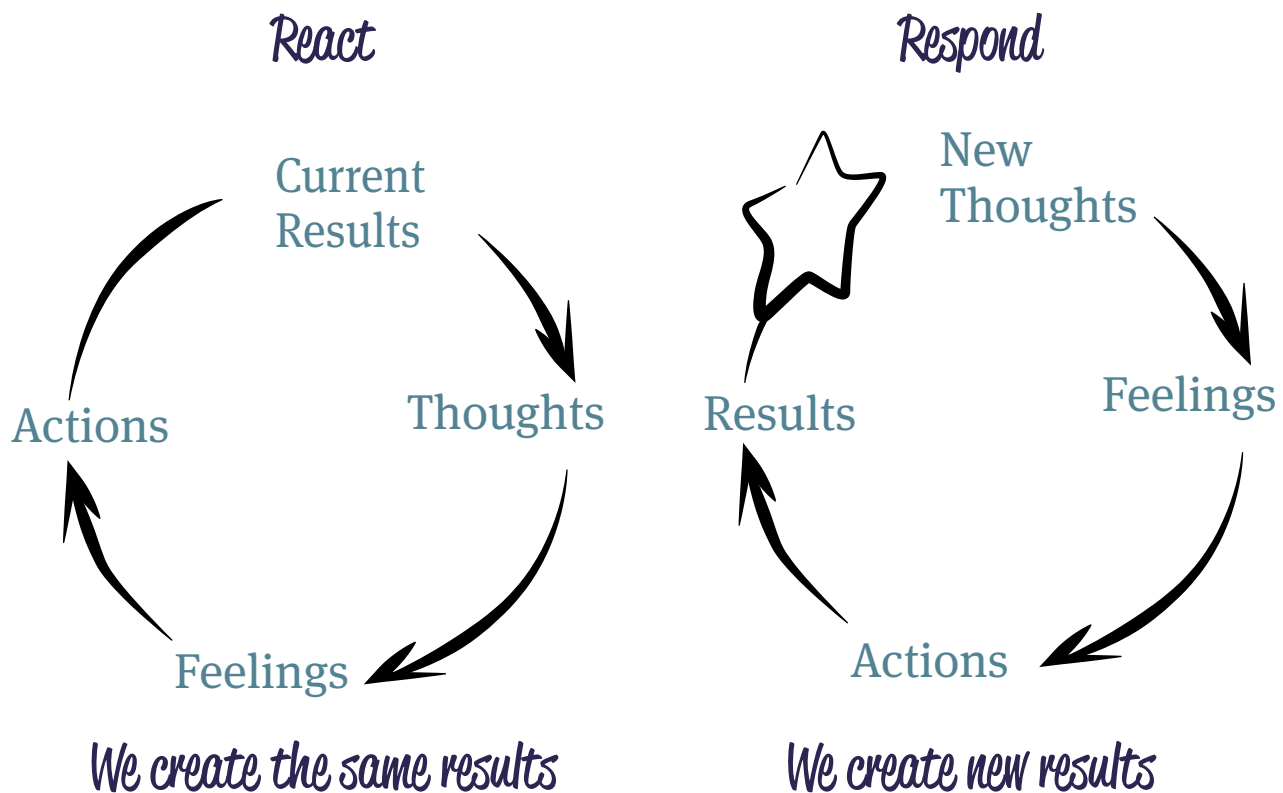
- **Imagination:** Imagination creates dreams. Dreaming is the first stage of creation in life. The *'Thinking Into Character'* programme originated from a dream. The educational institution you attend or the workplace you attend originated from a dream. The creative process spans three stages: dream, theory, fact. It is important to remember that without the aid of your imagination there could be no creation in your life. Someone else will always be the star in your film. Everything is created twice. First with imagination in your mind. Second, when it manifests in your material world.



- **Memory:** Our memory is perfect. There is no such thing as a bad memory. There are only weak memories and strong memories. All of our higher faculties are perfect. They merely require exercise to strengthen them.
- **Reason:** Reason is what gives us the ability to think. Thinking is our highest function. It is our inductive reasoning faculty that gives us the ability to originate individual thoughts and bring them together in the formation of ideas. We can observe what we are doing and then think of ideas as to how we can do better.
- **Intuition:** It is with your intuition that you pick up vibrations and translate those vibrations in your mind. Your intuition permits you to know what is happening around you. Intuition is often referred to as a sixth sense, which is incorrect. It is not a sense, it is one of your higher faculties and can be developed to an extraordinary degree.



- When you look at your results and let the results register in your mind, the results cause you to think. The thinking produces the feeling, the feeling causes the action and the action produces the result — the same result. This is precisely why the majority of our population keep getting the same results, year after year. It's called "struggle".
- Immediately stop permitting the outside world to control your mind. Objectively observe what is going on in your outside world. Do not be a part of it. Look at your results as a stranger might. Say, "Hmm, I don't think that's what I want." and then begin to think of what you do want.
- Think thoughts that will create the idea of what you want. The thoughts cause the feelings, the feelings cause the actions and the action produces a new result. At that point, you consciously observe the new result; you mentally adapt to the new results and immediately begin to think the thoughts that create the idea of how to improve upon it.
- Remember, it starts with the thought. The thought causes the feeling, the feeling causes the action, the action causes the result. Take a look at the result, adapt, and start a new train of thought. You stay in charge of you. Do not let the outside world control you. You control the outside world.



3. WORKSHEETS

1. Explore some of these faculties in more detail by reflecting on the following questions.

A. Perception: Perception is your point of view, the way you see things.

- i. Recall a situation that you would like to find a new solution for something that is not working that you would like to transform. Describe this situation.



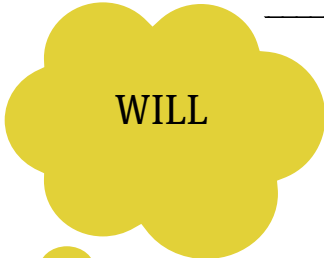
PERCEPTION

- ii. Now, change your perception. Consider a new point of view. Imagine you are someone who, without a doubt, could succeed in this situation. How would this person think about the situation? What would their point of view be?



iii. Can you adopt this perception? What action could you take to embrace this new perception?

Five horizontal lines for writing a response to question iii.



WILL

B. Will: Will is your ability to focus. The more you practice developing your will, the stronger it becomes.

- i. Now, focus on a situation you would like to transform. Call to mind how you would like this situation to transform. Now focus on it. Focus on the ideal situation you would like to create. Hold this new situation in your mind, focus on it. If your focus changes, call it back to this new solution you are creating. Practise holding your focus on this new situation for at least five minutes.

C. Imagination: Imagination is a marvellous and miraculous force.

- i. How can you strengthen your imagination? When faced with a problem or situation that is not going as planned, how could you engage your imagination?



IMAGINATION

Five horizontal lines for writing a response to question i.

- ii. Describe a situation you would like to improve.

Five horizontal lines for writing a response to question ii.

- iii. Now, use your imagination to tap into other possibilities for how you can improve this situation. Get a blank piece of paper, and in the middle write down a brief description of the situation. Now, brainstorm ways to improve this situation. Identify at least five brainstormed ideas on how you can improve this situation. Let your imagination go!

D. Memory: Our memory is perfect. There is no such thing as a bad memory. There are only weak memories and strong memories.

- i. How good is your memory?



MEMORY

- ii. How do you memorise numbers?

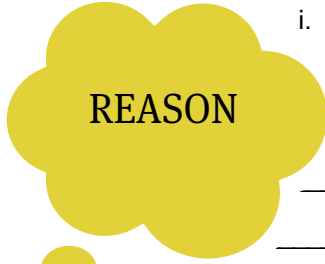
- iii. How do you memorise information?

- iv. What can you do to improve your memory?



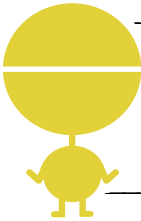
E. Reason: One of our mental faculties is our ability to reason. Reason is our ability to think.

- i. Recall a situation in your education or at your workplace that is not going well and could be better. Write down a short description of this situation.



REASON

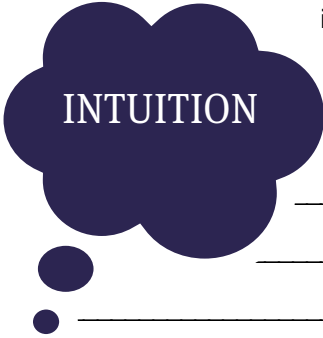
- ii. Notice your thought patterns about this situation. What are you saying to yourself about this situation? What is your **thinking** about this situation? Are your thoughts negative?



- iii. Now, use your capacity to think how to transform this situation. What if you begin to think about how to make this situation better? How would you communicate those thoughts? How can you transform your thinking about this situation? What thoughts would be positive?



F. Intuition: Your intuition permits you to know what is happening around you.



INTUITION

i. Are you conscious of your intuitive abilities?

ii. Do you ever have a feeling that something is about to happen before it does?

iii. Do you ever know who is calling you before you see the caller ID?

iv. How can you improve your intuition?

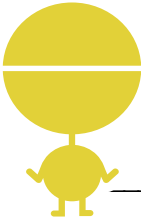
v. How can your intuition serve you better?



RESULTS

2. Are your results causing your thinking, or is your thinking causing your results? This is a very important distinction, probably the most important point to make in this lesson.

3. Think of a situation in the external environment. Maybe this is a situation at your educational institution, workplace or your personal life that is not working well for you. What is the situation?



i. What is your thinking about this situation?

ii. What are the actions you are taking because of your thinking?



iii. What are the results that are created? Are you getting the same result, over and over again? Is your thinking helping you get to your desired results? Or are your results not changing?

4. Now, shift your thinking process. Look at the result. Describe the result.

i. Is this something you want? If not, begin to think of what you do want. Build the image of what you do want in your mind.

ii. What new thoughts can you have about this situation? How can you think about the situation differently?



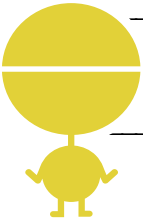
iii. What new feelings could you have about this new image? What feelings leave you inspired and excited. How do you feel about these new thoughts?

iv. What actions are you inspired to take as a result of these feelings? Where will these actions lead you? What results will you get?

5. What one action can you commit to taking this week which will support your new thinking and the achievement of your goals?



ACTION



4. READING ARTICLE

MIRACLE OF YOUR MIND - ADAPTED FROM EARL NIGHTINGALE

All creatures, except one, are supplied with a set of instincts and because of that, they don't require much of a brain. Only man has the miracle of the mind. He alone can solve problems and create new ideas. The most important physical aspect of man is his brain. Only man can fashion his life with his mind. Only man can think, choose and reason. Only man can reach purposeful goals that were set.

Successful people are not people without problems. No one is without problems – problems are a part of living.

Man only uses a small percentage of his mental ability. Most people have never learnt to think creatively. They merely react to stimuli. Successful people are not people without problems. No one is without problems - problems are a part of living. But let me show you how much time we waste worrying about the wrong problems. Here's a reliable estimate of the things people worry about: things that never happen (40%), things over and past that can't be changed by all the worry in the world (30%), needless worries about our health (12%) petty miscellaneous worries (10%), real, legitimate worries (8%). In short, 92% of the average person's worries take up valuable time, cause painful stress, even mental anguish and are absolutely unnecessary.

Of the real, legitimate worries, there are two kinds: problems we can solve, and problems beyond our ability to personally solve. But most of our real problems usually fall into the first group – the ones we can solve, if we learn how.

There must be millions of people today who feel they are being barred from the life they want because they look upon problems not as challenges to be met, but as wide chasms beyond their ability to bridge.

For a moment, consider the things your mind has brought you. Everything you have, your studies, your professional achievements, your relationships with your family and others, your philosophy of life, has come to you as a result of your using your mind. Now, consider this estimate made by experts; that you have probably been operating on less than 10% of your mental capacity, and probably much less than that!

Most people do not think. Few will sit down, write their problem on a note-pad and deliberately begin to think. Every man-made thing came from the human mind.

Your goal is in the future. Your problem is to bridge the gap that exists between where you now are and the goal you intend to reach. This is the problem to solve.

There you have it. Living successfully, getting the things we want from life, is a matter of solving the problems that stand between where we are now and the point we wish to reach!

There must be millions of people today who feel they are being barred from the life they want because they look upon problems not as challenges to be met, but as wide chasms beyond their ability to bridge.

Take time to think every day about new ways in which the activities of that day can be improved upon. It's not easy to think. Most of your ideas will be no good. Most importantly, your goals will be deeply imbedded in your mind. Your mind will work for ways to accomplish your goal. Spend one hour every day thinking about your goal and how to get there. Don't waste time thinking about needless things. Never underestimate the miracle of your mind!



5. ASSIGNMENT

Write your answers in the space provided below.

1. List all your worries and concerns:

2. From this list, determine which worries are needless and which are legitimate.

3. Outline a strategy for solving your legitimate problems.

4. Starting this week, spend one hour each day exercising your mind. That is, write down ideas for improving your present and/or achieving your current goal. Aim for 20 new ideas each day.

5. Test the ideas that you believe have merit.



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Thinking

INTO CHARACTER

LESSON SIX



CREATING YOUR RESULTS

Creating the Environment That You Want

**“No one can make you feel inferior
without your consent.”**

Eleanor Roosevelt



1. OVERVIEW

We have learnt about the importance of self-image and how it controls everything about you. The way you walk, talk, how you meet and greet the world and how you hold yourself. The image you have is a reflection of your results.

Many people hold a negative self-image. Over 60% of us admit a lack of self-confidence which affects everything in our lives from school to interviews to careers to relationships.

In 1900, William James, one of America's earliest and greatest psychologists, said "The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind."

"Our self-image, strongly held, essentially determines what we become"

Maxwell Maltz

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind."

William James

In 1960, Dr. Maxwell Maltz, the author of 'Psycho Cybernetics' also said "Self-image psychology is the greatest psychological discovery of my generation."

Self-image, as we know it today, was first discovered by Dr. Maxwell Maltz who performed plastic surgery. He found that when he did surgery on a patient and removed or repaired some form of disfiguration to the person's face, there was not only a great change in the person's appearance, but there was also a noticeable psychological improvement.

Maltz also observed that with some patients, regardless of how successful the physical operation was, there was no psychological change at all. This led him to postulate that we actually have two images: one that reflects back to us from the mirror and the one that we hold in our mind. As the inner image is changed, the person's world changes.

Companies and corporations invest a considerable amount of money on their image, which we call branding. Just as individuals and corporations have images, teams have images. It's not uncommon to see a team involved in some sport that has no super stars, yet they win the championship. That is because each member of the team is operating with the same effective image of what they want and believe they can accomplish it.

This concept also operates just as effectively outside of sports with a team of people in a company. Approach it from any angle you choose, image is very important. When it comes to your personal self-image it is very important and it is something that can always be improved.



2. KEY HIGHLIGHTS

- You are programmed within the deep recesses of your mind with a perception of what you are, who you are and what you are worth. This is referred to as inner self-image. It is literally a control mechanism that determines what comes into your life and how well you do.
- You also have an outer image. It is the one that you project to the world by the way you walk, talk, dress and meet and greet other people. That image is the outer expression of the inner image.
- Your results are always a reflection of what is going on internally. If you have a negative or bad image of yourself, your results are going to be a reflection of that image.
- The self-image that is fixed in your subconscious mind will determine how the rest of the world will see you. You are the only person in the entire world that has the ability to alter or improve your self-image.



- Teams operate with an image the same way as individuals or organisations do. When a team chooses to improve their performance they must collectively work at improving the image of each team member thereby improving the team image.

When a team chooses to improve their performance they must collectively work at improving the image of each team member thereby improving the team image.

- There is an image of perfection that is resident in the centre of your consciousness. The more you move in the direction of that image, the more your life will improve. There is no end to the good that you can experience as you develop a greater awareness of the perfection that does lie within you.
- Small or large groups that come together as a team in a corporation or other organisation and perform effectively do so because they do not compete. They create.
- Fast moving, powerful, profitable organisations understand that people work better together. They encourage and educate people to be effective team members. Not only does the organisation win, so does every individual in the organisation. Individuals grow when they have the support of team members.
- When a team operates in a spirit of harmony toward the same objective, you have one of the most powerful forces in the world. Creative professional teams have difficulty differentiating between working and having fun, and they create results that really count.



3. WORKSHEET

1. If your external world is a mirror of your internal self-image, what is your external world telling you about your self-image?

2. How would you describe the self-image you project to the outside world? Is it a true image of how you feel about yourself? Or, are there differences between what you project and how you really feel about yourself?

3. How do you really feel about yourself? Do you have a positive self-image, or is there room for improvement?

4. Is your self-image a limiting paradigm, or is it empowering? What are the messages you hold about yourself in your self-image paradigm, in other words, what is your inner dialogue?





Your Life as a Film Exercise

Imagine your life is a film that is being played out, because in many ways your life is like a film. You are the director, the producer, the casting agent, and the executive producer — you must finance it, etc. Now consider each of these questions as you reflect on the film of your life as it is today, and the film that you desire to create.

1. What is your film like? What kind of film is it?

2. Who are the characters in your film? Are you the star of the show or a supporting actor?

3. What is the plot of your film?



4. As you write about your current storyline, begin to imagine your film one month from now, three months from now, six months. How is your plot changing? What would you like to have happen in the film of your future?

5. How are the characters in your film all coming together to support you with the storyline that you desire?



6. How do you feel about the film that you are creating and how would you like to improve it?



4. READING ARTICLE

Destiny In The Balance - Adapted by Earl Nightingale

Working hard is not enough. Your rewards in life will always match the level of your service. Input determines output. Seek to serve. You must not only work hard but work smart. Many people are ignorant of the principal law of cause and effect. For every action there is an equal and opposite reaction. Our rewards in life will always match our service. "As you sow, so shall you also reap." If anyone is dissatisfied with his rewards he needs to examine his service.

Think not about future rewards but about present service.

Each of us serves a portion of humanity or those we come into contact with. We serve others. Others serve us. We need each other. Every time we use a product or service, someone is serving us. Rewards are of the tangible type but also intangible such as happiness and peace of mind. Whatever it is you seek in the form of rewards, you must first earn in the form of service. The wood must be put in before you can get warmth. You cannot get maximum heat with too small a supply of wood. Think not about future rewards but about present service.

Discontent is measured by the distance between what you want and what you have. Constructive discontent results in an upward spiral. Determine what you want. Measure the distance between you and your goal and determine ways of increasing your service. People will be happy to supply you with the living you need if you will think of some way to serve them. Never seek to be given anything. Seek to serve in such a way that you will be rewarded. Start where you are. Our job is to do the sowing, the rest will take care of itself.

You can always tell what people have done by observing what they have. You can measure their contribution to society by society's contribution to them. My rewards in life will be in exact proportion to my service. "How can I increase my service today?" We must work intelligently, seeking ways to increase our service and thereby increasing our rewards. Do it now!

Succeeding takes time. It takes dedication, 100% commitment, and creative thought.

We must keep asking ourselves, "How can I broaden my service and, by so doing, increase my harvest/my rewards?"

All right, how can we correct the situation? William James gave us the answer. He wrote: "Either some unusual stimulus fills them with emotional excitement, or some unusual idea of necessity induces them to make an extra effort of will."

Let your goal represent the excitement. Your ideas and efforts will weigh down the service end of the scale. And the rewards must and will follow. They will be yours, they are yours, the moment you realise this truth!

As you sow, so shall you reap, all the years of your life.

If you are worried about your income or your future, you are concentrating on the wrong end of the scale. Look at the other end. Concern yourself only with increasing your service, with becoming great where you are and your income and your future will take care of themselves. Do not be like the person sitting in front of that empty fireplace and asking for the heat, you are asking for the impossible. Pile in the wood first and the heat will come as a result.

Succeeding takes time. It takes dedication, 100% commitment, and creative thought.

Next time you are off by yourself in a quiet place, contemplate your plot of ground, your life, and begin to sow the seeds that will yield you a rich and abundant harvest.

In William James's essay 'On Vital Reserves', he wrote, "Compared with what we ought to be, we are only half awake. Our fires are damped; our drafts are checked. We are making use of only a small part of our possible mental and physical resources." Stating the thing broadly, he went on to write, "The human individual thus lives usually far within his limits; he possesses powers of various sorts which he habitually fails to use. He energises below his maximum, and he behaves below his optimum."



5. ASSIGNMENT

Write your answers in the space provided below.

1. Evaluate how effectively you are serving others now.

2. Note one major way in which you can increase your service today, knowing that your rewards in life must be in exact proportion to your service.

3. Assess whether you are working not only hard, but also intelligently.



NOTES

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Thinking

INTO CHARACTER

LESSON SEVEN



BREAKING THE TERROR BARRIER

Identifying and Avoiding
Barriers that will Sabotage
your Success

“Be careful of your thoughts, for your thoughts become your words. Be careful of your words, for your words become your actions. Be careful of your actions, for your actions become your habits. Be careful of your habits, for your habits become your character. Be careful of your character, for your character becomes your destiny.”

**Chinese proverb,
author unknown**

NOTES

All the ideas that are fixed in your subconscious mind control the vibration you are in and cause you to feel the way you do. Regardless of whether that feeling is good or bad, you get used to feeling that way and you become comfortable with it.

It is these paradigms that cause a behaviour to be consistent and it is the behaviour that produces the results. We often refer to the paradigm as the thermostat that controls the temperature of our life. Most people are forever trying to play with the thermometer to change the temperature rather than go to the thermostat. This is the reason that 90% of the population continue to get the same results over and over.

A good way to look at this is to perhaps examine the habits that form your daily routine. For instance, when you get home each day, what is your typical schedule? Do you find yourself doing the same things every day? Do you check your Instagram, Snapchat or Twitter? Do you play computer games or read the newspaper? For the most part you will find that you follow the same routine each day. Are you getting the results you want?

To change your results, you must change your paradigm, and this requires strong conscious control over your thinking.

Repetition is vital for changing your thinking and paradigms. So, if for example, you are not happy with your results, you must consciously change your thinking and behaviour. When you do this enough times, a new pattern of behaviour is created and your results will start to change. It is the repetition that enables growth and change. In the earlier example, for instance, if you are not happy with your performance, you can change your behaviour by adopting a new routine when you get home each day. Instead of spending wasted time online, you can commit to spending that time studying or working towards a professional qualification. At first, this will feel very difficult but over time and with enough repetition, studying will become your new habit and paradigm.

As you change your thinking, you change the vibration you are in, which of course affects how you feel. Small incremental changes are usually managed without too much difficulty. However, any big change can cause our entire electrical (central nervous) system to go crazy.

If your dream does not scare you, it is too small. Your 'C' type goals will bring you face to face with what is called the 'Terror Barrier'.

*Don't
fear
Change*



When a person first decides to make a dramatic change they are going to run head first into a wall of fear called the 'Terror Barrier'. This is because in 99% of cases, the person involved lacks an awareness of how the mind functions, and why they are experiencing this fear. They therefore stop in their tracks and go back to their comfortable monotonous state. They justify this behaviour by convincing themselves that it is safe and it is 'better to be safe than sorry'.

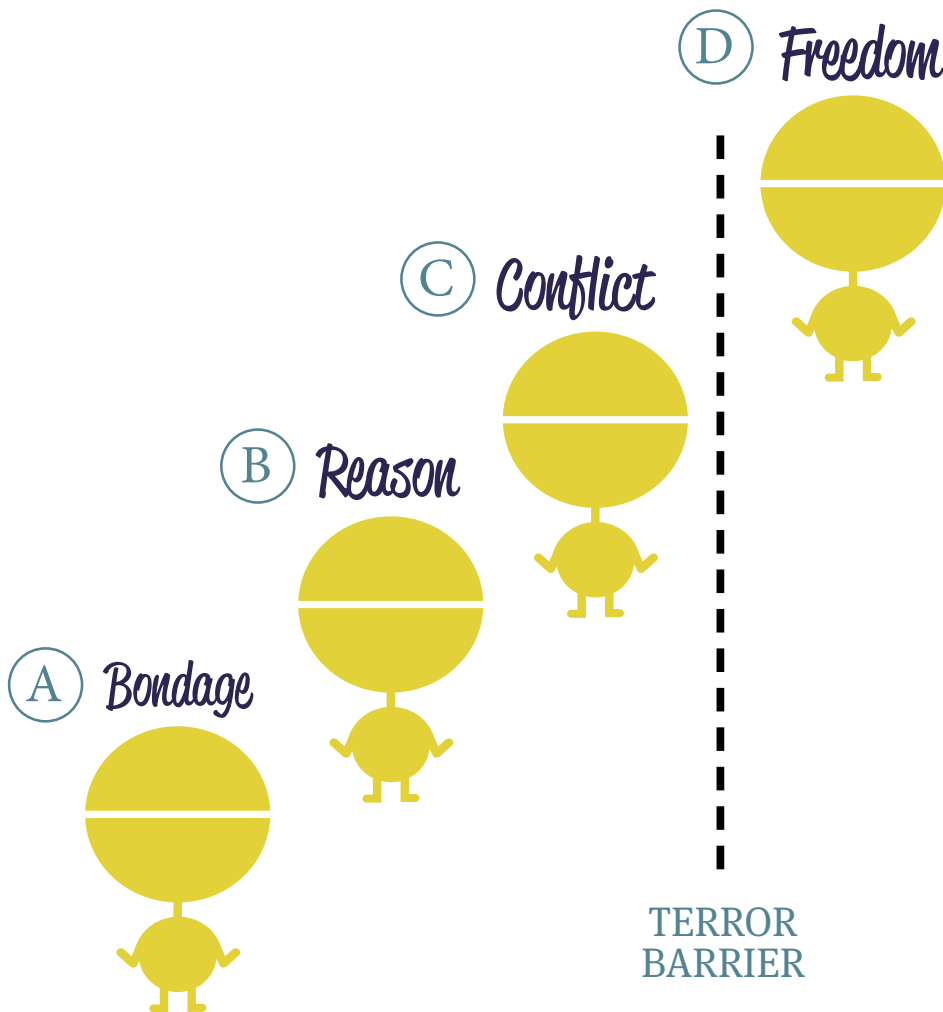
Fear and growth go hand in hand. When you courageously face the thing you fear, you automatically experience the growth you have been seeking. Ralph Waldo Emerson says "What we fear doing most is usually what we most need to do."

This diagram illustrates the entire mental process.

Let go of the past

Do not permit old conditioning to prevent you from performing new acts in an efficient and effective manner.

This diagram illustrates the process you go through when you make big changes in your life such as implementing a strict revision routine when you are conditioned to believe you are not capable of good grades. It could be following through on your business start up idea when you are conditioned to believe you will fail. It can be any number of things in your life. It is any time that you make changes which are difficult.



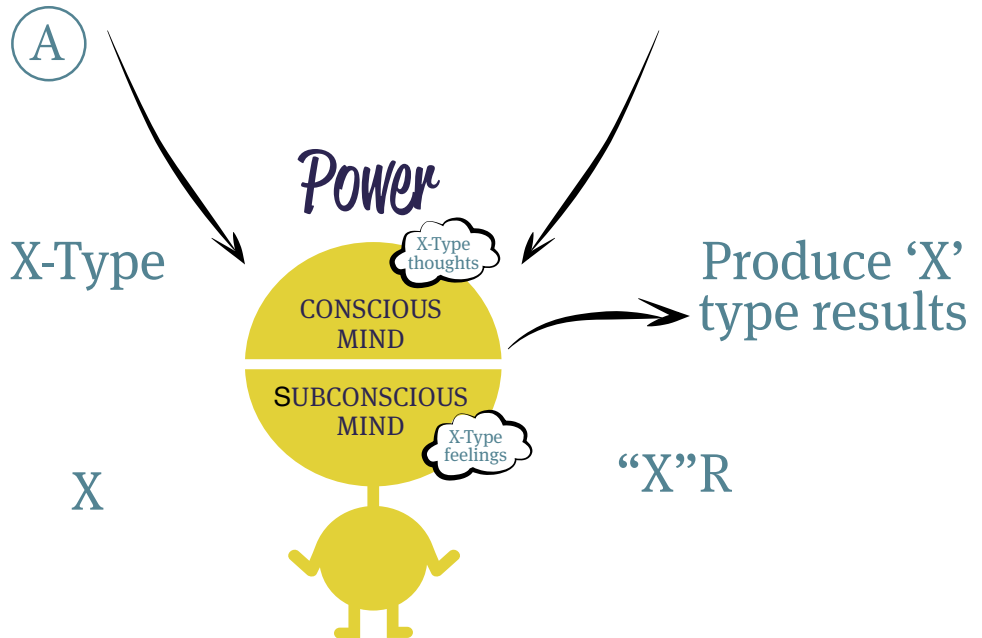
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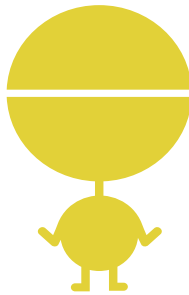
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Any time you are setting a 'C-Type' goal that results in skipping a couple of rungs on the ladder of success, you will come up against what is known as the 'Terror Barrier'.

Let's go through each stage one by one from left to right:



Bondage



A. Bondage

In the illustration of 'Bondage' we show a person who is getting 'X-Type' results — results they do not want. 'X' is the unknown factor which represents limiting thoughts. The person, their goals and their dreams are in bondage. The results are caused by the 'X-Type' conditioning in the subconscious mind and even though the person has the ability to choose whatever thoughts they want, they continue to create from the power that flows into their mind, 'X-Type' thoughts. An example of this is of a student who has low self confidence conditioning. Perhaps they have been considered by parents and teachers that they are not capable of achieving good grades. They now believe this too, so what is the point of even trying? These thoughts the student has are caused by 'X-Type' conditioning and are causing the 'X-Type' results of not achieving good grades.

Any time you are setting a 'C-Type' goal that results in skipping a couple of rungs on the ladder of success, you will come up against what is known as the 'Terror Barrier'.

NOTES



Paradigm Shift

Ignorance

-

WORRY/DOUBT

FEAR

ANXIETY
SUPPRESSED
DEPRESSION
DIS-EASE

Disintegration

Knowledge

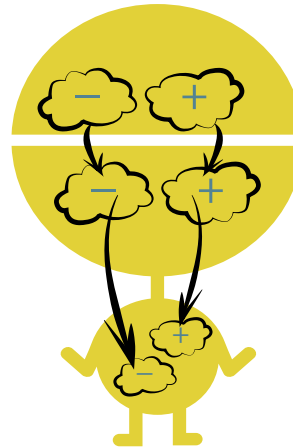
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STUDY
UNDERSTANDING

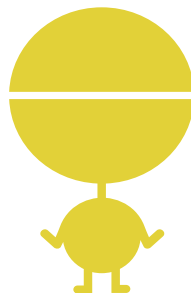
FAITH

WELL-BEING
EXPRESSION
ACCELERATION
AT-EASE

Creation



Conflict



C. Conflict

The third step in the psychological process of experiencing growth is 'Conflict'. As stated before, the thoughts and ideas a person is emotionally involved with control the vibration they are in. Vibration on a conscious level is referred to as 'feeling', and although the results they are getting are what they do not want, they feel comfortable in the vibration they are in because they have been living with it every day, probably most of their life.

In the diagram the individual becomes emotionally involved with the new 'Y idea'. To become emotionally involved with the new 'Y idea' the individual must ask two questions: 1. Am I able to do this? And 2. Am I willing to do this? Willing to do whatever it takes. The answer is Yes.

This is the moment that the 'Y-Type' idea is impressed upon the 'X-Type' conditioning. The electrical system in the individual's body then goes haywire and they are in an 'XY vibration'. The 'Y' idea represents the new positive idea that the person wishes to implement. The 'X' represents their limiting conditioning. Worry, fear and anxiety will strike. The worry on a conscious level, the fear on a subconscious level, the anxiety on a physical level. All three hit so fast and with such impact the result is the individual's mind is in a terrible state.

"What we fear doing most is usually what we most need to do."

Ralph Waldo Emerson

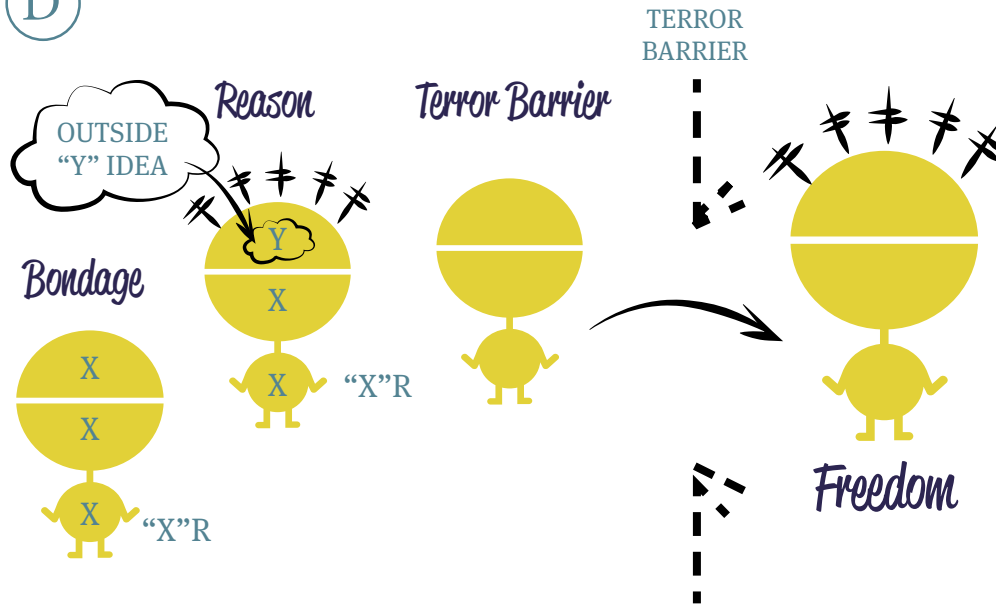


Why is this? It is because the new positive 'Y idea' is driving them ahead and the negative 'X conditioning' is pulling them back? The conflict is unbearable; they cannot go ahead, they don't want to go back and they can't stay where they are. Going ahead is the solution — it is how their life will improve. However, a lack of understanding of exactly what is taking place inside of the person, causes the person to retreat to familiar territory. They quickly bounce off the 'Terror Barrier' all the way back to 'Bondage' and then rationalise to themselves why that is a good place to be. It's comfortable... they are familiar with it... and they settle for it.

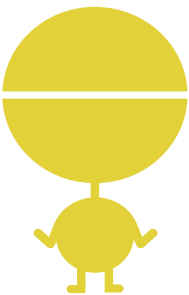
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D



Terror Barrier



D. Terror Barrier

Whenever you make a serious change to your life such as entertaining a 'Y-Type' idea and moving out of your comfort zone, you will run up against the 'Terror Barrier'. With any change that would come under the category of a major change in your behaviour, the 'Terror Barrier' will instantly and automatically be standing between you and the good that you desire.

At the point of 'Conflict' is when you will hit the 'Terror Barrier'. One of two things will happen at this stage. You will either hit it and step back to 'Bondage' or you will break right through it to 'Freedom'.

It is your choice — you can step back into safety and continue to experience the same results year after year, or you can be courageous and experience the growth that you have been seeking.

The solution to breaking through the 'Terror Barrier' is to accept that you will experience the fear, the worry and the anxiety. It is a natural reaction to growth and achieving your goals.

It is the understanding of what is causing the fear which enables you get through the 'Terror Barrier'.

You cannot let a fear of failing stop you from going through the 'Terror Barrier'.

Remember Michael Jordan who we spoke of in the video for this lesson? He was famous for being cut from his high-school basketball team and yet he became the best basketball player of all time. He quotes "I have missed more than 9000 shots, I have lost almost 300 games, but eventually I won."

You only fail when you stop trying.

"Faith and fear both demand that you believe in something you cannot see. It's your choice."

Bob Proctor

2. KEY HIGHLIGHTS

- Understanding the 'Terror Barrier' permits you to step forward into growth and freedom. The doubt, fear and anxiety have not left; however, through understanding or study, they know if they persist, it will leave. By continually getting involved with the 'Y idea' and acting on it, despite the fear, over a relatively short period of time the conditioning changes and they are living in a brand new world, created for themselves by the *'Thinking Into Character'* programme.
- When a person is facing the 'Terror Barrier', various, limiting thoughts are flashing through their mind and although they can see on the screen of their mind the good that they desire, they have absolutely no idea where the resources are going to come from that will enable them to see their goal manifest. There is only one problem in the whole world that anyone will ever have, and that is ignorance — ignorance is simply not knowing.
- The greatest deterrent that is stopping a person from going through the 'Terror Barrier' to freedom is ignorance. They are not able to see where the money, the help, and all the things they will need for the manifestation of this 'Y idea' will come from. Their ignorance causes a limiting and destructive mental process to begin to take place. This process causes such discomfort that their conscious attention becomes focused on the negative side of their situation and as a result, the negative side of life. Such thinking prevents them from continuing to move onward and upward in the direction of their goal.

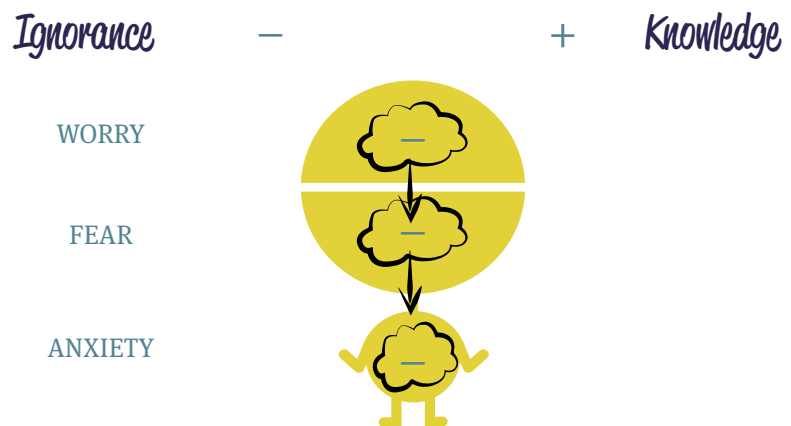
It is your choice—you can step back into safety and continue to experience the same results year after year, or you can be courageous and experience the growth that you have been seeking.

NOTES

As previously shown, **ignorance** leads to everything a person does not want, while **knowledge** puts the person on the path that we are all meant to follow. You will notice that the element that stands between understanding and knowledge is study. Although there are many forms of study, it is the only means by which a person can develop the understanding required to go from one success to another, thereby creating the life that we have been designed to enjoy.

KNOWLEDGE

1. The opposite of doubt and worry, is understanding, which exists on a conscious level.
2. Understanding leads to an emotional state which is faith.
3. Faith is expressed on a physical level as well-being. That is a good vibration.
4. Well-being is never suppressed, it is expressed. The individual is sending out good energy into the universe. And, of course, the universe rewards them by sending like energy back.
5. That expression is what leads to momentum.
6. The momentum is commonly referred to as a state of acceleration.
7. All this happens because the body is in a vibration that is the polar opposite to dis-ease. It's at-ease!
8. That enables a person to continue moving in a **creative** vibration.





3. WORKSHEETS

1. Review the goals that you established in Lesson One. Ask yourself, is this what I really want, or is this what I am settling for?
2. If you knew that you had all the talent, ability and resources that you require to accomplish something beyond that which you are working on, what would that goal be? In the space provided, describe it in as much detail as possible.

3. At this point, what you have just written will be categorised as a 'Y-Type' idea. The fact that you want to do it, and you can mentally see it, definitely puts it in the 'Y category'. Without getting emotionally involved, keep this idea strictly in your conscious intellectual mind and begin to describe what your life would be like if you actually accomplished this goal. Play the 'if' game and list all the benefits that would accrue to you.



IF I DID THIS, THIS WOULD HAPPEN. IF I DID THAT, THAT WOULD HAPPEN

List as many benefits as you possibly can, without getting emotionally involved. At this point you are not deciding to do it, you are just thinking about it. You are not disturbing your old paradigm at all.

4. Now play a mental game with yourself. Just suppose you looked at all the benefits a person would receive from going ahead with a goal they described, and you were making a written report to them advising them on how foolish they would be not to step out and move into action on the goal. What would you say to them? Put it in writing.



5. Now consider this; most people are reluctant to step out and act on a big idea for fear of what they will lose.

Everything you have is according to your level of conscious awareness and if you lost it all through an error of judgment, you would have it all back in a relatively short period of time.

Make a decision that you are going to break right through that 'Terror Barrier', but it must be real. This is referred to as 'Imagined Reality.' You must let yourself become emotionally involved with this big new goal and be ready to move. The moment you do this, fear, doubt and worry will speed straight into your mind.

Isolate these fears, doubts, and worries. List them in the space provided below:

FEARS, DOUBTS AND WORRIES

6. You eliminate fear through intelligent action. Go back and analyse each of your fears and you will quickly realise they have no foundation. You have created them in your own imagination, therefore you can eliminate them. Realise the worst that can happen is never very bad, yet the best that can happen is incredible. Now take each one of the fears that you have just listed and in the space provided, explain what you are going to do about them. Get busy and do it. Break through the 'Terror Barrier' and enjoy the freedom which is and always has been yours.

4. READING ARTICLE

The Principle of Guidance – Adapted from Thomas Troward

If I were asked which of all the spiritual principles ranked first, I should feel inclined to say the 'Principle of Guidance', not in the sense of being more essential than the others, for every portion is equally essential to the completeness of a perfect whole. But in the sense of being first in order of sequence and giving value to all our other powers by placing them in their due relation to one another. "Giving value to our other powers", I say, because this is also one of our powers. It is that, which judged from the standpoint of personal self-consciousness, is above us; but which, realised from the point of view of the unity of all spirit, is part and parcel of ourselves. Because it is that infinite mind which is of necessity identified with all its manifestations.

The interior powers are natural powers as much as the exterior ones.

Looking to this infinite mind as a superior intelligence from which we may receive guidance, does not therefore imply looking to an external source. On the contrary, it is looking to the innermost spring of our own being, with a confidence in its action which enables us to proceed to the execution of our plans, with a firmness and assurance that are in themselves, the very guarantee of our success.

The action of the spiritual principles in us follows the order which we impose upon them by our thought. Therefore, the order of realisation will reproduce the order of desire. And if we neglect this first principle of right order and guidance, we shall find ourselves beginning to put forth other great powers which are at present, latent within us, without knowing how to find suitable employment for them – which would be a very perilous condition. For without having before us, objects worthy of the powers to which we awake, we should waste them on petty purposes, dictated only by the narrow range of our unilluminated intellect. Therefore, the ancient wisdom says "With all thy getting, get understanding."

The awakening to consciousness of our mysterious interior powers will sooner or later take place, and will result in our using them whether we understand the law of their development or not. Just as we already use our physical faculties whether we understand their laws or not. The interior powers are natural powers as much as the exterior ones. We can direct their use by a knowledge of their laws and it is therefore of the highest importance to have some sound principle of guidance in the use of these higher faculties as they begin to manifest themselves.

If, therefore, we would safely and profitably enter upon the possession of the great inheritance of power that is opening out before us, we must before all things seek to realise in ourselves that superior intelligence, which will become an unfailing principle of guidance, if we will only recognise it as such.

Everything depends on our recognition. Thoughts are things and therefore as we *will* our thoughts to be so, we *will* the thing to be. If then, we *will* to use the infinite spirit as a spirit of guidance, we shall find that the fact is as we have willed it, and in doing this, we are still making use of our own supreme principle. And this is the true understanding, which, by placing all the powers in their correct order, creates one grand unity of power directed to clearly defined and worthy aims, in place of the dispersion of our powers, by which they only neutralise each other and effect nothing.

The action of the spiritual principles in us follows the order which we impose upon them by our thought.

That is the 'Spirit of Truth' which shall guide us into all truth. It is the sincere desire of us reaching out after truth. Truth first and power afterwards is the reasonable order which we cannot invert without injury to ourselves and others. But if we follow this order, we shall always find scope for our powers in developing into present realities, the continually growing glory of our vision of the ideal.



5. ASSIGNMENT

Write your answers in the space provided below.

1. Think of a time in your life when you wanted to try something new and hit the 'Terror Barrier'. It could be anything. How did you feel? Did you follow through with your idea or did you give up?

2. If you followed through with your idea, how did you feel and what was the result? If you gave up on your idea, how did you feel and what was the result?

3. What would you do differently this time?

4. What big goals do you have right now that you would like to see happen in your life?

5. Write down six actions/steps you will take to achieve your goals:



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Thinking

INTO CHARACTER

LESSON EIGHT



YOUR BELIEFS WITH BEHAVIOUR

Aligning You with You

“Negative beliefs, lacking a strong belief in yourself, being ruled by bad values and habits, pollute and worsen your character.”

Dr T P Chia



1. OVERVIEW

'Praxis' is a word from the ancient Greek language and is the process by which a theory, lesson, or skill is enacted, embodied, or realised. 'Praxis' may also refer to the act of engaging, applying, exercising, realising or practicing ideas. In more simple terms it is our belief, combined with our behaviour.

'Praxis' has the potential to cause very exciting things to happen in your life, but it also has the potential to cause negative things to happen in your life.

Sometimes there is a disconnect between your beliefs and your behaviour. Quite often your beliefs may be false, and therefore the results are not positive. There are also many of us who have beliefs which are sound, but we fail to integrate those beliefs with our behaviour. For many different reasons our results are therefore not what we want.

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Analyse your beliefs, one by one. Ask yourself if you have good and sound reasons for each of your beliefs. As you do this, you will find that many of your strongest convictions have absolutely no foundation, and you will realise that some of your beliefs are not true. You may also find that you hold strong convictions but your behaviour is not in alignment with those beliefs.

Dr Chia Thye Poh, who is quoted at the beginning of this lesson, is a Singaporean former political prisoner, and in later life was nominated for the Nobel Peace Prize . Prior to his detention he had been a physics lecturer and a member of the Parliament of Singapore. He led a protest march of 30 supporters to Parliament and handed a letter demanding an election be held. He demanded the release of all political detainees and the revocation of all "undemocratic" laws. As a result he and 22 others were unfairly arrested.

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The other detainees were released eventually after they each signed a document promising to renounce violence and sever ties with the Communist Party of Malaya (CPM). However, he refused as he felt that signing such a document would imply that he was or had been affiliated with the CPM and, in his own words, declared "To renounce violence is to imply you advocated violence before. If I had signed that statement I would not have lived in peace."

Thus, without ever being the subject of an indictment or a criminal trial, he became one of the longest serving political prisoners in the world, with some consequent restrictions upon his civil rights remaining in place for a total of more than 32 years, subsequent to his initial arrest.

Dr Chia held such strong beliefs that he gave up an easy chance for freedom. All he had to do was sign that one piece of paper to be released from prison like all the others did, but he didn't. His beliefs and behaviour were strongly aligned and he is widely regarded as a man with great character and integrity. We recommend you read the article at the end of this lesson which speaks of integrity further and how important it is for your character.



We spoke of beliefs in this lesson and learned that your beliefs can literally shape your reality. For instance, if you think you will never pass your exams or get a promotion (a limiting belief), you will not be motivated to try hard (behaviour) and therefore you will not succeed. However, if you believe you can pass your exams or get that promotion (a positive belief), you will be motivated to make greater efforts (behaviour) and therefore you will not only pass your exams, but do very well in them.

When learning how to change negative or limiting beliefs, it is important to understand where your beliefs started from and to challenge them at their root. The key is to change your subconscious beliefs.

"The common denominator of success is in forming the habit of doing the things that failures don't like to do."

Albert E N Gray



Getting to the root of your subconscious beliefs is how you can change limiting or negative beliefs, but before you can change your limiting beliefs, you must identify them.

When people ask the question “How do I change my belief system?”, what they are really asking is how to identify what is driving deeply ingrained behaviours.

So, once you identify what your negative or limiting beliefs are, how do you change them or integrate new positive beliefs with your behaviour?

There are two ways to do this, **one is constant, spaced repetition**. You should repeat the same positive behaviour and repeat the same actions every day, throughout the day, without fail. You should do this over and over until your new behaviour becomes a habit. The other way is by an **emotional impact**. This is less frequent, but it does happen. For example, losing someone you love or being in a disaster can cause you to re-evaluate your life and make life-changing decisions.

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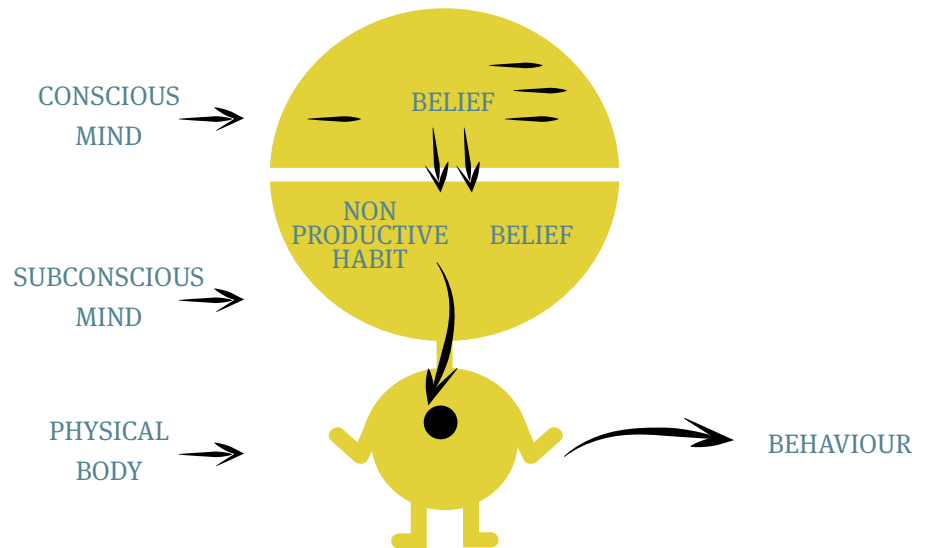


In terms of academic or professional study, for instance, the change would be to repeat your new positive behaviour, such as implementing new structured studying habits every day. If you repeat this behaviour every day for a few months, it will soon become an automatic habit. You will then achieve more. Your beliefs and behaviour are now integrated.

Is possibility, achievement and profit within your reach? The answer is “Yes”. The world you woke up to this morning is very different from the one you entered at birth, or even the one you woke up to yesterday morning. Your world is changing – and fast. Everywhere you look, life is being affected by change. The position you find yourself in today is without precedent; all of the preceding generations put together would have never experienced the changes you have in your lifetime.

NOTES

Our beliefs about anything are based upon our evaluation, and we are free to re-evaluate any of them at any time. As you begin to evaluate who you truly are, and what you are capable of doing, you will find your belief about your own ability to enjoy the situations you just imagined, change dramatically. It is recommended that you analyse your beliefs regularly – it will be like psychological house cleaning.



There are only two ways to integrate your belief with your behaviour:

1. Constant, spaced repetition
2. Emotional impact

Our beliefs about anything are based upon our evaluation, and we are free to re-evaluate any of them at any time.

This image will assist you in understanding how to **integrate** the things you are not doing, that you know how to do (**beliefs**), with your behaviour.

Habits are ideas that automatically express themselves through behaviour without any conscious thought – they are ideas that are fixed in the subconscious mind.

Non-effective habits can be overpowered through the repetition of new beliefs that are planted in the subconscious mind, with strong emotion, resulting in a new habit.



2. KEY HIGHLIGHTS

- Napoleon Hill writes, “No one is ready for a thing, until they believe that they can acquire it. The state of mind must be belief and not mere hope or wish.”
- Our belief system is based upon our evaluation of something and if we frequently re-evaluate situations, our beliefs about those situations will change.
- You will never go beyond where you **believe** you can go.
- ‘Praxis’ is the integration of belief with behaviour.
- We have belief on two levels. Belief in our educated mind, based on logic, what we see and on the information that we gather. Then we have belief on a very deep level, on a subconscious level – belief that controls our behavior and is part of the paradigm.
- On a conscious level and on a logical level, we can think it’s true and we can say, “Yes, I can do that.” However, one must **believe** at a deep level, from deep in the psyche, that it is true. If we do not, then we must change that part of the paradigm.

“No one is ready for a thing, until they believe that they can acquire it. The state of mind must be belief and not mere hope or wish.”

Napoleon Hill

- The truth is you can do anything, but you’ve got to believe it. Without **belief**, it is not going to happen.
- The thoughts that we internalise set up the vibration, vibration causes the action, action causes the reaction. It’s the action/reaction that creates the result: **belief**.

*Believe
you can
AND YOU ARE
Halfway there*



If you do not believe you are capable of achieving your goals, why do you have that belief? Is it a sound belief? Look into your paradigms and identify where you may have untrue beliefs. Perhaps it is caused by a lack of self-confidence you may have subconsciously picked up without basis or truth to it.

What six actions can you take today to integrate your beliefs and behaviours to better serve you and better serve your academic goals?

1.

2.

3.

4.

5.

6.

RELATIONSHIPS

Describe the relationships you have at home.

Describe your relationships at your educational institution or at your place of work.

Describe your social relationships.

What you have described in the previous exercises is an expression of how your life is being controlled in these areas by your subconscious mind. It's a part of your paradigm and has absolutely nothing to do with what you are capable of creating. These results represent beliefs that have been passed from one generation to the next. To establish new results you must first establish, on a conscious level, what you believe you are capable of creating. When you have that completed you must then plant that new belief in the subconscious mind.





THE BEGINNING OF 'PRAXIS' AT YOUR EDUCATIONAL INSTITUTION OR WORKPLACE

Now imagine what these areas of your life would be like if you were to create what you **wanted**. Answer the questions as if you have created what you wanted. Think. Don't just jot anything down and don't spend any time wondering whether or how it's going to happen – that is irrelevant at this point in your transformational process. Look at the same questions you answered before and then put your imagination to work. How would you like to see each of these areas? Perhaps achieving straight A's, an acceptance at your dream college or university, a promotion or launching your business. Describe what you want.

THE BEGINNING OF 'PRAXIS' IN YOUR RELATIONSHIPS

Answer the questions as if you have created what you wanted. Think. Don't just jot anything down and don't spend any time wondering whether or how it's going to happen – that is irrelevant at this point in your transformational process. Look at the same questions you answered before and then put your imagination to work. How would you like to see each of these areas? Think of the relationships you would like to have with your family, with friends, with your peers or colleagues. Describe what you want.

Take a few minutes to relax and review what you have just written, describing how you want these areas of your life to be. Also realise that these are just two suggested areas and you can do this with any areas of your life. Whether you believe you can live this way or not, really does not matter at this point. The only thing that matters is do you want to? If your answer is 'yes', that would indicate that what you wrote describing your life at present, would be categorised as what you don't want.

Take both of the areas that you have described and establish a written statement in the present tense. Then begin rereading and rewriting the statement. As you rewrite and reread it, let yourself feel and act like the person the new belief describes. At first the exercise may appear to be futile, however, if you keep impressing it upon the subconscious mind, it will ultimately become fixed there and become a new habit. And while you are doing this, the old belief will perish for lack of nourishment. This is the 'Praxis' process – it works every time, for every person. Don't question it, just do it.

4. READING ARTICLE

Seed For Achievement - Adapted from Earl Nightingale

Integrity is the seed for achievement. It is the principle that never fails. Integrity means completely fulfilling your own unique combination of powers. Integrity is being all you can be, doing all you can do and having all you can have. Integrity is wholeness, togetherness and completeness. There is no piece missing, nothing hidden. Your life is impeccable and unblemished. People love and value men and women of integrity with a sense of humour, kindness and gentleness.

The greatest ignorance of all is the mistaken belief that we can ever receive more than we truly earn.

If it is wrong, it is wrong. Integrity means honesty and truth. Shakespeare wrote, "And this above all, to thine own self be true, and it must follow as the night the day thou canst not be false to any man." Be true to yourself and you will not be false to anyone else. Integrity means to try as best we can to know ourselves, to examine ourselves, to take a true inventory of our abilities, talents, what we want and our goals. The key virtue is reasonableness. Find what you can do best that renders service to others and do it with all your might. Do not seek happiness, seek to make things happen and happiness will follow.

Discover what course of life will fulfill your powers completely. What are your powers? Your unique abilities can provide great service to others. Discovering them is being true to yourself. That is integrity and reasonableness. Be truthful with yourself. Take the responsibility of making the best use of what you have. You have your mind, your talent and your time. Invest your wealth, only you can do that. It will provide an abundant return for you. The choice is yours. Will you steal from you? Will you be true to yourself? That is integrity! Make the best use of what you have and what you are in the time you have been granted. When you invest in yourself you no longer compete, you create.

Follow your strongest suit. Do what you can do and do it with all that is in you. Do not go with the flow, be true! There is an unfailing boomerang that will always come full circle back to you. Honesty and unfailing integrity is good business. Honesty is the best means of getting rich. Put in motion the right cause and the right effect will take care of itself. Our only hope in winning the hearts of those we serve is in helping them in some way. Never give less than your best or you will work against yourself.

The greatest ignorance of all is the mistaken belief that we can ever receive more than we truly earn. Sooner or later there will be an accounting. We throw the boomerang good or bad.

What do we mean by integrity? It means giving everything we do our very best. It means being true to ourselves and with every other person with whom we come in contact. It gives meaning and comfort to our leisure time. Our rest has been earned. We move ahead towards our goals simply because we cannot go unnoticed. We are remarkable people! People of integrity are always needed.

People love and value men and women of integrity with a sense of humour, kindness and gentleness.

Life can only return to you that which you sow. What do you have to sow? You have great wealth; you can think, you have talent, and you have time. And when days come when you find yourself depressed or confused, remember the comment by Dean Briggs, "Do your work, not just your work and no more but a little more for the lavishing sake, that little more that is worth all the rest, and if you suffer as you must and if you doubt as you must, do your work, put your heart into it and then out of your very doubt and suffering will be born the supreme joy of life."



5. ASSIGNMENT

Write your answers in the space provided below.

1. Reflect on your typical day. Can you spot an area where you are throwing an 'unfailing boomerang', where, for example, you are cutting corners you should not cut, or doing something you should not do? Integrity, the 'seed for achievement,' is a deeply personal subject. Although space is provided for notes under this question, you may not want to write down a response. You may want to simply think it out, and make a mental commitment to take any corrective action that may be called for.

2. Do you always look for the truth wherever it leads? Do you check things out for yourself, weigh up what others tell you and make your own judgements?

3. Write down a task that you consider difficult and/or unpleasant. Resolve to do it to the best of your ability, just for the joy of accomplishment.



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Thinking

INTO CHARACTER

LESSON NINE



THE MAGIC WORD

The Magic of Attitude

“It’s amazing what doors are opened if you reach out to people with a smile, friendly attitude and desire to make a positive impact.”

Richard Branson



1. OVERVIEW

You cannot underestimate the power of a good attitude. Attitude is more important than any talent or skill. Bad attitude, bad results. Great attitude, great results!

“The greatest discovery of his generation was that you could alter your life by altering your attitude of mind.”

William James

For example, in a company, an employee may be “the best” on their CV and have top qualifications, but if they don’t get along with anyone and have a bad attitude, they will not last very long in that or any job.

Whereas an employee with a good attitude who is a team player and goes the extra mile to help others, may not have the best CV or skills, but will be given some leeway and a helping hand to succeed.

Teachers tell students if they change their attitude their grades will improve. Parents tell their children if they change their attitude, their home life will improve. Doctors tell patients, “We have done all we can, now it is up to you – it’s your attitude.”

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As we learned in our video session for this lesson, your attitude rubs off on your peers or colleagues, your family, your friends and all those who come into contact with you. A positive attitude is infectious and everyone will pick up on your positive energy.

Attitude alone, of course, will not get you the results that you want. You also must have the ability and talent for sure. But if you don’t have a good attitude, your skill and talent won’t get you very far.

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You would think anything that yields this much power would be a subject that is taught from our earliest age at school. And yet if you asked ten people you meet what ‘attitude’ means, you will probably get ten different answers. When you have a good, clear understanding of what attitude is and how attitudes are formed, it will become very apparent that only a small percentage of the population are in control of their attitude. In truth, their attitude is being controlled by the media, by other people, by conditions and circumstances in their life.



We recommend you pay serious attention to this session because it can change your results faster and more dramatically than anything else. In fact, William James said, “The greatest discovery of his generation was that you could alter your life by altering your attitude of mind.”

Attitude is the composite of your thoughts, feelings and actions. It is not just your thoughts, nor is it just your feelings, but it is your thoughts and feelings **combined** and expressed in your action.

A positive attitude is infectious and everyone will pick up on your positive energy.

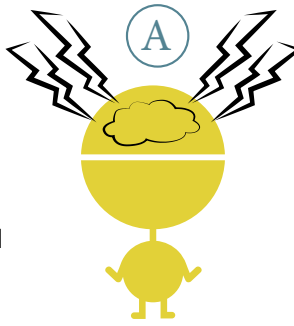
To properly understand this, look at the relationship between the mind and the body; how the conscious and the subconscious mind work, and further, how they work in relationship with one another.

The subject of attitude is so important that we will examine each part individually and then combine all three together. We said it is the composite of **Thoughts, Feelings and Actions**. Let’s take a look at **Thought**.

There is a creative power that is flowing into your consciousness. It has no form, it just is. It is neither positive nor negative. As you begin to exercise your higher faculties and give form to this power, the first stage of attitude begins. You are going to build either a positive or a negative image. That image is expressed on a conscious level through vibration, through words, gestures and writing.

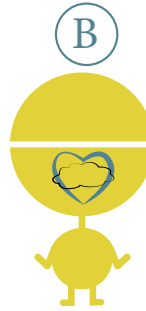


You may or you may not internalise that image. For example, you could be watching a negative news report or reading something negative or possibly listening to someone who is sharing a very negative idea, without any of this having any emotional effect on you. On a conscious level you have the ability to accept or reject **any** idea whether you have originated it yourself or picked it up from an outside source. If that idea is not internalised, it will have no effect on your emotions or your physical body.



But let's take a look at what happens when that idea is internalised.

The early Greeks referred to the subconscious mind as the 'heart'. When you hear people referring to the heart or the suggestion 'As a person thinketh in their heart, so are they', the average individual immediately begins to think of the physical heart.



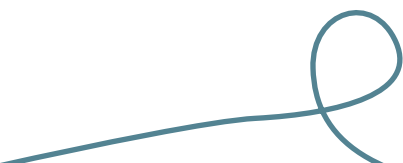
That is not what the early Greeks meant. It is the subconscious mind. The subconscious mind is deductive. In other words, it has no ability to reject anything that is impressed upon it. It cannot differentiate between good and bad and it has no sense of humour. It is totally and completely subjective. Whatever is impressed upon it is accepted and simultaneously expressed in the body.

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The subconscious mind is the universal side of your personality. It is the side of the personality that connects one person to the next. It does not recognise time or space and communicates through vibration. When we talk about connecting 'heart to heart', we are talking about two people being on the same frequency relative to the same concept at the same time. Or it can be a group of people, a team, who are all in harmony with the same positive idea. That team will become an extremely powerful force moving toward a pre-determined goal.



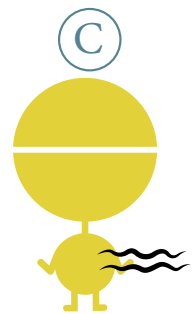
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The nature of the idea that is impressed upon the subconscious mind, or in the 'heart', will determine the vibration or the emotion that is being expressed, that is, the **Feeling**. If the idea is negative, the person will be expressing negative vibration or emotions. However, if it is positive, the emotions or vibrations will be positive.

You have the ability with your intuitive factor, one of your higher intellectual faculties, to pick up vibration from another person. If the other individual is in a very negative vibration, you pick up on that energy. If you feel that another person is troubled, the odds are that they are troubled. Begin to utilise and believe your intuitive findings. Keep in mind we invented the word 'feeling' to describe conscious awareness of vibration. Your intuitive factor deals with feelings. You will feel it.

Now let's take a look at the third aspect of attitude, **Action**.

It is the body that moves into action. The body, being the instrument of the mind, is the only medium through which the conscious and the subconscious mind working together are able to express themselves. Whatever idea is impressed upon the subconscious mind must be expressed through the vibration of the molecules in the body. When that vibration becomes strong, the body must literally move into action.



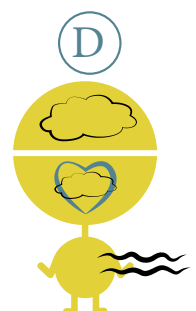
If the mind is in a conflicting or confusing state, that confusion will be evident in a person's action. They will start going here and end up going there. They start a project, abandon it, and start something else. Their actions are chaotic. Nothing of any consequence is accomplished. Their environment will generally be disorganised.

**If you feel that another person is troubled,
the odds are that they are troubled.**

On the other hand, when their thoughts and feelings, or their conscious and subconscious mind are in harmony, that order will be expressed in their actions. It will become obvious the person is focused. They are productive and may accomplish more in a short space of time than their confused counterpart would accomplish in a much longer time frame.

Now let's bring all three parts together.

We learnt that attitude is the composite of our thoughts, our feelings and our actions. Illustration D shows how the three parts of the personality work together. It is the vibration you are in, and attitude is determined by the nature of the ideas that you choose and permit yourself to get emotionally involved in. The physical expression is automatic. Whether this choice is conscious or unconscious matters little, it is still the way it is.





After reviewing this lesson a few times, the power of attitude will be apparent to you. When your attitude shifts, everything in your world shifts too. If it shifts in a negative direction, your entire life shifts in that direction. When it shifts in a positive direction, life improves. It becomes evident how and why most people's attitude, with respect to the economy or the world in general, is being controlled by the media. But clearly understand, the media is not to be blamed. Conditions or circumstances are not to be blamed. If we are having a problem, our conscious choice is where the problem originates. Similarly, conscious choice is where all future success begins.



2. KEY HIGHLIGHTS

- There is power flowing to and through you. As it flows into your consciousness, you are going to make it either positive or negative by virtue of the thoughts that you choose.
- When someone shares information that is negative, reject it. Do not entertain it and do not internalise it.

- The law of polarity says everything has an opposite. Up, down. Hot, cold. In, out. Positive or negative. There is a positive and negative pole, and you must have both to have anything. However, you can only focus on one polarity at a time. You cannot be both positive and negative. You are either one or the other.

- The conscious mind has the ability to accept, reject or ignore. As ideas and information come into our mind, we have the ability to determine whether we want to accept it or whether we want to let that be a part of our life.

The body is an instrument of the mind. It does exactly what the mind tells it to do.

- The conscious mind is the thinking mind – the educated mind. This is where our intellectual factors are resident. This is where your sensory factors are hooked up. You can see, smell, taste, hear and touch. These are the highways that hook us up to the outside world.

- The subconscious mind can only accept, it accepts everything that comes to it as real. The subconscious mind will take in what is happening right now and accept it. It has no ability to differentiate between what is real and what is imagined.
- Whatever is impressed upon the subconscious mind controls the vibration of the body. Your vibration is dictated by the ideas that you impress upon your subconscious mind. Negative idea, you are going to move into a bad vibration. Positive idea, you will instantly move into a positive vibration.
- No one can cause you to think something you do not want to think. You have the freedom to think anything you want to think.
- Your attitude is going to determine where you go in life. It is the foundation of either failure or success.
- Your attitude is a composite of your thoughts, your feelings, and your actions. Your thoughts, feelings and actions are an energy that you send out into the universe and whatever you send out into the universe is what is going to come back to you.

The conscious mind has the ability to accept, reject or ignore. As ideas and information come into our mind, we have the ability to determine whether we want to accept it, whether we want to let that be a part of our life.

- The body is an instrument of the mind. It does exactly what the mind tells it to do.
- If we understand how the mind functions, we can control the outside world. We do not want the outside world to control us. We want to control the outside world. We do control the outside world when we understand how the mind functions.
- Energy comes into our conscious mind. We have the ability to accept ideas that come in from the outside world, and say 'That's good.' We can turn the image over to our subconscious mind, and our subconscious mind accepts it as real.
- If you are mentally and physically in a bad vibration, that is all you will attract. Vibration is going to dictate what you attract. When you move into a positive vibration, you begin to attract like – minded energy to you. It just happens this way. This is where you literally control yourself.
- Everything has good in it and everything has bad in it. What do you look for? This will dictate your attitude.
- There is no right way to do anything. It can be a good way, and it can even be a valid way, but clearly understand there is always a better way. And with the right attitude you will find it.

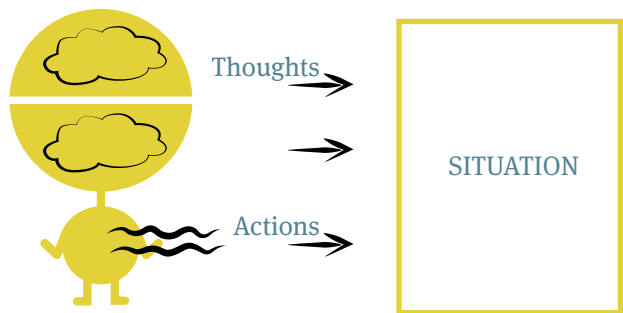




3. WORKSHEETS

1. Pick a situation that is not going well, for instance, a situation that you would like to improve and describe it in the space provided below in as much detail as possible.

2. Review the graphic illustration showing what attitude is. You will see it is the composite of your thoughts, feelings and actions.



- i. What are the thoughts you are having? How long have you been having these thoughts?

- ii. What feelings are you having about this situation?



iii. What actions are you taking with regard to this situation?

3. On a scale of one to 10, 10 being an exceptional attitude, how would you rate your attitude towards this situation today? _____

4. Is the situation controlling your thoughts, feelings and actions? Yes No

5. What would you do if a friend had a situation controlling them? What would you tell them to do?

6. How is the outside world a reflection of your internal thoughts? What is being reflected in your outside world? What is this telling you about your internal thoughts and feelings?





7. What are you taking in from your external world that you want to stop taking in? This is where you could say, 'That's interesting', and then move on. How can you control your thoughts? What thoughts would you benefit from rejecting?

8. We can control our thinking about the outside world, and not let the outside world control us.

i. How could you think differently about this situation? What thoughts could you impress on your subconscious mind that would help to change this situation to a better state?

ii. When you think about what you'd like to experience in this situation, how do you feel?





iii. What actions could you take to change this situation to become a more positive experience?

iv. How would you describe your new attitude about this situation?

v. How does your new attitude affect your vibration? What do you notice?

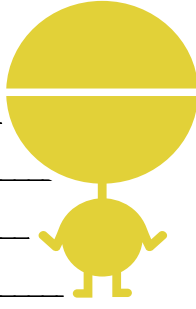
9. Imagine this situation differently. Imagine this situation as you'd like it to be. Take a moment to envisage this situation differently. Impress this vision on your subconscious mind.

10. How important is attitude to your success?

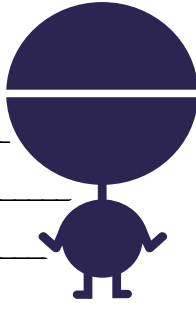


11. Complete the following exercises. In the space provided, describe the thoughts, feelings and actions you experience in these various areas of your life:

Personal relationships



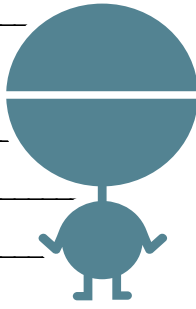
Your academic or professional goals



Your finances

Your health

Your social life





12. 'A sense of urgency' is getting a lot done in a short period of time in a calm, confident manner. Top producers have a sense of urgency. They get a lot done in a short period of time in a calm, confident manner. How does your attitude support that type of behaviour?

13. Some people play not to lose, others play to win. At times, winning calls for a person to take risks. What is your attitude toward risk taking?



4. READING ARTICLE

Adapted from Earl Nightingale

'Attitude' is the magic word. You are responsible for how your life turns out, and your attitude shapes that life for better or worse. Develop a winning attitude. Each of us creates his or her own life largely by our attitude. We all want good results. A healthy attitude is our best guarantee. Attitude is defined as the position or bearing as indicating action, feeling or mood. And it is our actions, feelings or moods that determine the actions, feelings and moods of others.

Our attitude tells the world what we expect in return. Make yours expectant and cheerful. You get what you expect. You can control your attitude so set it each morning. The world will reflect back to you the attitude you present to it. It is then, our attitude towards life that determines life's attitude towards us. We get back what we put in. Others treat us as we treat them; they react to us. They only give us back a reflection of our own attitude. Our surroundings reflect us. Our environment is a mirror. Life is an echo chamber of cause and effect. What we sow we will reap. What we give we will get. Change and your surroundings will change. Each of us shapes his or her life largely by habitual attitude. A new habit takes time. Most people begin their day in neutral. They will simply react to whatever confronts them. These are the people of our environment. That is why it's so important for us to control our attitudes.

Our attitude tells the world what we expect in return. Make yours expectant and cheerful.

William James said, "Human beings can alter their lives by altering their attitudes." Gratitude and expectancy are the best attitude. It is up to you. You are responsible. Do not take a defensive doubtful attitude toward yourself and others. A poor attitude is a magnet for unpleasant experiences. We get what we expect and our outlook on life is a kind of paint brush and with it we paint our world. It can be bright and filled with hope and satisfaction or it can be dark and gloomy. The world we experience is a reflection of our attitude.

Develop and project an attitude that says 'yes' to life. Life is dull only to dull people. Life is successful for successful people. You must radiate success before it will come to you.

Do not adopt the attitude of waiting for people to be nice to you, be nice to them. Do not sit in front of a cold stove waiting for the heat, and then put in the fuel. Act first. It has to start somewhere. Let it begin with you. Attitude is a reflection of the person inside.

People doing an outstanding job and getting outstanding results are outstanding people and that is because of an outstanding attitude. They think they can achieve. They believe that achievement is the natural order of things – and it is. They believe they can be as successful and competent as anyone else. They are usually no smarter nor talented than anyone else but they have the right attitude. Attitude makes the difference. Accomplishment is easy because so few others really try.

Luck is what happens when preparedness meets opportunity. A great attitude is the best preparation. Expect more good out of life than bad. Expect to succeed more often than you fail – and you will. There are more reasons why you can reach your goals than fail in the attempt. Work at it. Be positive, cheerful, grateful and expectant. Change things for the better by changing your attitude. Attitude determines altitude. Life is impersonal. Your attitude affects you more than others. Do not wait for change. You change. Practise. All you will ever earn must come from people because of the love and kindness they see and feel.

Develop and project an attitude that says 'yes' to life. Life is dull only to dull people. Life is successful for successful people. You must radiate success before it will come to you. We become what we really wish to become. You must be before you can do or have something.

Treat every person as the most important person on earth. To them, they are the most important person. That is the way we ought to treat each other. By doing so we begin to form an important habit. Esteem others. They are important and needed. People want to be recognised and respected. Everyone counts. They will give their business to the person who fills this need.

People do not have great attitudes because of great success, they have great success largely because of great attitudes. Act toward

others exactly as you wish them to act toward you. Treat them importantly. Set the pace. Do not catch the toxic and infectious attitudes of others. Keep yourself healthy. Do not mimic the attitudes of others unless they are good.

A good attitude will place you immediately in the top 5% of people on earth.

In summary, it's our attitude at the beginning of a difficult task that more than anything else will bring about its successful outcome. Our attitudes toward others, determines their attitudes toward us. Success depends on how well we relate to others. Before you can achieve the kind of life you want you must think, act, talk, and conduct yourself in all of your affairs as would the person you wish to become. The higher you go in any organisation the better attitudes you will find. The deepest craving of the human being is for recognition and self-esteem, to feel important, to be recognised and appreciated. Treat everyone with whom you come in to contact as the most important person on earth.





5. ASSIGNMENT

Write your answers in the space provided below.

- a. Evaluate your attitude towards yourself and others, towards success and your studies, and towards life in general.

- b. Outline ways in which your attitude towards your studies could be improved.

- c. Outline ways in which your attitude towards family and others, with whom you frequently come in to contact, could be improved.

- d. List other attitude improvement goals:



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Thinking

INTO CHARACTER

LESSON TEN



THE MOST VALUABLE PERSON

The Leader is the Most
Valuable Person

“The greatest leader is not necessarily the one who does the greatest things. The greatest leader is the one that gets the people to do the greatest things.”

Ronald Reagan



1. OVERVIEW

In this lesson we learn that you need to be an intelligent follower if you wish to be a good leader. A good leader brings out the very best in people and gets them to feel good about themselves. A good leader finds that people follow them, not because they have to, but because they want to.

We also learn that there are no barriers to leadership opportunities, including age, except the limits we impose on ourselves. In this digital economy, organisations are finally recognising that the positive impact young people bring is what is driving innovation forward.

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We also learn that you can apply these leadership principles into everything that you do: from your studies and education to your performance on your sports team; to making your voice heard at local and national government level; to your career; an apprenticeship; volunteering in your local community, even to your own start-up business. There are absolutely no limits.

If there is one secret to leading others, it is to generate an atmosphere in which they feel at ease and appreciated.

As the late Reagan quoted, "The greatest leader... is the one that gets the people to do the greatest things." Teamwork is essential. Relationships are likely to be strained when people are asked to do things which they were not involved with at the planning stage or to undertake work for which they will receive no recognition.

"Employ your time in improving yourself by other people's writings, so you shall come easily by what others have laboured hard for."

Socrates

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The effective leader must be a strong innovator. Such a leader must be able to originate an innovative idea. To focus only on that idea and reject any other idea that is presented which would not support the materialisation of the original idea.

To be a strong innovator alone does not make a person an effective leader; you must be capable of becoming subjective to another person's idea within the confines of that idea and carry it through to completion.

The effective leader does not have an ego issue. They do not compete, they create. And although at times they appear to operate with a closed mind and total stubbornness, that is definitely not the case.

The effective leader is frequently working with a creative idea which leads in a new direction. It is not uncommon for the leader to experience great resistance even from their most loyal followers. This is frequently because there may not be any evidence to the followers indicating that the leader is going in the right direction. The true leader is being led from within.

They have an understanding of the unseen aspect of the vision. Because of the continuing lack of evidence that they are being properly led, the resistance frequently grows. However, the effective leader is calm and will not waiver. They remain focused, totally confident and know they are moving and leading in the right direction. Eventually, evidence does appear to the outside world, and the vision the leader has held materialises for all the world to see and enjoy.



The effective leader does not have an ego issue. They do not compete, they create. And although at times they appear to operate with a closed mind and total stubbornness, that is definitely not the case. The truth is rarely in the appearance of things. The effective leader is truly a creative visionary. They quietly and calmly follow the little voice within that tells them the way to go. Although it may not be obvious, they are extremely observant. They miss little, if anything, of what is going on in their world.



They are active listeners. When they receive a suggestion from a follower that has value, they quickly investigate the idea and if they determine the other person’s idea is superior to their own, they reject their own idea. They accept the other person’s idea and work with it as if it were their own, always publicly giving the other person who originated the idea full credit.

This does not, however, mean that every idea that comes their way is accepted. In fact, few are — only those ideas that move everyone closer to the manifestation of the leader’s vision.

Young leadership has its own set of challenges. Quite often, the young leader or entrepreneur is not taken seriously. Josh Valman, Founder of RPD International and one of the top young entrepreneurs of the year in 2018 is a good example of this.

**You do not need a title to be a leader.
You can already make a difference.**

After expressing an interest in design at the age of 13, Valman would often send his designs to factories across the UK, only to receive sarcastic replies about his age.

Undeterred, Valman rounded up his life savings at the time (a mere £500) and sent his blueprints to China. Unlike the UK, manufacturers in the Far East were keen to work with him.

Two years later, aged 15, Valman expanded his business, practising as a freelance engineer and consulting a business on its \$20m supply chain via Skype in between finishing school and starting his homework!

In 2013, aged 18, Valman founded RPD International, a design and manufacturing firm, which boasted phenomenal growth from take-off. The company was valued at £1million within its first six months of trading.

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Today, RPD is worth £5m and boasts a current growth rate of 450% year-on-year. It supports over 100 research and development departments across Europe and Asia. Valman operates RPD across two offices in the UK and China, with manufacturing facilities across 40 countries.

Valman struck back at those who thought he was too young to be running such a successful business: "My last few years have been about proving it does work and now we have that credibility, age is irrelevant. The business is run by a team, it's not just me. Look at our clients, 96 blue chip clients – it tells you something."

Another UK Young Entrepreneur of the Year finalist, Makaela Richardson started her first year at university and saw a business opportunity for students to obtain their essentials at a reasonable price. The enterprising student launched 'Free the Fresher', a subscription service delivering university necessities such as stationery, kitchenware, bedding, and even hangover kits, directly to students' doors. Depending on the package, each member paid a one-time fee of between £50 to £75 to receive three boxes throughout the year along with exclusive discounts from brands such as Nandos, Amazon, Co-op and ASOS.



Within just two months of launch, over 3,000 students signed up to the service and by the end of its first year of trading, 'Free the Fresher' boasted over 10,600 members. Richardson now employs five staff and her company is already profitable. With £2.5m turnover it looks to be an exciting year for this self-made entrepreneur.

Think about what can you do in your future career to hit that top 5% of workforce in your area of expertise

Proof, if any was needed, that you can start a successful business even while studying!

Think about what you can do in your future career to hit that top 5% of the workforce in your area of expertise, so that you are seen as a leader in that field. Or think what can you do in your spare time to set up your own entrepreneurial business?

You do not need a title to be a leader. 'If only I was a Manager or a CEO, then I could really make a difference.' This simply is not true. You can already make a difference.



2. KEY HIGHLIGHTS

The effective leader has a vision of where they are going and knows how they will get people to buy into that vision.

- Become an intelligent follower. Become the best follower that you are capable of becoming. The person who is not a good follower is never going to be an effective leader.
- Within your career, develop in your own mind a belief and deep respect for your leader. This will help you develop the awareness of the importance of earning that respect from your followers when you become a leader.
- Organisations are always looking for great leadership; for individuals who see themselves as a strong leader.
- Leaders create an environment that brings out the best in others which is why the leader is the person others want to follow.
- An effective leader understands who they are, takes control of their own life and leads themselves in the direction they want to go. The effective leader knows how to give themselves a command and follow it. Effective leaders understand their creative abilities; they know they have the capacity to create anything they want in their world – whether it is on an individual basis or as the leader of a team or organisation.

A leader has a great attitude. A leader will automatically look for and find the good in others.

- A leader has a great attitude. A leader will automatically look for and find the good in others.
- The effective leader maintains a good attitude regardless of what is going on outside.
- Leaders know where they are going and although they have plans, they do not know how they are going to get there. They only know they are going to get there. They will change their plan but never the goal.
- Leaders understand that if a person is not prepared to do more than they are being paid for, they will never be paid for more than what they are doing.



3. WORKSHEETS

1. How would you describe yourself, as a leader or a follower?

2. If you consider yourself at this time as a follower, know that being a follower is not bad or wrong. Being an effective follower will prepare you for leadership.

i. Who are you following?

ii. What are the qualities or characteristics of this leader that you wish to emulate?

iii. What action steps can you take this week to embrace these characteristics?

iv. How can you be a better follower?





v. What action steps can you take to prepare yourself to be a leader?

3. If you consider yourself as a leader...

i. How would you describe yourself as a leader?

ii. How would you describe your attitude? Is this your attitude regardless of what is going on outside?

iii. What are you creating as a leader? What is the vision you have for your life?

iv. What is your plan to help move towards this vision?



v. How are you developing the people around you?

vi. What action steps can you take to be an even more effective leader?

4. How can you do more than what you are paid for? What would that look like?





4. READING ARTICLE

The Person On The White Horse - Adapted from Earl Nightingale

The outstanding leader in any field is the most valued person in society. Every organisation needs leadership. You do not raise morale, it filters down from the top. People will always reflect the attitude of the leader. Behind every outstanding success is an outstanding leader. This leader starts early and stays late and when not working is thinking and planning.

This leader can go to work almost anywhere he or she chooses. He does not ask for work but shows up and leads the way. He is a specialist and not a jack of all trades. The best way to develop security that lasts a lifetime is to become outstanding at one particular line of work. As long as you are in the top 5% of that industry you'll always be in demand. You have the world on a string. You are confident and quietly aware of your ability and intimate knowledge of your particular work. They have it made and they and everybody else knows it. Am I now such a person?

The best way for you to develop the security that lasts a lifetime is to become outstanding at one particular line of work.

The first step is to make one big and important decision. Andrew Carnegie said, "Put all your eggs in one basket and then watch that basket." When you begin working make sure that you are a vital part of your company. Do more than you are paid to do. Are you a part of the cargo or a part of the crew? Are you getting credit for more than you are actually doing? Are you doing less than you could be doing? Any job that is worth doing is worth doing well.

A leader is any person who realises the importance of becoming a bigger and better person with the passing of every day, week and month. A leader

takes responsibility for his own growth. Maintain a cheerful helpful attitude towards everyone. Why shouldn't you be cheerful since you know you will achieve everything you've set your heart on?

When you begin working make sure that you are a vital part of your company. Do more than you are paid to do.

Be a sponge for information that will help you on your way. You will be surprised at how quickly you will reach your goal, but do not be impatient. Know and have faith that what will come to you will come to you at the right time. Everything operates as a result of law that is true and unchanging. Having sown, you will automatically reap the rich results.

The best way for you to develop the security that lasts a lifetime is to become outstanding at one particular line of work. Look at it this way; regardless of economic ups and downs, the industry of which that line of work is a part, will continue to operate. It won't shut down completely. As long as you're in the top 5% of the people in that industry, you know you'll always be in demand – you'll be wanted and needed in that industry.

The man or woman who becomes truly outstanding at what he or she does has the world on a string. Here is a person with confidence and peace of mind. Here is a person who is quietly aware of his or her ability and has an intimate knowledge of his or her job and industry.

Success does not come naturally. It requires the conscious utilisation of ourselves in the service of others. We can become whatever we seriously make up our minds to become. Whatever we seriously decide to do is naturally linked to our genetic possibilities. Just pursue your natural aptitude.



5. ASSIGNMENT

Write your answers in the space provided below.

1. Evaluate your leadership skills and list any ideas for improvement below:

2. How can you develop what Earl Nightingale calls 'the security that lasts a lifetime'?

3. Resolve to, eachday, do more than you are paid or asked to do. If you are not working yet, then apply this to your studies. Do more than is asked of you by your teachers and tutors.



NOTES

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Thinking

INTO CHARACTER

LESSON ELEVEN



A VALUABLE DESTINATION

The Number One Key to Success

**“Only by giving are you able to receive
more than you already have.”**

Jim Rohn



1. OVERVIEW

Leaving others with the 'impression of increase' also enriches your life. The 'impression of increase' is when you make another person feel that they have benefited from their interaction with you. A good example of this is when you compliment someone on their achievements. Or perhaps when you comment that someone has lost some weight or notice something they happen to be very good at doing. It is leaving that person with a positive feeling once they have spoken with you.

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As shared in the video, please do read 'The Science of Getting Rich' by Wallace D Wattles. In Chapter 14, he shares a valuable insight which everyone should read and understand.

It is to leave every person you come into contact with, with the 'impression of increase'. Wallace explains that your thoughts and actions must convey to others the 'impression of increase'. People are always seeking a better life, more money, more status. Do everything that you do with the firm conviction that you are giving more to everyone. In doing so you are making others feel rich.

Doing this creates an energy which will flow through you to the person you are uplifting and in the process it will make *you* feel good too.

People are always seeking more. It is the urge of our essence as human beings to find fuller expression.

“The desire for increase is inherent in all nature. It is the fundamental impulse of the universe. All human activities are based on the desire for increase. People are always seeking more food, more clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure – more life. Every living thing is under the necessity for continuous advancement. Where increase of life ceases, dissolution and death set in at once. People instinctively know this, and hence they are forever seeking more.”

Wallace Wattles

NOTES

A critical aspect of giving to others is that it must be natural and authentic. If you have to think about whether you should give or not, you are probably not doing it for the right reasons. Giving should be a habit. It should be a free flowing action, a part of your habitual nature. We should willingly give and graciously receive. This is the Law of Cause and Effect.

Ralph Waldo Emerson said the Law of Cause and Effect is the 'law of laws'. For every action there is an equal and opposite reaction. Every human thought, word and deed is a **cause** that sets off a wave of energy throughout the universe. This turn creates the **effect**, whether desirable or undesirable. Which is why good thoughts, words, emotions, and deeds are essential for a better world as they all create good effects.



When giving becomes a part of your paradigm, the universe will send good in your direction. We have discussed that cause and effect is the 'law of laws'. This law has been stated many different ways. Action and reaction are equal and opposite... energy always returns to its source of origination. What you put out comes back. So a thinking person who understands the law would naturally (nature's way) just want to send good energy into the universe. If energy always returns to its source of origination, would we consciously and deliberately send bad energy out? Of course not.

When you form the habit of leaving everyone with the 'impression of increase', sending good energy to everyone you meet, regardless of whether you know them or not and regardless of what their behaviour may be towards you, you are going to be abundantly rewarded. It may be hard to see exactly how you will benefit from helping someone you do not know and who you may never see again. Nonetheless, know it will come back to you. When you turn this type of behaviour into a habit and it becomes part of your paradigm, every aspect of your life is going to improve. The good that comes back to you probably won't come back from the person you helped, it will come back from the universe. It is the universal laws that you are working with.



In the space provided, choose three areas of your life and one person in each of these areas. Give consideration to how you will leave these people with the 'impression of increase' every time you are in the presence of or communicating with them. Continue to do this with these people and it will soon become a habit. You will also notice that in a relatively short period of time you will be leaving everyone with whom you come in to contact, with the 'impression of increase'.

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Area 2 _____

Name _____

Area 3 _____

Name _____

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2. KEY HIGHLIGHTS

- The 'impression of increase' means to leave someone you meet feeling good about themselves and about their interaction with you, regardless of whether you will see them again or not.
- Start looking for what other people do well. Bring it to their attention. Let them know you notice it. Leave the 'impression of increase' with every person you meet.
- Energy always returns to its source of origination. Give and you shall receive. If you can incorporate this into your thinking, into your everyday way of life, with every person you meet, you are going to have a richer life.
- What you think controls your emotions and your emotions control the vibration that your body is in. Your vibration controls your action and your action controls the reaction of the universe that you are a part of. It is when the action and reaction meet that your results are manifested. It is you and the universe working together. When you are in harmony with the universe, your results will be positive. When you are not, the results will be less than you desire.
- The certain way is illustrated throughout this programme. Every lesson in this programme, whether video or in writing, is a lesson on ***Thinking Into Character.***

Do not permit people, conditions or circumstances to control your thinking.

- 'You become what you think about' is a truth all great leaders and entrepreneurs have agreed on, although they have disagreed on virtually everything else. You choose your thoughts and you can reject or internalise those thoughts. The thoughts you internalise are impressed upon your heart — the universal subconscious mind. What is impressed upon the heart controls who and what you are at that moment. The repetition of certain thoughts eventually become fixed in your subconscious mind and keep you in that vibration, controlling the results that you will achieve.
- When you leave someone with the 'impression of increase', that positive energy must flow to and through you first. When you see the best in other people, in your educational institution, in other situations and circumstances, you are going to be in a phenomenal vibration. You are going to feel good all the time.
- Think and be in control of what you think. Do not permit people, conditions or circumstances to control your thinking. Be aware of what is happening around you. However, be in control of what is happening within you.
- The compensation for developing the 'impression of increase' in your ***character*** is phenomenal. It goes beyond the scope of your imagination.
- You do not get rich by doing certain things, you get rich by doing things in a certain way. (The certain way is by law).
- Do not allow people around you to control what you think. Think great thoughts about your family, your educational institution, your friends and eventually those you meet during your career and future life.
- To live a rich and abundant life, you must bring your mind into harmony with the laws that govern your being. Your studies and how you spend your days must be seen as a service you are rendering and must be done in a certain way. This is why your mind must be brought into harmony with the laws of the universe.
- Make up your mind that regardless of what you did in the past, you are going to do something phenomenal in the future. When you wake up in the morning, make up your mind, "Today, I'm going to do it better than I've ever done it before." You're going to do it a certain way – in a calm and confident manner.
- The law says what you give is what comes back. Give your best. It does not matter what anybody else is doing. You want to make certain that you are one of the most effective human beings you could ever be. Do things in a certain way.

Remember, there is always a better way.



3. WORKSHEETS

1. Choose someone with whom you truly want to improve your relationship. Describe the relationship as it is and describe the relationship you desire, keeping in mind that it is our attitude towards the world that will determine the world's attitude toward us.

2. How could you leave this person with the 'impression of increase' every time you are in their presence?

3. Make a list of six good qualities this person possesses that you will carry with you at all times until they are always fresh in your mind.

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ii _____

iii _____

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4. How could you improve your relationship with your parents and tutors?

5. How could you practise the 'impression of increase' with them?



6. What will you begin doing that will help remind you to use the 'impression of increase' with everyone you meet until it becomes a habitual part of your personality?

7. Wallace D. Wattles, in the 'Science of Getting Rich' said "You do not get rich by doing certain things, you get rich by doing things in a certain way." What did he mean by that?



8. How could you practise doing things in a certain way with your studies and at your educational institution?



4. READING ARTICLE

Touching Lightly - Adapted from Thomas Troward

What is our point of support? Is it in ourselves or outside us? Are we self-poised or does our balance depend on something external? According to the actual belief in which our answer to these questions is embodied, so too will our lives be. In everything there are two parts: the essential and the incidental; that which is the nucleus and *raison d'être* of the whole thing, and that which gathers around this nucleus and takes form from it. True knowledge always exists by distinguishing these two from each other, and error always persists when misplacing them.

In all our affairs, there are two factors: ourselves, and the matter to be dealt with. Since for us, the nature of anything is always determined by our thought of it, it is entirely a question of our belief which of these two factors shall be the essential and which the accessory.

In all our affairs, there are two factors: ourselves, and the matter to be dealt with. Since for us, the nature of anything is always determined by our thought of it, it is entirely a question of our belief which of these two factors shall be the essential and which the accessory. Whichever we regard as the essential, the other at once becomes the incidental. The incidental can never be absent. For any sort of action to take place, there must be some conditions, under which, the activity passes out to deliver visible results. The same sort of activity may occur under a variety of different conditions, and may thus produce very different visible results. So, in every matter we shall always find an essential or energising factor, and an incidental factor which derives its quality from the nature of the energy.

We can therefore never escape from having to select our essential and our incidental factor; whichever we select as the essential, we thereby place the other in the position of the incidental. If we then make the mistake of reversing the true position, and suppose that the energising force comes from the merely accessory circumstances, we make them our point of support and lean upon them, and stand or fall with them accordingly. So we enter into a condition of weakness and obsequious waiting on all sorts of external influences, which is the very reverse of the strength, wisdom and opulence which are the only meaning of liberty.

But if we ask ourselves the common sense question, 'Where can the centre of a man's life be except in himself?' – we realise that in everything which pertains to us, the energising centre must be from within ourselves. We can never get away from ourselves as the centre of our own universe, and the sooner we clearly understand this, the better. There is really no energy in our universe. Rather what emanates from ourselves in the first instance, and the power which appears to reside in our surroundings, is derived entirely from our own mind.

Once we realise this, and accept that the life which flows into us from the 'Universal Life-Principle' is at every moment new life, entirely undifferentiated to any particular purpose, besides that of supporting our own individuality; ours to externalise, in any form – we will then find that this manifestation of the eternal 'Life-Principle' in ourselves, is the standpoint from which we can control our surroundings. We must lean firmly on the central point of our own being and not on anything else. Our mistake is in taking our surroundings too much 'au grand sérieux'. We should touch things more lightly. As soon as we feel that their weight impedes our free handling of them, they are mastering us, and not we them.

Light handling does not mean weak handling. On the contrary, lightness of touch is incompatible with a weak grasp of the instrument, which implies that the weight of the tool is excessive relative to the force that seeks to guide it. A light, even playful handling, therefore implies a firm grasp and perfect control over the instrument. It is only in the hands of 'Grinling Gibbons' that the carving tool can create miracles of aerial lightness from the solid wood. The light yet firm touch tells not of weakness but of power held in reserve and if we realise our own out-and-out spiritual nature, we know that behind any measure of power we may put forth, there is the whole reserve of the infinite to back us up.

As we come to know this, we begin to handle things lightly, playing with them as a juggler does his flying knives; which cannot make the slightest movement other than what he has assigned them. We then begin to see that our control over things is part of the necessary order of the universe. The disorder we have met with in the past has resulted precisely from our ever having consciously attempted to introduce this element of our personal control as part of the system.

Light handling does not mean weak handling. On the contrary, lightness of touch is incompatible with a weak grasp of the instrument, which implies that the weight of the tool is excessive relatively to the force that seeks to guide it.

The whole man is an infinitude, and the visible portion of him is the instrument through which he looks out upon and enjoys all that belongs to him, his own kingdom of the infinite.

Of course, I speak of the whole man, and not merely of that part of him which Walt Whitman says is contained between his hat and his boots. The whole man is an infinitude, and the visible portion of him is the instrument through which he looks out upon and enjoys all that belongs to him, his own kingdom of the infinite. And when he learns that this is the meaning of his conscious individuality, he sees how it is that he is infinite, and finds that he is one with 'Infinite Mind', which is the innermost core of the universe. Having thus reached the true centre of his own being, he can never give this central place to anything else. He will realise that relative to this, all other things are in the position of the incidental and accessory. Growing daily in this knowledge, he will learn to handle all things lightly, yet firmly; that grief, fear and error will have less and less space in his world – until at last sorrow and sighing shall flee away, and everlasting joy shall take their place. We may have taken only a few steps on the way as yet, but they are in the right direction, and what we have to do now is to go on.



5. ASSIGNMENT

Write your answers in the space provided below.

1. What does the article mean to you?

2. What is the difference between light handling and weak handling?

3. Where can you apply the 'Go Lightly' approach in your life?

4. What actions will you take?



NOTES

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Thinking

INTO CHARACTER

LESSON TWELVE



IT'S EASY TO WIN

The Secret to Increasing the Power of Your Mind

“Remember it takes no more effort to aim high in life, to demand abundance and prosperity, than is required to accept misery and poverty.”

Napoleon Hill



1. OVERVIEW

In Lesson 12, we learnt it is easy to win if we take our life one day at a time. A successful life is nothing more than repeated successful days combined together. To break it down, our life consists of years, months, weeks, days and then even further to the activities and tasks of each day. This builds towards our goals and a successful life, day by day.

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Imagine the Burj Khalifa building in Dubai, which at the time of this publication is the tallest building in the world, proudly standing at 829.8 metres tall which is just over an incredible half a mile high! There are 24,348 windows which takes 36 workers three to four months to clean the entire exterior. Can you imagine when this building was literally nothing, just an empty plot of land? In fact, the first phase was to dig to a depth of 43 metres in order to pour in 12,500 cubic metres of concrete to support the building. Although it was, of course, one day at a time, it was not one task at a time that achieved this goal. There were many activities and tasks going on simultaneously to build this record-breaking building.

So it is with your life. You can also literally multiply your effectiveness and get exponential results.

But how can you multiply your effectiveness and results? We are going to examine the methodology in Price Pritchett's famous book titled 'You²' in which he shares that you can achieve an, "explosive jump in your personal performance that puts you far beyond the next logical step." Every great person at some point has made a decision that they are not going to settle for another logical step. They want an explosive jump. They have become aware that they truly do have potential. They can do great things. And they are going to do great things, regardless of what anyone thinks or possibly how many failures they have had in the past.

Making high velocity moves should be something we decide right now that we are going to learn how to execute.

Pritchett also says, "It is a formula for stunning advances in achievement and the realisation of your dreams." Formulas are helpful things. They simplify complicated, misunderstood concepts into easy terms. Here we are talking about stunning advancement in achievement.



NOTES

Imagine what that would mean to you? It gives your dream a strategy; a strategy that will turn your dream into a physical realisation.

'You²' is not something you speed read. It is something to digest, to really reflect upon.

Price Pritchett adds, "The concept is one of exponential gains, rather than incremental progress. You might compare it to multiplying instead of adding — it means a geometric progression in your effectiveness."

Now really think about what he is saying. You see the higher side of your personality would truly love to multiply your effectiveness. This idea of only getting five to ten percent increases every year is pretty outdated. We are living in the space age, the age of quantum physics, space travel, instant communication. Let that run around your mind for a moment. You will not only like the idea of multiplying your effectiveness, it will start to settle in your mind and begin to feel very achievable.



Pritchett went on to say, "That is exciting as well as provocative, but it gets even better." Pritchett explained, "Remember, quantum leaps can come without apparent effort. These are high velocity moves that carry you to dramatically higher performance levels without a time-consuming struggle."

What Price Pritchett explained in that statement, spells promise in great big letters. In fact, it spells power, possibility and promise. This kind of thinking and living definitely resonates with the essence of who we are. According to the best estimates of the wisest among us, no one can accurately guess at our potential. Making high velocity moves should be something we decide right now that we are going to learn how to execute.

"Never think linear about the future. Think in terms of leaps. Always expect the unexpected."

7 Wonders of Joyful Jubilant Learning



NOTES

Price Pritchett said, "Quantum leaps seem to violate common sense... utterly!" It is clear that this kind of thinking does violate common sense.

Thinking Into Character is a programme that is designed to cause you to move beyond common sense. Top level performers do not think in the logical way or the way it has always been done.

You must keep in mind that your paradigm controls your logic. If you are going to be making high velocity moves that carry you to dramatically higher levels of performance, you are going to have to rid yourself of the logic that is controlling you and probably everyone you associate with.

Dotted lines for taking notes.



The Wright Brothers were not logical. Hillary would never have reached the top of Mount Everest. In fact, he would have never left the base camp if he was letting logic control him. And if you want your dreams to manifest, your results to multiply, you are going to have to let go of logic, for now anyway.

Pritchett continued, "The idea of 'moving to a higher orbit' and skipping several rungs on the achievement ladder in the process, strikes people as far fetched, maybe even outrageous." Pritchett is so accurate with that statement. If you have spent any time discussing some of the big moves you are dreaming about with other people, they are usually shot down by the masses as impractical and ridiculous.

Invariably, quantum leaps are not complex or intricate maneuvers. They tend to be simple, energy efficient and time saving.

This is precisely why you have to be so very careful in selecting the people that you want to brainstorm with, your own inner circle. Remember, the masses are controlled by paradigms.

NOTES

The Wright Brothers were a couple of crazy young bicycle mechanics from Dayton, Ohio who were thought to be mentally unbalanced at times, even by their own father.

The geniuses of the past: Edison, Ford, Einstein were not considered geniuses by their neighbours. They were very likely viewed as heretics, maybe bordering on insanity at times! It is generally only after people of this nature are gone, that they are elevated to the status 'genius'. The Wright Brothers were a couple of crazy young bicycle mechanics from Dayton, Ohio who were thought to be mentally unbalanced at times, even by their own father.

Now let us take a look at what Price Pritchett says after a person achieves great things. He writes, After the fact, quantum leaps may be viewed as practical, sensible, even obvious moves, but they typically do not come to you as the obvious moves at the moment. Usually it is in retrospect that you perceive their hidden logic and elegance. Invariably, quantum leaps are not complex or intricate manoeuvres. They tend to be simple, energy efficient and time-saving. Great advances come about when people have a deep understanding of their true potential and a tremendous desire to lead others to greater levels. They refuse to let logic control them and spend their days thinking in new dimensions, all the time performing at their very best at whatever they are doing.



If you are not already living this way, make up your mind that you are going to begin now. Turn it into a habit, you may decide to do it for half a day at a time. Start in the morning and give it everything you've got until noon. Then at noon, start over again and give it everything you've got until the end of the day. Then, wake up tomorrow and start the same process over again.



2. KEY HIGHLIGHTS

- Trying harder is not necessarily the solution to achieving more. It may not offer any promises in terms of getting what you want out of life. Sometimes in fact, it is a big part of the problem. If you stake your hopes on a breakthrough by trying harder than ever, you may ruin your chances for success.
- We have been programmed as part of our paradigm, part of our habitual behaviour, to take logical, progressive steps.
- 'You²' is an explosive jump in your personal performance that puts you far beyond the next logical step. The concept is one of exponential gains rather than incremental progress.
- Quantum leaps come without apparent effort. These are high velocity moves that carry you to dramatically higher performance levels without a time consuming struggle. Quantum leaps can happen by applying the concepts in this toolbox.
- Every challenge is a learning opportunity. Get excited about the opportunities to learn.
- Be very selective about the people with whom you share your dreams or thoughts of 'You²'. The vast majority of people have no understanding that they truly do have the potential to multiply their effectiveness.

Every challenge is a learning opportunity. Get excited about the opportunities to learn.



3. WORKSHEETS

1. What goal do you really want to achieve?

2. How can you think in a different, non-logical way to achieve it?

3. What steps would you take? How can you multiply your effectiveness?

4. What do your results look like?



4. READING ARTICLE

The Common Denominator of Success - Adapted from Albert E.N. Gray

Several years ago, I was brought face to face with the very disturbing realisation that I was trying to research and explain what it took to be a success in sales, without knowing myself, what the secret of success really was. And that, naturally, made me realise that regardless of what other knowledge I might have brought to my job, and to others, I was definitely lacking in the most important knowledge of all.

Of course, like most of us, I had been brought up on the belief that the secret of success is hard work. Despite this, I had seen so many people who worked hard and didn't succeed and others who succeeded without working hard. Because of this, I had become convinced that hard work was not the real secret, though in most cases it might be one of the requirements.

Given my background and training, I began trying to explain success by reviewing all relative research on topics such as motivation, behaviour, performance and job satisfaction. Next, I set out on a voyage of discovery, which carried me through thousands of books, magazine and newspaper articles, biographies and autobiographies. I then conducted numerous research studies over a 20-year period.

Because successful students do things they do not like to do, they are able to achieve their goals.

After a time; theory, research results, and hearsay overwhelmed me. Then, one day as I was day dreaming, everything I had done came into focus. My mind focused on the realisation that, the secret I was trying to discover, lay not only in what people did, but also in what made them do it.

I realised further that the secret for which I was searching, must not only apply to every definition of success, but since it must apply to everyone to whom it is offered, it must also apply to everyone who had ever been successful. In short, I was looking for the common denominator of success.

But this common denominator of success is so big, so powerful, and so vitally important to your future and mine, that I'm not going to review all of the writings and research, which have brought me to the common denominator of success; I'm just going to tell you.

People are creatures of habit. Every single qualification for success is acquired through habit.

The common denominator of success – the secret of success of everyone who has ever been successful – lies in the fact that the person formed the habit of doing things that others don't like to do. It's just as true as it sounds and it's just as simple as it seems. You can hold it up to the light, you can put it to the acid test, and you can kick it around until it's worn out, but when you are all through with it, it will still be the common denominator of success, whether you like it or not.

It will explain why people have come with every apparent qualification for success and then given us our most disappointing failures. It explains why others have come in and achieved outstanding success in spite of many obvious and discouraging challenges.

And since it will also explain your future, it would seem to be a good idea for you to use it to determine just what sort of a future you are going to have. In other words, let's take this big, all-embracing secret and boil it down to fit you.

If the secret of success lies in forming the habit of doing things that others don't like to do, let's start the boiling down process by determining what are the things that others don't like to do. The things that others don't like to do are the very things that you and I and other human beings, including successful students, naturally don't like to do. In other words, we've got to realise right from the start that success is something which is achieved by the minority of people and is therefore unnatural; it is not achieved by following what we normally like and don't like, nor by being guided by natural preferences and prejudices.

The things that others don't like to do, in general, are too many and too obvious for us to discuss here, and so, since our success is to be achieved, let us move on to a discussion of the things that we don't like to do. Here too, the things we don't like to do are too many to permit specific discussion, but they can all be disposed of by saying that they all stem from one basic dislike.

Perhaps you have been discouraged by a feeling that you were born subject to certain dislikes peculiar to you, which successful students do not possess. Perhaps you have wondered why it is that our best students seem to like to do things that you don't like to do. They don't! And I think this is the most encouraging statement I have ever offered to a group of students.

But if they don't like to do these things, then why do they do them? Because successful students do things they do not like to do, so that they are able to achieve their goals. They are not influenced by how they reach these goals, but rather by the results they can obtain. Successful students are influenced by the desire for pleasing results. Others are influenced by the desire for pleasing methods and are inclined to be satisfied with such results as can be obtained by doing things they like to do.

Any resolution or decision you make is simply a promise to yourself, which isn't worth anything unless you have formed the habit of making and keeping that promise.

Purpose

Why are successful students able to do things they don't like to do while others are not? Because successful students have a purpose strong enough to make them form the habit of doing things they don't like to do.

When Top Students Slump

Sometimes even our best students get into a slump. When a person goes into a slump, it simply means he/she has reached a point at which, for the time being, the things he/she doesn't like to do, have become more important than the reasons for doing

them. And I suggest to you, that when you go into a slump, the less you talk about production, and the more you talk about 'purpose,' the sooner you will pull yourself out of the slump.

It's not Enough

Many people with whom I have discussed this common denominator of success, have said at this point, "But I'm just trying to get a degree to improve my circumstance. Isn't that enough of a purpose?"

No it isn't. It isn't a sufficiently strong purpose to make yourself form the habit of doing the things you don't like to do, for the very simple reason, that it is easier to adjust to the hardships of getting by, with a mediocre school performance, than it is to adjust ourselves to the hardships of excelling. If you doubt me, just think of all the things you are willing to go without in order to avoid doing the things you don't like to do. All of which seems to prove that the strength, which holds you to your purpose, is not your own strength but the strength of the purpose itself.

Habit is The Key

Now let's see why habit belongs so importantly in this common denominator for success.

People are creatures of habit. Every single qualification for success is acquired through habit. People form habits and habits form futures. If you do not deliberately form good habits, then unconsciously you will form bad ones. You are the kind of person you are because you have formed the habit of being that kind of person. The only way you can change is through habit.

Perhaps you have attended classes in the past and have been determined to do things that would make you successful, or more successful, only to find your decision or determination waning at just the time when it should be put into effect or practice.

Here's the answer. Any resolution or decision you make is simply a promise to yourself, which isn't worth anything unless, you have formed the habit of making and keeping that promise. And you won't form the habit of making it, and keeping it, unless you link it with a definite purpose, that can be accomplished by keeping it right at the beginning. In other words, any resolution or decision you make today, has to be made again tomorrow, and the next day and the next, and so on.



This decision not only has to be made each day, but it has to be kept each day, for if you miss one day in the making or the keeping of it, you have to go back and begin all over again. But if you continue the process of making it each morning, and keeping it each day, you will finally wake up some morning a different person, in a different world, and you will wonder what has happened to you and the world you used to live in.

You Have a Purpose

Here is what has happened. Your resolution or decision has become a habit and you do not have to make it, on this particular morning. The reason you seem like a different person, living in a different world, is because you have, for the first time in your life, become master of yourself and your likes and dislikes. This is done by surrendering to your purpose in life. That is why behind every success there must be a 'purpose,' and that is what makes purpose so important to your future. In the last analysis, your future is not going to depend on economic conditions or outside influences of circumstances over which you have no control. Your future is going to depend on your purpose in life. So let's talk purpose.

What is One's purpose?

Purpose is something set up as an object or end to be attained. Occasionally purpose is referred to as someone's personal mission statement. In setting your purpose, or mission statement, first create an imaginary ideal life you would like to live, in every respect. Your ideal life should be based upon who you are, and where you are going in life. Let yourself dream big dreams. Let your mind float freely into the future.

Wants or Needs?

Human beings are motivated by needs and wants. A person's needs result from a lack of something desirable, such as food, car, clothes, or shelter. Wants are needs learnt by the person. They are often seen as emotional or psychological and not practical. For example, people need transportation, but want a car instead of a horse or a bicycle. Most people want a luxury car instead of an inexpensive used car or truck. Instead of watching the game on television, some want season tickets at the Cowboy's Irving Stadium. Instead of a five room house, some want a twelve room house on two acres of land. Instead of working until one is 80, some want to retire at an earlier time in their life, mainly because they have not made their job satisfying for themselves.

Make Your Purpose Based Upon Wants

Remember, needs are logical while wants are emotional. Your needs only push you just so far. When your needs are satisfied, they will stop pushing you. If, however, your purpose is in terms of wants and desires, then your wants and desires will keep pushing you long after needs are satisfied and until your wants and desires are fulfilled.

Your future is going to depend on your purpose in life.

Recently, I was talking with a young man, who long ago discovered the common denominator of success without realising it. He had a definite purpose in life and it was definitely a sentimental or emotional purpose. He wanted his boy to go through college without having to work his way through as he had done. He wanted his little girl to avoid the hardships, which his own sister had to face in her childhood. He wanted his wife and the mother of his children to enjoy the luxuries, comforts, and even necessities, which had been denied to his own mother. He was willing to form the habit of doing things he didn't like to do in order to accomplish this purpose.

Not to discourage him, but rather to have him encourage me, I said to him, "Aren't you going a little too far with this thing? There's no logical reason why your son shouldn't be willing and able to work his way through college just as his father did. Of course he'll miss many of the things that you missed in your college life and he'll probably have heartaches and disappointments. But if he's any good, he'll come through just as you did. And there's no logical reason why you should slave in order that your daughter may have things which your own sister wasn't able to have, or in order that your wife can enjoy comforts and luxuries that she wasn't used to before she married you."

He looked at me with a rather pitying look and said, "But Mr. Gray, there's no inspiration in logic. There is no courage in logic. There is not even happiness in logic. There is only satisfaction. The only place logic has in my life is in realisation that the more I am willing to do for my wife and children, the more I shall be able to do for myself."



5. ASSIGNMENT

Write your answers in the space provided below.

1. What does success mean to you?

2. How hard are you willing to work to achieve success?

3. What habits do you need to implement to achieve success?

4. Do you think your new habits will be difficult to implement? If so, what steps can you take to make sure you can repeat them each day so that your actions develop into habits?



NOTES

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Thinking

INTO CHARACTER

10 BONUS LESSONS



Enhance Your
Learning



1. THE MAGIC WORD

NOTES

We need to recognise that everything is controlled by law. Ralph Waldo Emerson said, "Let him learn a prudence of a higher strain. Let him learn that everything in nature, even dust and feathers go by law and not by luck."

You see, each of us shapes our own life. And the shape of it is determined by our attitude; the attitude we hold most of the time! Sounds simple, doesn't it? But, it is not quite that easy. For most of us, learning this new habit takes time. But once it is mastered, our daily lives will become as changed as if we walked out of a dark tunnel into the bright clear light of day.

"Let him learn a prudence of a higher strain. Let him learn that everything in nature, even dust and feathers go by law and not by luck."

Ralph Waldo Emerson

A person with a poor attitude toward learning, for example, in school or afterwards, is not going to learn very much until they change their attitude.

William James of Harvard said the greatest discovery of his generation was that, "Human beings can alter their lives by altering their attitudes of mind."

That sounds pretty simple doesn't it? However, it is not very easy, it cannot be, otherwise more people would do it. So, why don't they?



The answer is obvious, they don't know how. James was right – a change in attitude will change your life. However, teachers tell that to students, doctors tell it to patients, sales managers tell salespeople and counsellors tell couples who are having trouble – a change in attitude is all you require.

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When you recognise someone has a poor attitude towards others, you can be sure they have a poor attitude towards themselves. They do not like themselves. They are unhappy about something. A happy person reflects their happiness in their attitude. A person with a poor attitude is unhappy and frustrated most of the time. They are a human magnet for unpleasant experiences. They reinforce their poor attitude, thereby inviting new problems and so it continues. As such, that person falls into a self-generating, doom-fulfilling cycle. But for the person with a good attitude, the same principle holds true in reverse. If they expect the best, that is precisely what they achieve most of the time.

When you see someone with a poor attitude towards others, you can be sure they have a poor attitude towards themselves.

Now, why would a person persist in a poor attitude, expecting the worst? Well, we are so familiar with ourselves that we tend to take ourselves for granted; we tend to minimise what we can accomplish, the goals we can reach, and for some equally strange reason, we believe others can reach heights which we cannot! We tend to overlook the fact that there is enormous undeveloped potential within each of us — a great reserve of talent and ability, which we habitually fail to use.





There are millions of human beings living narrow, darkened, frustrated lives; living defensively – simply because they adopt a defensive, doubtful attitude towards themselves and, as a result, towards life in general.

When you begin to develop better attitudes, you need to realise you have already placed yourself on the road to what you seek. You are well on your way to joining the top 3% of successful people. You have prepared the ground and planted the seed; you have made of yourself an embodiment of that which you seek.

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The higher you go in any worthwhile organisation, the better the attitudes you will find. Attitudes are not the result of success. Success is the result of good attitudes.

Since your mind can hold only one thought at a time, make those thoughts constructive and positive. Look for the best in people and ideas. Be constantly alert to new ideas that you can put to use in your life.

Do not waste time talking about your problems, or your poor health. Unless you are talking to your doctor, it probably won't help you and it definitely can't help others.

Radiate the attitude of well-being and confidence, the attitude of the person who knows where they are going. You will find good things happening to you right away. Start this habit, practise it consistently, for it will become second nature for the rest of your life.

NOTES

2. GREENER PASTURES

The story was the account of an African farmer who heard tales about other settlers who had made millions by discovering diamond mines. These tales excited the farmer so much that he could hardly wait to sell his farm and search for diamonds himself. So, he sold his farm and spent the rest of his life wandering the vast African continent, searching unsuccessfully for the gleaming gems, which brought such high prices in the markets of the world. Finally, broke and desperate, and in a fit of despondency, as I recall the story, he threw himself into a river and drowned.

If the other pasture looks greener, maybe it's because it's getting better care.

Meanwhile, the man who had bought his farm, one day found a large and unusual stone in a stream which cut through the property. The stone turned out to be a large diamond of enormous value. He then discovered that the farm was covered with them. It was to become one of the world's richest diamond mines.

The first farmer had owned, literally, acres of diamonds, but had sold them for practically nothing in order to look for them elsewhere. If he had only taken the time to study and prepare himself. To learn what diamonds look like in their rough state and thoroughly explore the land he owned. He would then have found the millions he sought, right on his own property.





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The thing about this story that so profoundly affected me and subsequently millions of others, was the idea that each of us, is at this moment, standing in the middle of his or her personal acres of diamonds. If we will only had the wisdom and patience to intelligently and effectively explore the work in which we are now engaged, we would usually find that it contains the riches we seek, whether they be financial or intangible, or both.

"To be able to shape your future, you have to be ready and able to change your paradigm."

Joel Barker

Before we go running off to what we perceive to be greener pastures, let us make sure that our own is not just as green or perhaps even greener. You see, while we are looking at other pastures, other people are looking at ours! Someone once said, "If the other pasture looks greener, maybe it's because it's getting better care."

To my mind, there's nothing more pitiful, than the person who wastes their life running from one thing to another. Forever searching for the pot of gold at the end of the rainbow, and never sticking with one thing long enough to find it.

I vividly remember a great quote from Van Gough, "I dream my painting and then I paint my dream."

What lies before you and what lies behind you are tiny matters compared to what lies within you.

A man from a small town amassed a fortune starting with a single service station. In the beginning when things were tough, he would ask himself, each morning, "What can I do to increase my service to my customers?" Now he is retired, and his son heads up the large, complex enterprise that all started with a small service station. A daily question that will virtually guarantee success in any undertaking: "What can I do to improve my service to my customers?"

In order to become a professional in a world of amateurs, we need to study three important subjects:

1. Our company and the industry in which it operates.
2. Our job, and perhaps the next step upward in our career.
3. People, since successfully serving and getting along with people will determine our success or failure.

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3. A WORTHY DESTINATION

The best definition of success I have ever been able to find goes like this: 'Success is the progressive realisation of a worthy goal.'

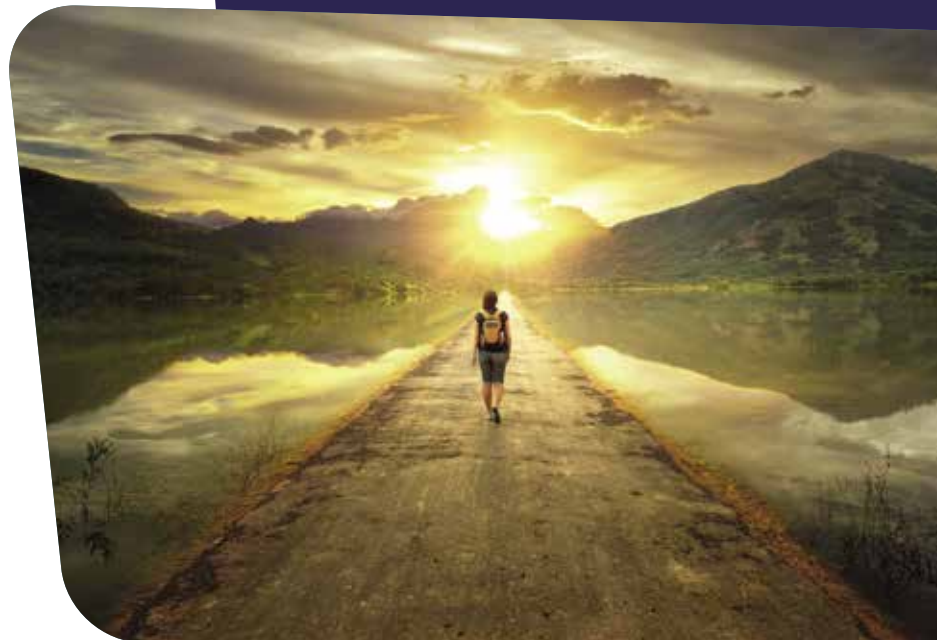
Success is the progressive realisation of a worthy goal.

If you think about it for a moment, you will realise just how true that definition is.

It means that any person regularly engaged in achieving something which they consider worthy of them, is successful.

At the same time, it also means that any person not so engaged must be defined as not successful, a failure — or at least temporarily.

Any person with a dream in their mind and heart which that person is pursuing as a worthy goal, is successful. The uninformed always seem to equate success with lots of money. While money often accompanies success, it has nothing to do with success necessarily, unless money happens to be a part of the goal. It is down to each of us to decide for ourselves what our goals are.



With such a simple definition of success, you would think everyone would be successful. Everyone should be, everyone can be, but it is estimated that only about 3% are. Of all the people you pass on the street, only about three out of a hundred can tell you what they are working towards. The rest are just drifting along, hoping something good will happen to them, (or at least nothing too bad), letting circumstances and economic winds blow them this way and that.



I like to compare human beings with ships, as Carlyle used to do. It is estimated that about 95% of us can be compared to ships without rudders. Subject to every shift of wind and tide, we're helplessly adrift. While we desperately hope that we will one day drift into a rich and successful port, you and I know that for every narrow harbour entrance, there are a thousand miles of rocky coastline. The odds against drifting into port are a thousand to one.

5% of us have taken the time and exercised the discipline to decide on a destination, and to chart a course. To sail straight and far across the deep oceans of life, reaching one port after another – accomplishing more in just a few years than the rest accomplish in a lifetime.

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If you visit a ship and ask the captain his next port of call, he will answer you in one sentence. Even though the captain of a ship can't see his destination fully for 99% of his journey, he knows what it is, where it is, and that barring an unforeseen and highly unlikely catastrophe, he will reach it if he keeps doing certain things in a certain way every day.

There is no road to success but through a clear, strong purpose. Nothing can take its place. A purpose underlies character, culture, position, attainment of every sort.

Every person should do the same thing. Unless you can say, in one concise sentence, what your goal is, the chances are, you have never clearly defined your goal.

NOTES

4. MIRACLE OF YOUR MIND

Successful people are not people without problems, they are simply people who have learned to resolve their problems.

One of the very real benefits of working with a psychologist or psychiatrist comes from learning that there are hundreds of thousands, perhaps millions, of other people with problems identical to our own.

No one is without problems; problems are a part of life. But let me show you how much time we waste in worrying about the wrong problems. Here is a reliable estimate of the things people worry about:

- Things that never happen—40%.
- Things from the past that can't be changed by all the worry in the world—30%.
- Needless worries about our health—12%.
- Petty miscellaneous worries—10%.
- Real, legitimate worries—8%.

In short, 92% of the average person's worries take up valuable time, cause painful stress, even mental anguish... and are absolutely unnecessary.



Of the real, legitimate worries, there are two kinds: there are the problems we can solve, and there are the problems beyond our ability to personally solve. But most of our real problems usually fall into the first group – the ones we can solve, if we only learned how.

Today there must be millions of people who feel they are being barred from the life they want because they look upon problems not as challenges to be met, but rather as wide chasms beyond their ability to bridge.



A little research proves that successful people have the same kind of problems. One of the very real benefits of working with a psychologist or psychiatrist comes from learning that there are hundreds of thousands, perhaps millions, of other people with problems identical to our own. So the whole thing boils down to, not our problems, which are common to us all, but our ability to solve them.

“2% of people think, 3% think that they think, and 95% of the population would rather die than think.”
Dr Ken McFarland

Dr Ken McFarland says, “2% of people think, 3% think that they think, and 95% of the population would rather die than think.” I’m inclined to agree with him. Thinking is hard work, that is why Henry Ford said that so few people engage in it. There is, however, tremendous compensation for the person who trains themselves to think constructively.

The human race has advanced further during the past fifty years than in all the preceding 10,000 years of human civilisation. We are now living in the middle of the golden age that we have dreamed of and prayed for, over centuries – and it’s going to get better!

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Last of all, the only thing in the world that can bring you closer to your goals in life is **your mind**; its effective use, and following through on the good ideas it supplies you.

Each of us has a tendency to underestimate his or her own abilities. We should realise that deep within ourselves, we have a reservoir of great ability, even genius, that can be tapped if we just dig deep enough. It is ‘The Miracle of the Mind’.

NOTES

5. DESTINY IN THE BALANCE

Once a person learns and obeys the natural laws, he will become rich with mathematical certainty.

There is but one great law. 'Energy Is'.

All physical and mental science is based on this one law and its seven subsidiary laws, which operate in conjunction with each other:

1. The Law of Perpetual Transmutation
2. The Law of Cause and Effect
3. The Law of Vibration
4. The Law of Polarity
5. The Law of Rhythm
6. The Law of Relativity
7. The Law of Gender

Unlike any other form of animal life that has been created, we were given the power of choice or free will. Along with this power comes certain responsibilities. The capacity to choose does not involve freedom from the consequence of our choices.

This law has been written thousands of times by the greatest minds the world has produced, and as a result, has appeared in many forms. For our purposes it might be best described this way – 'Our rewards in life will always match our service.'

If any person alive is discontent with their rewards, they should examine their service. Action – Reaction.

So simple, so basic... so true, and yet so misunderstood.

Whatever you seek in the form of rewards, you must first earn in the form of service to others.

Never before in the history of the world have human beings been so interdependent. It is as impossible to live, without serving others, as it would be to live if others were not constantly serving us. And this is good. The more closely knit this interdependence becomes, the greater human achievement will be. We need each other, and we literally cannot live without one another.

But remember this: Whatever you seek in the form of rewards, you must first earn in the form of service to others. All attempts to sidestep this law will end in failure, frustration, and ultimately, demoralisation.

Constantly look for the good in people and situations. When you find it, tell the person. People love compliments and the positive idea in your mind makes you feel good. Remember, good idea — good vibration.





6. THE NATURAL LAWS OF THE UNIVERSE

The Law of Perpetual Transmutation

- Energy moves into physical form.
- The images you hold in your mind most often materialise in results in your life.

The Law of Relativity

- Nothing is good or bad, big or small, until you relate it to something.
- Practice relating your situation to something much worse and yours will always look good.

The Law of Vibration

- Everything vibrates, nothing rests.
- Conscious awareness of vibration is called feeling. Your thoughts control your paradigms and your vibration.
- When you are not feeling good, become aware of what you are thinking, then think of something pleasant.

The Law of Polarity

- Everything has an opposite: Hot and cold. Up and down. Good and bad.

When you are on a down swing, do not feel bad. Know the swing will change and things will get better. There are good times coming – think of them.

“You’ve got to do it by yourself, and you can’t do it alone.”

Martin Rutte

The Law of Rhythm

- The tide goes out and comes back in. Night follows day. Good times, bad times.
- When you are on a down swing, do not feel bad. Know the swing will change and things will get better. There are good times coming — think of them.

The Law of Cause and Effect

- Whatever you send into the universe comes back. Action and re-action are equal and opposite.
- Say good things to everyone, treat everyone with total respect, and it will all come back.
- Never worry about what you are going to get, just concentrate on what you can give.

The Law of Gender

- Every seed has a gestation or incubation period. Ideas are spiritual seeds and will move into form or physical results.
- Your goals will manifest when the time is right. Know they will.

NOTES

7. SEED FOR ACHIEVEMENT

The seed for achievement is truth.

Not necessarily the kind of truth we hear so much about, although that is important, but the kind of truth you do not hear much about, particularly these days. Truth means honesty.

We have been conditioned, genetically and environmentally, to live one way, and taught to live another.

You might be thinking that this must cause tremendous conflict in our lives and, of course, it does. And the sad truth is that there are a great number of people who are so used to living with this conflict that they have accepted it as the norm. They do not even realise that it is the cause of almost all of their problems. They have come to believe that other people, conditions and circumstance, are the cause of any problems they may encounter. And, unfortunately, it is only on rare occasions that the primary cause of these conflicts is properly addressed.



Most people believe they are honest, and in most situations in life, they probably are. If a cashier in a store gave you too much money back when you purchased something, the vast majority of people would bring it to the cashier's attention and give it back. If a good friend shared something with you in confidence, only on rare occasions is that trust betrayed. However, when it comes to being honest with ourselves about why we do what we do, and why we don't do some of the things we would like to do, it is a different matter. Most people have become extremely effective at lying to themselves.

If you were to survey many of the most effective people you know; if you were able to get into their mind and see how they operate, you would find they are masters at being honest with themselves and are often referred to as being mentally strong. Because they are, they continually develop the talents and abilities that lie dormant in us all.



Being truthful with ourselves means taking responsibility for making the best use of what we have. And what do you have?

There are numerous definitions of integrity. I am sure you will find this definition you are about to receive as useful and accurate as anything you might hear. It incorporates the concepts of personal honesty. A person has integrity when their thoughts, their feelings and actions are all in harmony. When you analyse this, give serious consideration to the conditioning that has taken place in a person's subconscious mind. Soon it will become apparent that it is because of this conditioning, that a person's thoughts, feelings and actions are frequently not in sync.

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Integrity, truth and honesty form the foundation upon which every great career has been built.

But truly successful people all have one thing in common. They all understand, consciously or unconsciously, the law of cause and effect. They wisely work with it, instead of trying to work against it.

Integrity, truth and honesty form the foundation upon which every great career has been built.

Yes, honesty is good business. In fact, Mirabeau wrote "If honesty did not exist, we ought to invent it as the best means of getting rich. It is the only way on earth to real and lasting success of any kind."

In every circumstance, all we have to do is ask ourselves, 'Is this true?', 'Is this honest?'. And then proceed, in the happy knowledge that we have taken care of the cause, and that the effect will take care of itself!

NOTES

8. IT'S EASIER TO WIN

All kinds of studies have been made regarding motivation. What is it that motivates people to do the things they do, live the way they live, achieve the goals they achieve? And, while there is certainly no single answer to such a major, complex question, I believe the overriding force which motivates us, as people, is something I call choice of environment, environment being the immediate world in which we are immersed.

We must look at ourselves objectively for what we really are – distinct individuals with unlimited opportunities for development.

Some people make this choice consciously, but I am certain the great majority of people make the choice unconsciously as a result of environmental conditioning.

There are 7 Levels of Awareness:

7. Mastery
6. Experience
5. Discipline
4. Individual
3. Aspiration
2. Mass
1. Animal

Firstly, we must begin to think. We must look at ourselves objectively for what we really are — distinct individuals with unlimited opportunities for development.



Secondly, we must ask ourselves some questions. Do I want to be like the people I am following? Are these the people I want my children to be like? I know they are pretty good people, but do they know where they are going? Are they successful? Are they as successful as I want to be? If I continue as I have in the past, where will I be in five years from now? Am I operating at or near peak efficiency? Am I really a professional, or have I been doing just enough to get by? Am I devoting a part of my time each day to thinking of ways and means by which I can increase my contribution? Am I really aware that my rewards in life will always be in exact proportion to my service? Am I following an intelligent course for improving my mind and expanding my knowledge? Do I have a reading and study programme? Or do I think I already know enough?



I expect my company, my community and my country to improve with the passing of each year. But what am I doing personally to keep pace with this improvement, or exceed it? Have I thought enough about how lucky we are to live in a free society in which we can go where we please without having to ask for permission; work where we please and do the job of our choice; vote and worship as we please and say what we please? Am I aware of the responsibilities that go with freedom? The responsibility to produce as much as I can so my freedom may be maintained; the responsibility to become so effective as a person that even if times become bad for a while, I could continue providing for my family throughout the crisis?

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You see, it is actually easier to win. All we have to do is know some of the rules.

And it's never too late. For with a purpose — a goal — a person will frequently do more and travel further in a year, than they might otherwise in a lifetime without one.

I expect my company, my community and my country to improve with the passing of each year. But what am I doing personally to keep pace with this improvement, or to exceed it?

NOTES

9. ONE THING YOU CANNOT HIDE

I am sure you will agree we acquire the skills of living successfully through knowledge. Knowledge – properly applied – is power and knowledge is available to all of us.

At the very peak of the pyramid, you will find the world's most brilliant people.

The degree of a person's ignorance will determine their place in the world. Everyone is born ignorant and must, for a time, live in ignorance. But remember this – anyone who remains ignorant, has only themselves to blame. An illiterate person in our society is on the lowest rung of our social ladder. Using that starting point, think of society as a pyramid with a broad base, gradually rising to a high point. We know that the greatest majority of people are to be found at the bottom, representing the greatest area of the pyramid. The higher you go, the smaller the layers.

At the very top of the pyramid, you will find the world's most brilliant people. We may not have the native equipment to reach the upper-most pinnacle, although we certainly could do, we do control where we live between the very top and the very bottom. We can, most certainly, get into the top 3% – let's say the top three layers of the pyramid. And from here, we can live well and successfully all the days of our lives. It isn't that we want to be above anyone, it's just having the ambition and good sense to want to live as best we can. The higher you climb on a pyramid, the farther you can see; the fresher the air; the better the view, and the less crowded it becomes. Another rewarding thing about climbing is that as we climb, we help most of those associated with us, to also climb.



One of the most important ladders leading to the top is **knowledge**. The more we know, the higher we can move.



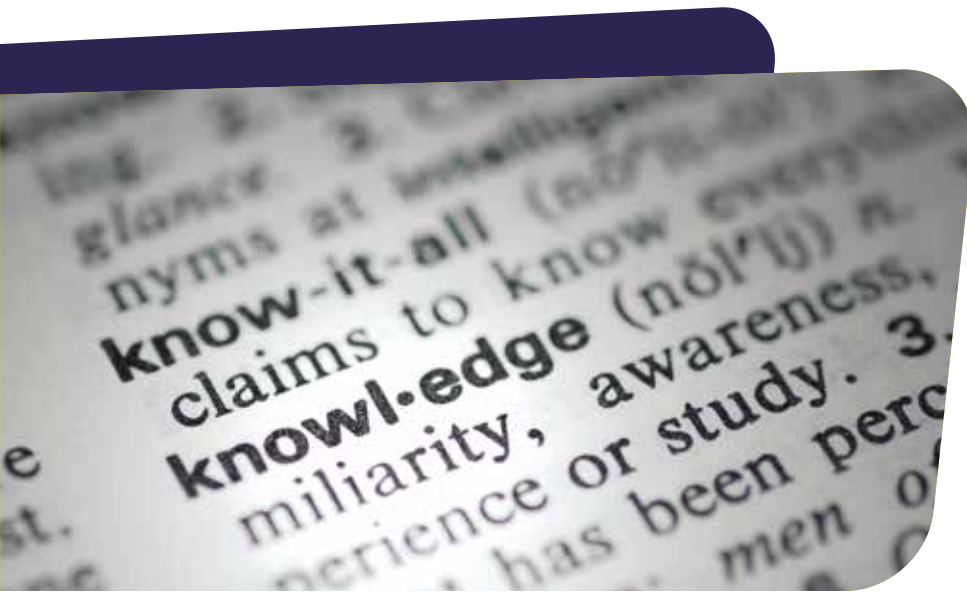
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But, where does a person begin? No one person can know everything... In fact, our store of knowledge is growing far too fast for anyone to ever keep up with it. It is like walking into the Library of Congress with its millions of volumes and trying to decide which single book to read first, knowing that even if you lived a thousand years, you couldn't read them all.

Fortunately, we know the answer to this perplexing problem.

A person should begin with the study of their language, and then progress to their general area of interest. Two steps, in that order, that can move us higher up the pyramid.

First language, in our case, English. Not enough people realise that it is our ability to use our language that will determine our place on the social pyramid. And which will also control, to a great extent, the amount of money we may earn during our lives.



A person may dress fashionably and project a very attractive appearance. So far, so good. But the minute that person opens their mouth and begins to speak, they proclaim to the world their level on our pyramid. Shaw's play, 'Pygmalion', later adapted into the musical comedy 'My Fair Lady', is an extreme example of what I am talking about here.

Our use of language is the one thing we cannot hide.

To try to live without constantly expanding our knowledge, is to close our eyes, not just to the whole purpose of life, but to the facts of life as well. Never before has the world moved as rapidly as it is moving today. We must make up our mind to move with it, to stay with it, to grow and prosper with it. Not just because it is the best way to achieve our goals, but because it is the way to really enjoy living, just as the skilful sailor enjoys the sea.

Knowledge is power. The more knowledge you have, the more power you can exercise over your life and future.

Dotted lines for taking notes.

NOTES

Not enough people realise that it is our ability to use our language which will determine our place on the social pyramid.

So often a person will live in the shallows from force of habit, or because those around him or her are wasting their time there – without realising that only a thin screen of reeds separates them from the fine, deep ocean beyond. That person can sail to any port of their choosing if they take the time, and expend the effort, to build a good boat.

Now, let me make an important point. The person who knows where they are going, and who has made up their mind to get there is going to make the grade, regardless of their education. If an education is necessary to accomplish their goal, they will get it. Nothing in the world can take the place of persistence and determination. I think it is important to succeed in every aspect of our lives, and becoming well-educated is vital. What good is substantial material success if a person has remained too ignorant to enjoy it? Or to administer it?

Now, let us recap: **Knowledge is power.** The more knowledge you have, the more power you can exercise over your life and future.

Think of human society as a pyramid, composed of layers, beginning with the broad base, and narrowing to a pinnacle at the top. Pick the place on the pyramid you are going to aim for and start climbing.



And finally, realise that today is just the beginning. The commencement of our days and years of learning. For with wisdom will come kindness, patience, love, understanding and success as a person. It is never too late to begin.



10. THE END OF EDUCATION IS CHARACTER

NOTES

Education needs to do more than just develop curiosity and satisfy enquiring minds. It must cultivate a commitment to self-improvement and promote constant learning.

A formalised education system provided by institutions sees teachers and lecturers organising the learning experience for students, who are subdivided into classes or lecture groups.

“An educated person is not necessarily one who has an abundance of general or specialised knowledge. An educated person is one who has developed the facilities of their mind so that they may acquire anything that they want without violating the rights of others.”

Napoleon Hill

The majority of the world is still working to a modified version of the educational system, which is based on the third education revolution dating back to the 17th century. Yet the world has changed so drastically since then – in particular, during the 21st century – that the education system is about to enter into the 4th education revolution.



The power of technology, the rise of new ways of learning and the internet imparts powerful new opportunities for us to become our own teachers.

Much of the debate in Britain today over the role of character formation in schools revolves around the purpose of education.

Shaping character is a necessary and vital aspect of education.

Dotted lines for taking notes.

NOTES

I vividly recall a great quote from Gardner, an author at Harvard: "Do not ask how intelligent a child is, ask how is a child intelligent."

The definition of intelligence is changing and in the fourth educational revolution, which is already on our doorstep, we will all be required as educators to ask a very important question: Will artificial intelligence liberate or infantilise humanity? Recently, Sir Anthony Seldon, the Vice Chancellor of the University of Buckingham, published a book on this topic. It makes a compelling read.



Therefore, a fully educated person has a thirst for knowledge and a curiosity that will last until their final breath on earth.

Napoleon Hill, the American author who influenced millions of people in education in respect of human potential and human evolution, expressed his beliefs eloquently:

"An educated person is not necessarily one who has an abundance of general or specialised knowledge. An educated person is one who has developed the facilities of their mind so that they may acquire anything that they want without violating the rights of others."

We have a responsibility to give consideration to new ways of educating children across the world. Winston Churchill, who certainly knew a lot about responsibility said, "Responsibility is the price of greatness." Having confidence will free you to go where your heart leads you, to do what you must do. The good you will then find in others will be a reflection of the good that is in yourself.

Shaping character is a necessary and vital aspect of education.



NOTES

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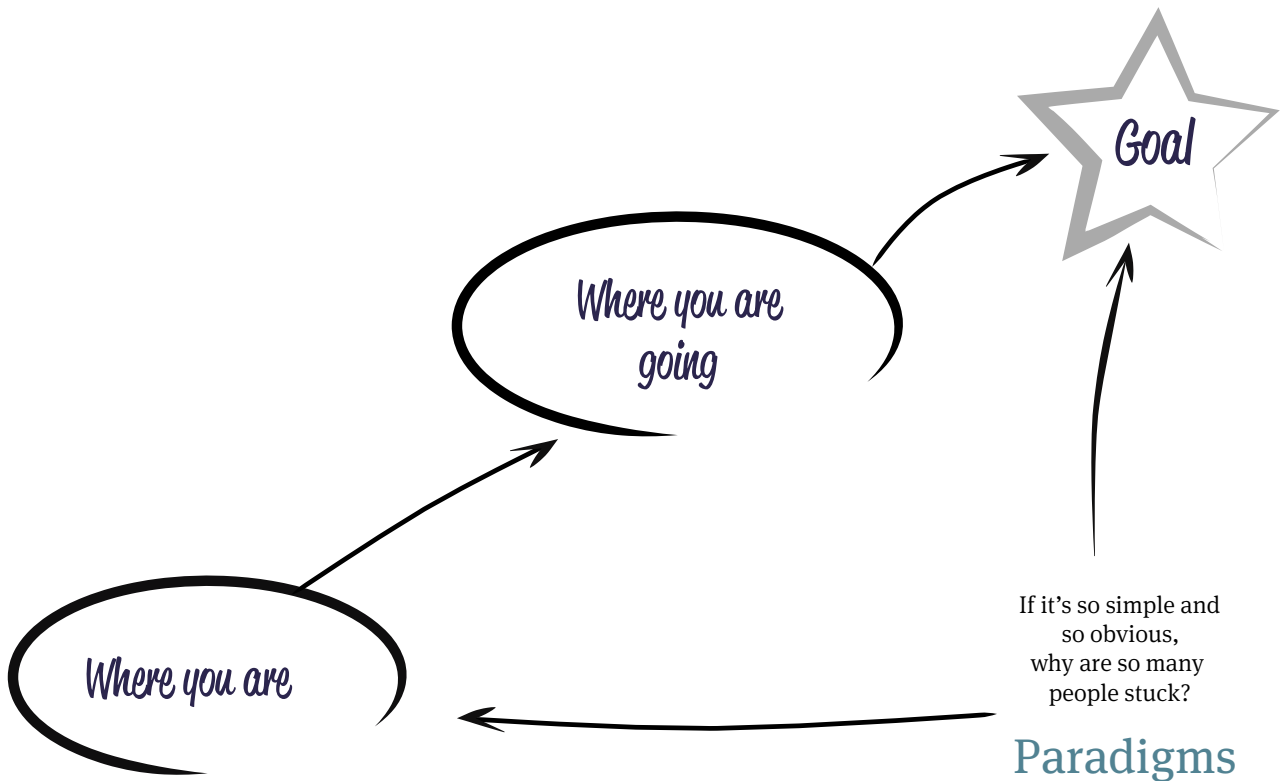
Thinking

INTO CHARACTER

ADDITIONAL RESOURCES



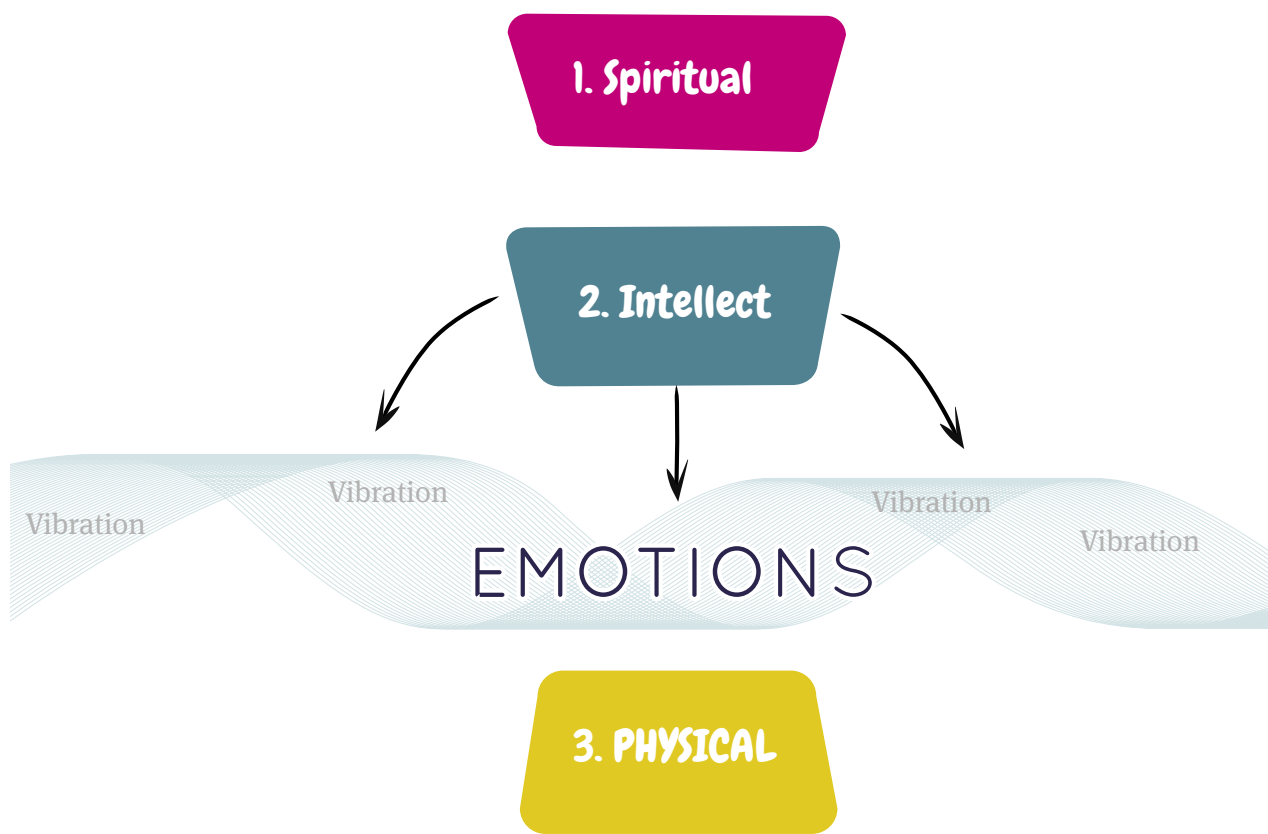
PowerPoint Slides



Two things You Must Know To Create Wealth

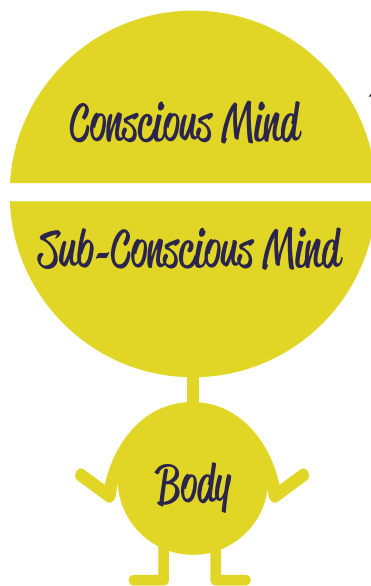
“To be able to shape your future, you have to be WILLING and ABLE to CHANGE YOUR PARADIGM”

Joel Barker
AUTHOR OF “PARADIGMS”





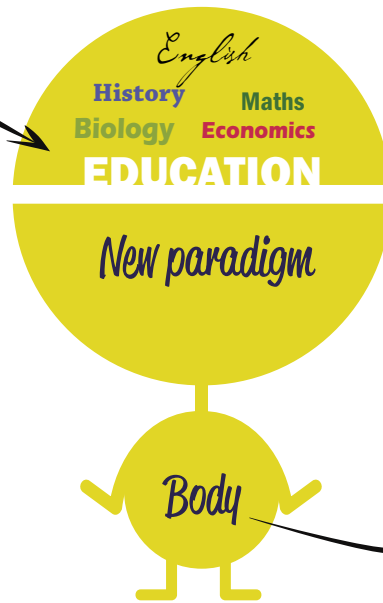
Choose
Accept or Reject
Originate



Cannot reject
Must accept
Cannot determine the difference
between that which is real
or what is imagined

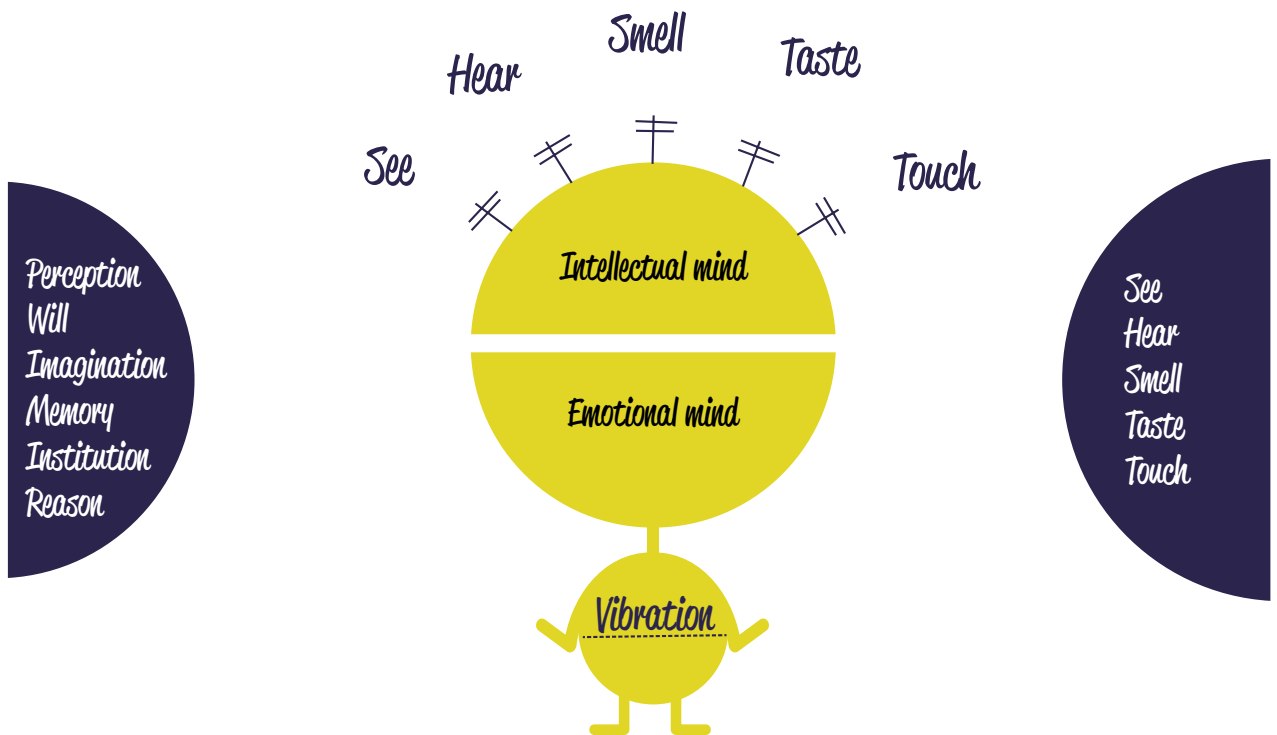
School gave us valuable knowledge.
However, SCHOOL never taught us
how to alter our old
PARADIGMS

Therefore we frequently do not
do what we already know
how to do!



Results

Superior Knowledge-Inferior Results
Causes confusion & frustration





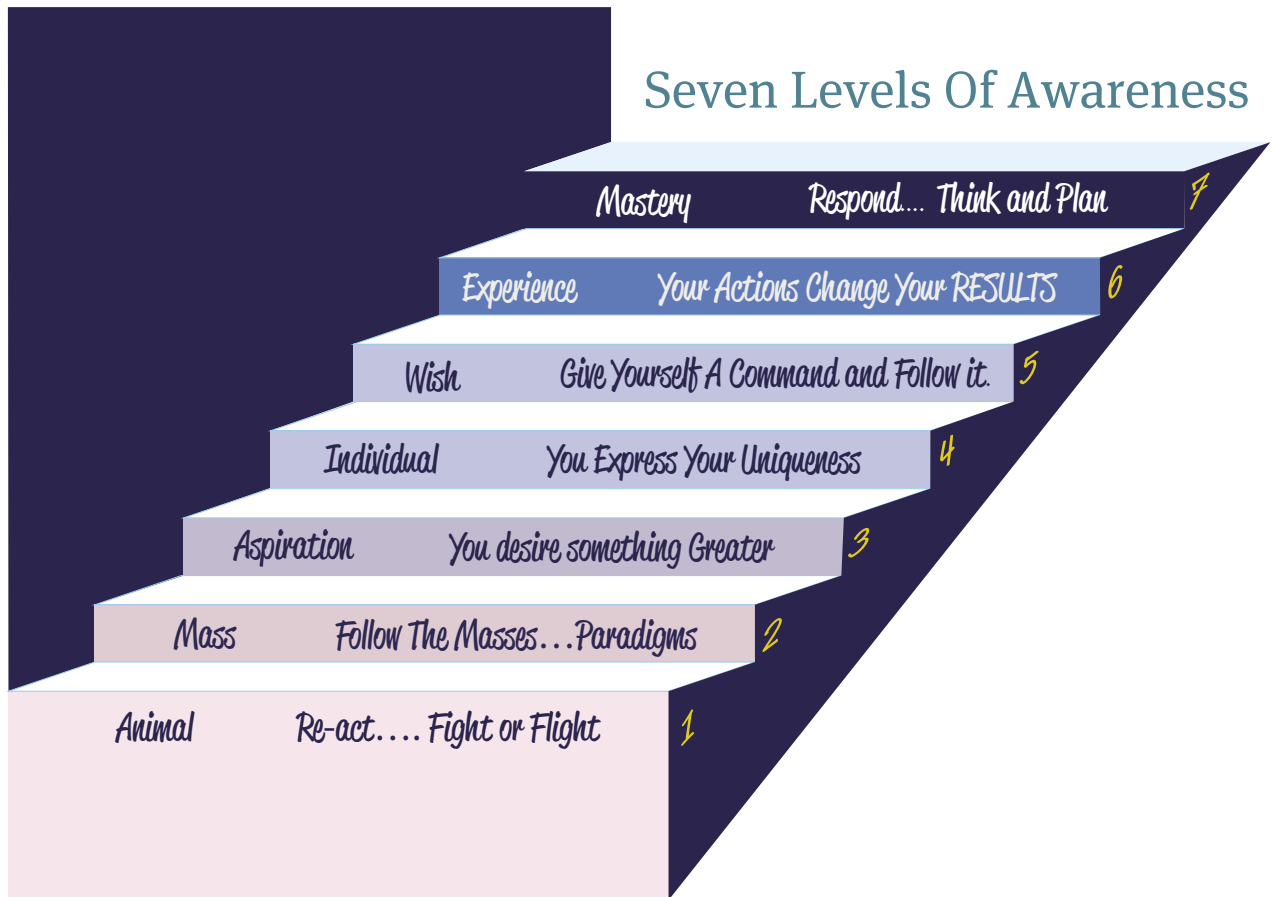
"There is a difference between WISHING for a thing and being READY to receive it. No one is ready for a thing, until they believe they can acquire it. The state of mind must be BELIEF. Not mere hope or wish. Open-mindedness is essential for belief. Closed minds will not inspire faith, courage and belief.

Remember, no more effort is required to aim high in life, to demand abundance and prosperity, than is required to accept misery and poverty."

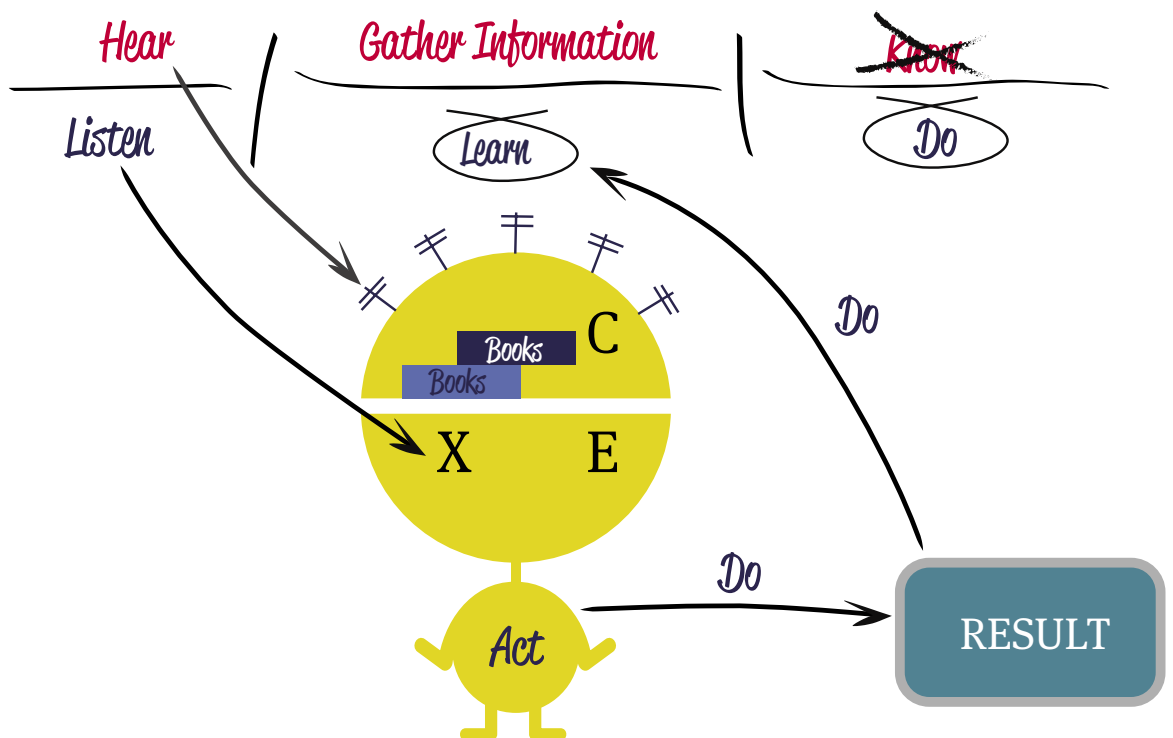
paradigm

..is a mental programme that has almost exclusive control over our habitual behaviour...

almost all of our behaviour is habitual.



Red... organised education model



Purple... Thinking into Character model



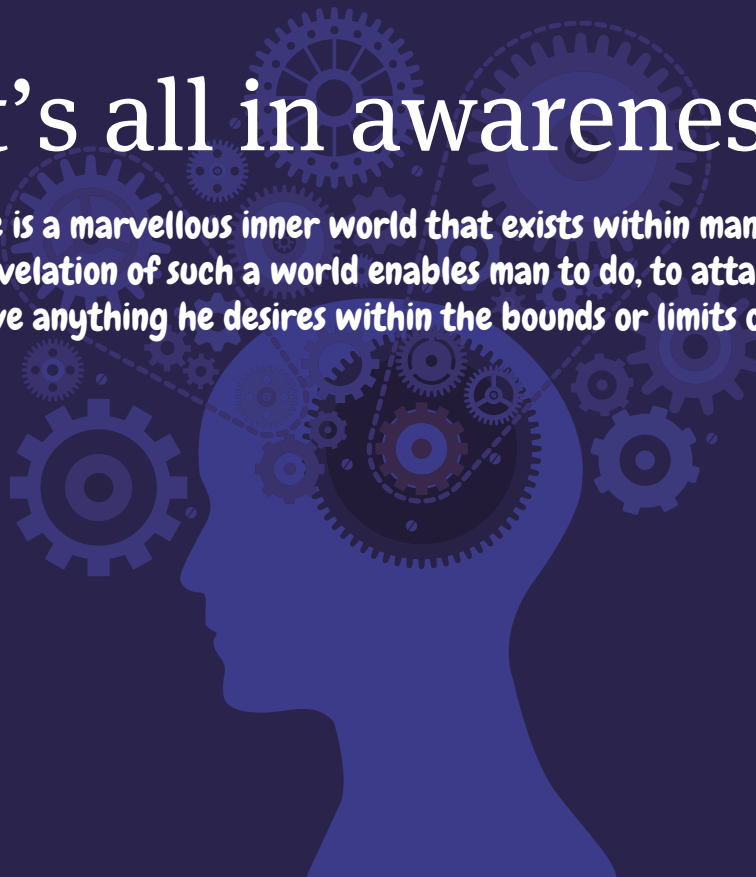
Awareness

**Everything You Are Seeking
Is Seeking You!**

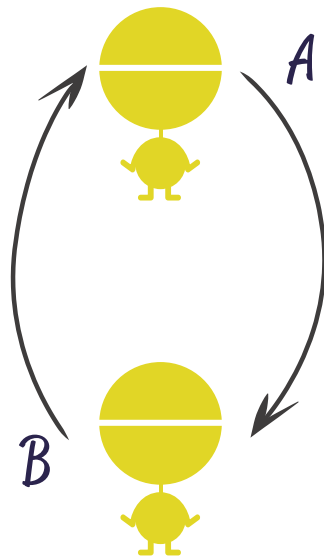


It's all in awareness

There is a marvellous inner world that exists within man, and the revelation of such a world enables man to do, to attain and achieve anything he desires within the bounds or limits of Nature.



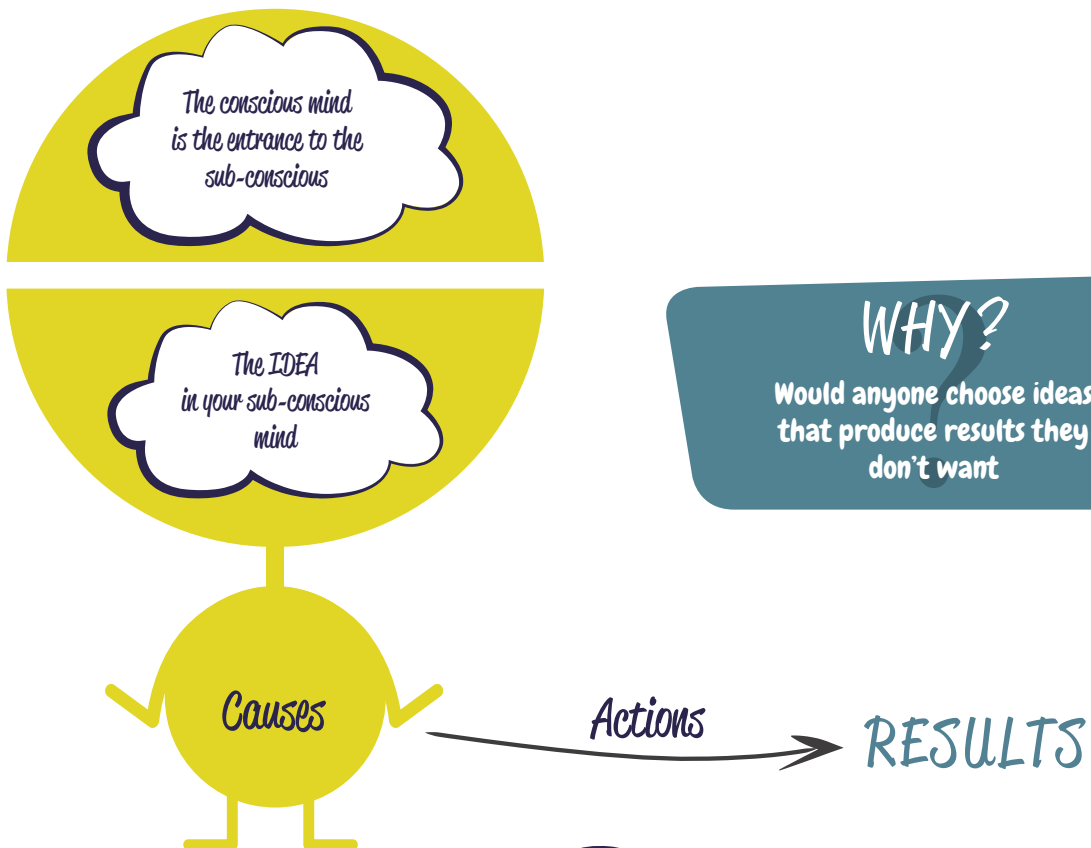
Paradigms



A... is AWARE of how
to get the RESULTS
B is getting.

B... is AWARE of how
to get the RESULTS
A is getting.

Awareness





Great Grandfathers & Grandmothers



Great Grandfathers & Grandmothers



Grandfather & Grandmother



Father

Mother



Grandfather & Grandmother

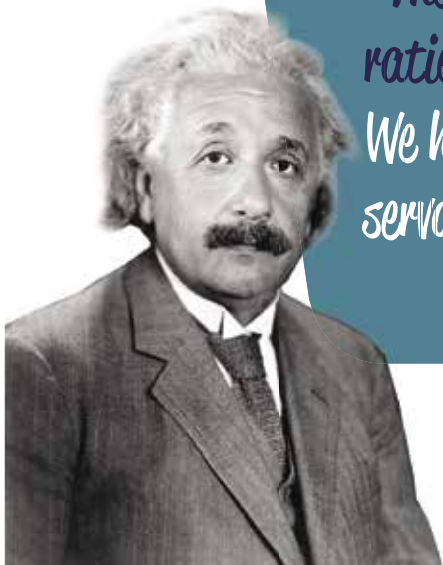
Today we understand half of your DNA comes from your mother and half from your father.

SUB-CONSCIOUS MIND



Conditioning

PERCEPTION MEMORY IMAGINATION REASON INTUITION WILL



"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honours the servant and has forgotten the gift."

Albert Einstein

The Man that changed Napoleon Hill's World



Andrew Carnegie



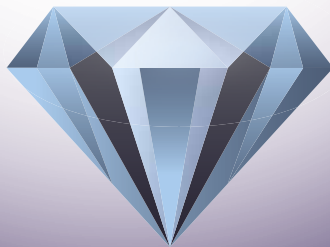
Young Napoleon Hill

"Andrew Carnegie, I'm not only going to equal your achievements in life, but I'm going to challenge you at the post and pass you at the grandstand."



*“The cave you fear
to enter
holds the treasure
you seek.”*

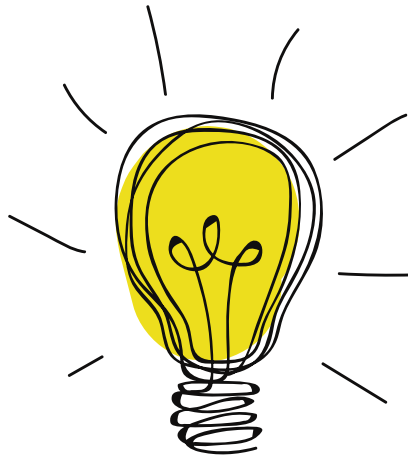
Joseph Campbell



*Hold the image
of the person
you want to Be!*



Napolean Hill on IDEAS



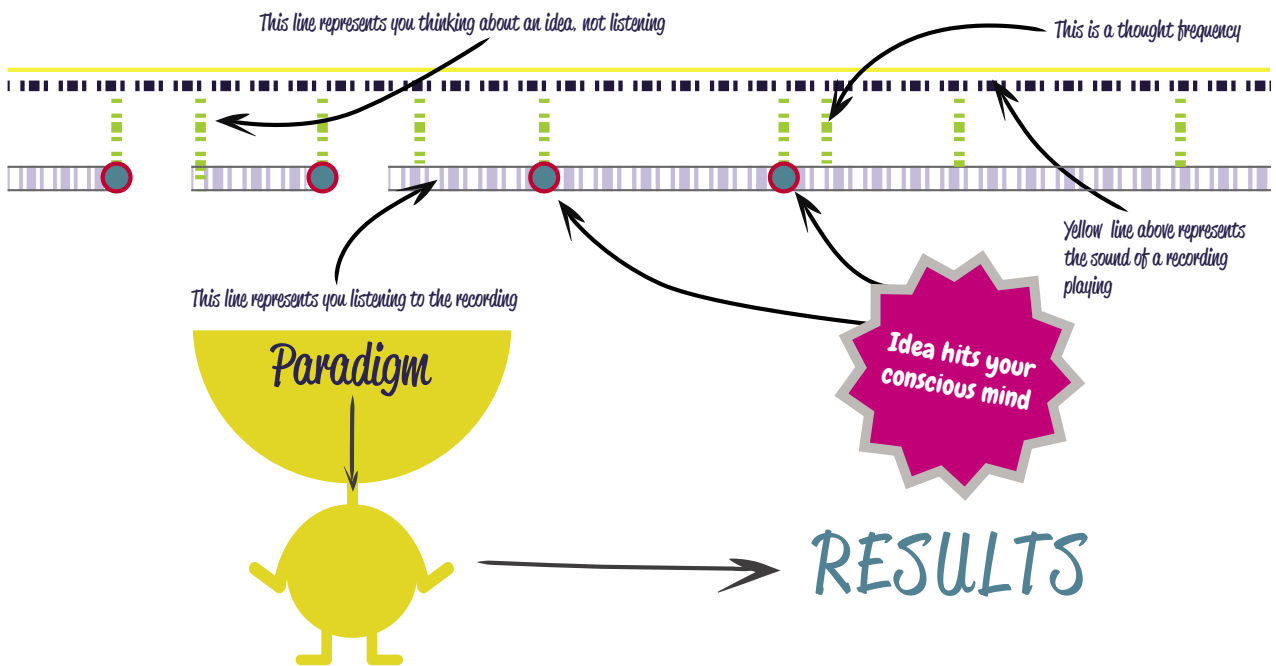
Ideas are intangible forces, but they have more power than the physical brains that gave birth to them. They have the power to live on, after the brain that creates them has returned to dust

There are only 2 known ways to change a paradigm!

#1. The constant spaced repetition of ideas, that are essentially opposite to the Paradigm.

#2. The personal experience of an Emotional Impact.

Why Repetition Is Necessary When Changing Paradigms

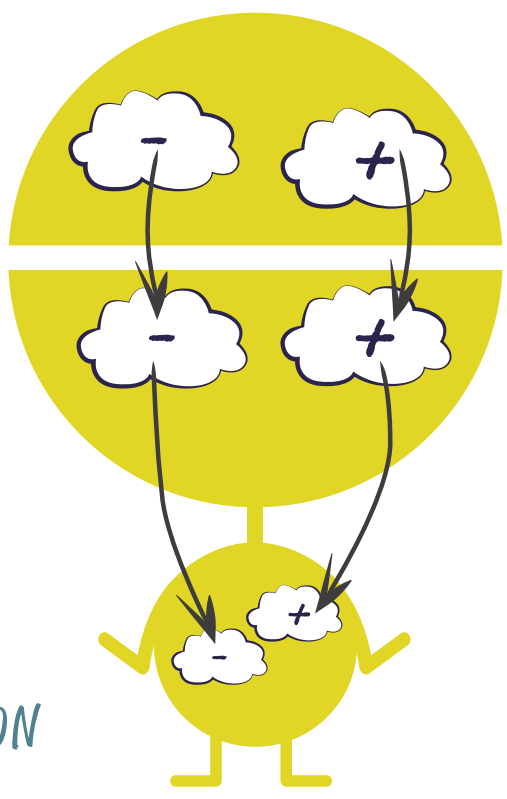


Ignorance
-
Worry/Doubt
Fear
Anxiety
Suppressed
Depression
Dis-ease

Knowledge
+
Study
Understanding
Faith
Well-Being
Expression
Acceleration
At-Ease

DISINTIGRATION

CREATION



“Faith and fear both demand that you believe in something you cannot see. It’s your choice”
Bob Proctor

For the past 33 years, I have looked in the mirror every morning and asked myself: 'If today were the last day of my life, would I want to do what I am about to do today?' And whenever the answer has been 'No' for too many days in a row, I know I need to change something.

Steve Jobs

"In absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia, until we ultimately become enslaved by it."

Robert A. Heinlein



NOTES

A series of horizontal dotted lines for writing notes.

Thinking INTO CHARACTER

“The End of Education is Character”

Date: Day:

These goal achieving activities will be completed today.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Complete all these acts with dedication and intensity.

“Your success is based on a consistent, unrelenting, sequence of successful days that turned the trick.”

“One successful day at a time; and each day comprising a collection of successful acts – one successful act at a time.”

Dr. Selva Pankaj



Sir Walter Raleigh was a famous English explorer, soldier, poet and writer who was instrumental in the English colonisation of North America.

When asked how he accomplished so much in such a short amount of time, Raleigh replied,

“When there is anything to do, I start it.”

Don't look at a thing; Start it.

Don't imagine that it is too difficult; Start it.

Don't put it off for a day; Start it.

Don't pretend that you must think it over; Start it.

**Don't start half-heartedly; put everything
you can muster into your start.**

'It can't be done,' but with a forceful start you can do it.

Only start a task, if it is progressing towards 'success'.

Do not waste your time on non-goal oriented activities.

Success is a progressive realisation of a worthy goal.



Thinking

INTO CHARACTER

APPENDIX



Recommended Reading List



APPENDIX

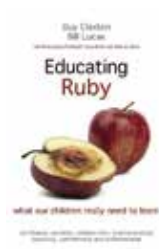
Recommended Reading



The ABCs of Success

by Bob Proctor

ISBN: 978-0399175183



Educating Ruby

by Guy Claxton and Bill Lucas

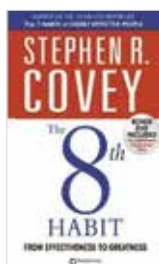
ISBN: 978-1845909543



The Art of Acting

by Stella Adler

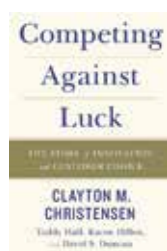
ISBN: 978-1557833730



The 8th Habit

by Stephen R. Covey

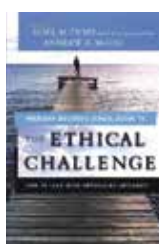
ISBN: 978-0743206839



Competing Against Luck

by Clayton M. Christensen

ISBN: 978-0062435613



The Ethical Challenge

by Noel M. Tichy and
Andrew R. McGill

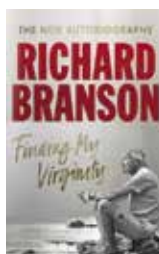
ISBN: 978-0787967673



Change to Strange

by Daniel M. Cable

ISBN: 978-0132317771



Finding My Virginit

by Richard Branson

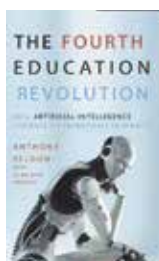
ISBN: 978-0753556139



Delivering Happiness

by Tony Hsieh

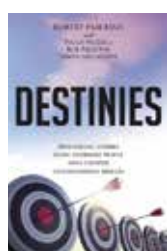
ISBN: 978-1455508907



The Fourth Education Revolution

by Anthony Seldon and
Oladimeji Abidoye

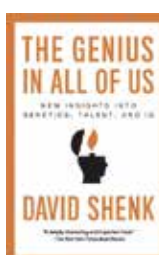
ISBN: 978-1908684950



Destinies

by Peggy McColl, Bob Proctor,
Sandy Gallagher and Friends

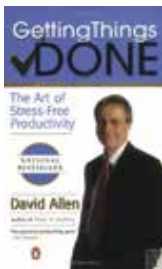
ISBN: 1988071372



The Genius in All of Us

by David Shenk

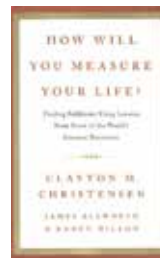
ASIN: B005K47UXQ



Getting Things Done: The Art of Stress-free Productivity

by David Allen

ISBN: 978-0749922641



How Will You Measure Your Life

by Clayton M. Christensen

ISBN: 978-0007449156



Getting to Yes: Negotiating an agreement without giving in

by Roger Fisher and William Ury

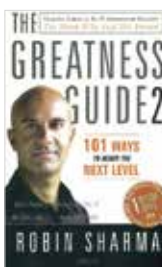
ISBN: 978-1847940933



Incentivising Excellence

by Gabriel H. Sahlgren

ISBN: 978-1626203136



The Greatness Guide 2

by Robin Sharma

ISBN: 978-1554684038



The Innovative University

by Clayton M. Christensen
and Henry J. Eyring

ISBN: 978-1118063484



The Hidden Power

by Thomas Troward

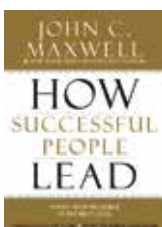
ISBN: 978-1479387205



The Innovator's Solution: Creating and Sustaining Successful Growth

by Clayton M. Christensen

ISBN: 978-1578518524



How Successful People Lead

by John C. Maxwell

ISBN: 978-1599953625



It's Not About The Money

by Bob Proctor

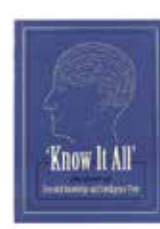
ISBN: 978-1596593763



How Successful People Think

by John C. Maxwell

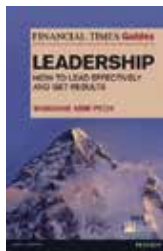
ISBN: 978-1599951683



Know It All

by Susan Aldridge,
Elizabeth King Humphrey
and Julie Whitaker

ISBN: 9780857623195



Leadership: The Financial Times Guide to How to Lead Effectively and Get Results

by Marianne Abib-Pech

ISBN: 978-0273776024



1000 CEOs

by Andrew Davidson

ISBN: 978-1405334679



Lead the Field

by Earl Nightingale

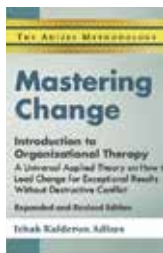
ISBN: 978-9562915991



The Power Of Intention

by Dr Wayne W. Dyer

ISBN: 978-1781803776



Mastering Change - Introduction to Organizational Therapy

by Ichak Kalderon Adizes

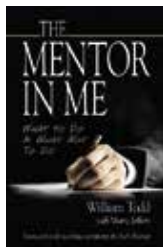
ISBN: 978-0937120323



The Power of Your Subconscious Mind

by Dr Joseph Murphy

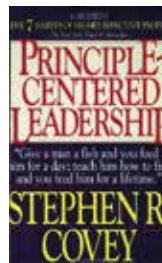
ISBN: 978-9562912013



The Mentor in Me

by William Todd

ISBN: 978-0998327709



Principle Centred Leadership

by Stephen R. Covey

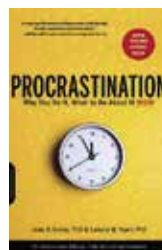
ISBN: 978-0684858418



Mindset – How You Can Fulfil Your Potential

by Dr. Carol S. Dweck

ISBN: 978-1472139955



Procrastination

by Jane B. Burka and Lenora M. Yuen

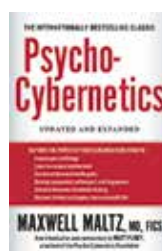
ISBN: 978-0738211701



The Mystic Path to Cosmic Power

by Vernon Howard

ISBN: 978-1934162637



Psycho-Cybernetics

by Maxwell Maltz

ISBN: 978-0399176135



Responsibility 911

by Ken Shelton and
Daniel Louis Bolz

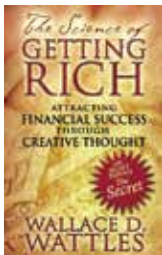
ISBN: 978-1930771307



The Tao of Physics

by Fritjof Capra

ISBN: 978-0006544890



The Science of Getting Rich

by Wallace D. Wattles

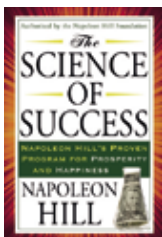
ISBN: 978-1546421092



Think & Grow Rich

by Napoleon Hill

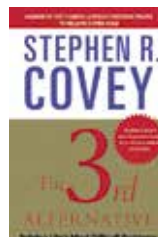
ISBN: 978-0990797609



The Science of Success

by Napoleon Hill

ISBN: 978-0399170959



The 3rd Alternative

by Stephen R. Covey

ISBN: 978-0857205155



Seeing What's Next

by Clayton M. Christensen and
Scott D. Anthony

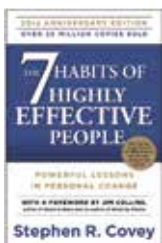
ISBN: 978-1591391852



You²

by Price Pritchett

ISBN: 978-0944002049



The 7 Habits of Highly Effective People

by Stephen R. Covey

ISBN: 978-0684858395



You Were Born Rich

by Bob Proctor

ISBN: 978-0965626415



Steve Jobs

by Walter Isaacson

ISBN: 034914043X



The World In 2020

by Hamish McRae

ISBN: 978-0875847382



NOTES

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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



1. THE MAGIC WORD

**“Human beings can alter their lives by altering
their attitudes of mind.”**

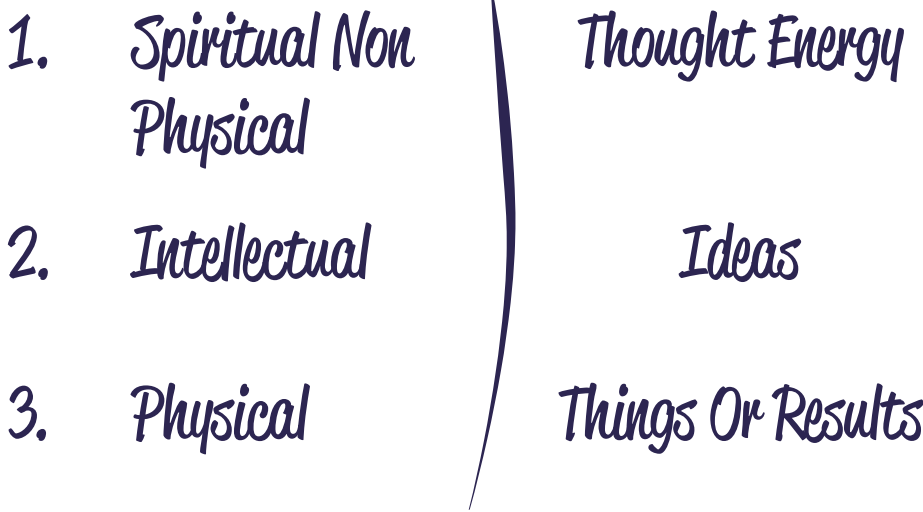
William James

THE MAGIC WORD

Hello this is Earl Nightingale, and I'd like to tell you about the magic word. The experts call it the most important word—as far as the results we get from life are concerned—in this or any other language. And the magic word is ATTITUDE.

Attitude is defined as “the position or bearing as indicating action, feeling, or mood.” And it is our actions—feelings—or moods—which determine the actions, feelings, or moods of others toward us, and which control, to a surprising extent, our success or failure.

Here is where we have the first opportunity to add some real heat to this powerful program. Consider this: you live simultaneously on three planes ... 1) you are a spiritual being; 2) you have a marvelous mind; and 3) you live in a physical body.



Earl explained that attitude is our “position or bearing as indicating action, feeling or mood.”

Think of what he said ... attitude is ACTION, FEELING or MOOD. That would indicate attitude is expressed by both your mind and your body.

Now, we THINK in pictures or images ... we certainly have an image of our BODY, but we do not have one for our MIND. No one has ever seen the mind ... and where there is no image there is confusion. The image is what brings order to the mind. This is why Solomon said, “Where there is no vision, the people will perish.”

It was after years of serious study that I stumbled upon this beautiful truth. Without an image of the mind, your understanding of attitude will very likely be distorted. However, that does not mean you will not be successful in life. You could have a great attitude and become highly successful ... yet, not understand exactly what attitude is and how it has affected your success in life. A person in this position is frequently referred to as an unconscious competent. When this is the case, a person’s success would be non-transferable. Since their success has its foundation in their attitude and since they do not have a clear

NOTES

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME

NOTES

understanding of what attitude is, they would be unable to explain their cause of success to another person ... possibly even a loved one. Situations like this are not uncommon.

Before we help you in forming an image of the mind, let's continue with Earl Nightingale's description of the magic word.

It is, then, our attitude toward life which will determine life's attitude toward us. Now, what does this mean exactly? Everything operates on the law of cause and effect. Everything we say or do will cause some effect. Now, we're charged with producing causes ... the effects, or the rewards of our actions, will always take care of themselves. That's why I say success can be guaranteed, and will come to us every time if we live in a certain way. Good attitude—good results. Fair attitude—fair results. Bad attitude—bad results.

Earl explained, "Everything operates on the law of cause and effect." That was correct, however, we are going to expand upon that.

Dr. Wernher von Braun who is considered the father of space exploration stated, "The natural laws of the universe are so precise that we have no difficulty building a spaceship that we can send to the moon, and we can time the landing with the precision of a fraction of a second. He also said these laws must have been set by someone. Everything in life is controlled by law. Cause and Effect is just one of the laws.

Earl recognized that everything was controlled by law. In the final lesson he quotes Ralph Waldo Emerson who said, "Let him learn a prudence of a higher strain. Let him learn that everything in nature, even dust and feathers go by law and not by luck ..."

The law has been described as the uniform and orderly method of the omnipotent God. In other words, the law is God's modus operandi. There are seven laws. I found it amazing how well Earl included all of the laws in "Lead the Field." As we come to them, they will be brought to your attention ... which will heighten your level of understanding and give you greater control over your life.

As we return to "Lead the Field," that is exactly what Earl Nightingale is suggesting.

You see, each of us shapes their own life. And the shape of it is determined by our attitude, the attitude we hold most of the time! Sounds simple, doesn't it? But, it's not quite that easy. For most of us, learning this new habit takes time. But once it's mastered, our daily lives will become as changed as if we walked out of a dark tunnel into the bright clear light of day.

"Let him learn a prudence of a higher strain. Let him learn that everything in nature, even dust and feathers go by law and not by luck ..."

Ralph Waldo Emerson



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A person with a poor attitude toward learning, for example, in school or afterward, isn't going to learn very much until they change their attitude. I know you can think of examples of this in your own life. If we take the attitude that we cannot do something, we generally will not do it. An attitude of failure—and we're whipped before we start!

So, we know, then, that what we receive from life, what we accomplish, or fail to accomplish, is due in large measure to our overall attitude.

William James of Harvard said the greatest discovery of his generation was that "HUMAN BEINGS CAN ALTER THEIR LIVES BY ALTERING THEIR ATTITUDES OF MIND."

In virtually every seminar you attend and every self help book you read, William James is quoted.

"Human beings can alter their lives by altering their attitudes of mind."

That sounds pretty simple doesn't it? However, it is not very easy, it can't be ... otherwise more people would do it. Why don't they?

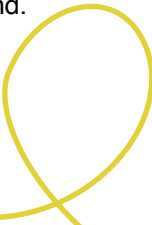
The answer is obvious, they don't know how. James was right, a change in attitude will change your life. However ... teachers tell that to students .. doctors tell it to patients ... sales managers tell salespeople and counsellors tell couples who are having trouble ... just a change in attitude is all you require.

The person in question will agree and they desperately want the good that is promised to them. What is the problem? Attitude is a mind/ body thing, and we were given no image of the mind.

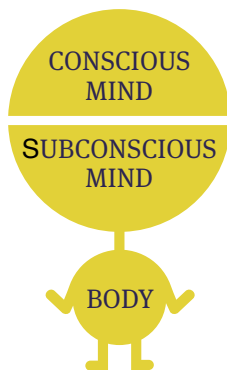
What I am going to share with you now, I found after nine years of searching. It has been the single most valuable concept I have ever learned ... for me, it brought all the pieces of the puzzle together. It is an image of the mind. It was originated by Dr. Thurman Fleet (circa 1934) in an attempt to show patients how they could heal their body by controlling the activities of the mind.

This drawing will eliminate confusion and give you a model to begin working with as you proceed through this program. To help you personalize this image, permit the large circle ... the mind, to be your head, and the smaller one to be your body. Mind is movement and as such, is in every cell of your body. However, you must have an image to have order. So, your head will represent your mind.

Series of horizontal dotted lines for taking notes.



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(This model of the mind and body was originated by the late Dr. Thurman Fleet of San Antonio, Texas, in 1934 [circa]. Dr. Fleet was the founder of Concept Therapy.)

CONSCIOUS MIND—THINKING MIND

The conscious mind is the part of you that thinks. Visualize the top half of your head as your conscious mind. Your free will lies in this part of your mind. You can accept or reject any idea. No person or circumstance can cause you to think about thoughts or ideas you do not choose. This is important because the thoughts you choose will eventually determine your results in life. As you accept a thought, it is impressed upon your Sub-Conscious mind.

SUB-CONSCIOUS MIND— CONDITIONED MIND

This part of you functions in every cell of your body. However, for our image, the bottom half of your head will represent your sub-conscious mind. Every thought or word your conscious mind chooses to accept, this part must accept ... it has no ability to reject.

This part of you operates in an orderly manner. “By Law” it expresses itself through you in feelings and actions. Any thought you continuously impress upon your subconscious over and over becomes fixed in this part of your personality. Fixed ideas will then continue to express themselves without any conscious assistance until they are replaced. (Fixed ideas are more commonly referred to as “habits.”)

BODY—INSTRUMENT OF THE MIND

The body is the most visible part of you. The body is the physical presentation of you, the material medium; it is merely the instrument of the mind, or the house you live in. The thoughts or images that are consciously chosen and impressed upon the sub-conscious, must move your body into action. The actions in which you are involved determine your results.

No. 1—Thoughts, No. 2—Feelings, No. 3— Actions, No. 4—Results.

To change results—change thoughts, feelings and actions. Keep it simple.

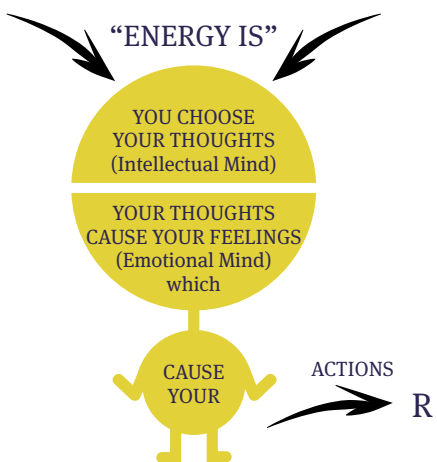
To develop a good attitude toward the world in general—each of us must first develop a good attitude toward ourselves. We can’t give to others something we don’t have, so it’s the attitude we take toward ourselves which determines our attitude toward others—which radiates to the world around us.



When you see someone with a poor attitude toward others, you can be sure they have a poor attitude toward themselves. They don't like themselves. They're unhappy about something. A happy person reflects their happiness in their attitude. A person with a poor attitude most of the time is unhappy and frustrated most of the time ... and they're a human magnet for unpleasant experiences. When they come, as they must because of their attitude—they reinforce their poor attitude, thereby bringing more problems and so on. (That person becomes a self-generating, doom-fulfilling cycle.) But for the person with a good attitude, the same principle holds true in reverse. Expecting the best—that's what they get most of the time.

Now, why would a person persist in a poor attitude ... expecting the worst? Well, we're so familiar with ourselves that we tend to take ourselves for granted; we tend to minimize what we can accomplish—the goals we can reach—and for some equally strange reason, we believe others can reach heights which we cannot! We tend to overlook the fact that there is enormous undeveloped potential within each of us— a great reserve of talent and ability which we habitually fail to use.

There are millions of human beings living narrow, darkened, frustrated lives—living defensively—simply because they take a defensive—doubtful attitude toward themselves and, as a result, toward life in general.



Attitude is the reflection of a person. (What's going on on the inside shows on the outside.) One's attitude is incalculably powerful. It can bring about marvelous results for us. But we must train it, patiently, day by day.

Now, for just a minute, let's talk about people— successful people—who go sailing through life from one success to another and who, when they occasionally fail at something, shrug it off, and head right out again.

No matter what a person does—whenever you find a person doing an outstanding job and getting outstanding results, you'll find a person with a good attitude. These people take the attitude toward themselves that they can accomplish what they set out to accomplish; that achievement is the natural order of things; that there's no good reason on earth why they can't be competent—successful. They have a healthy attitude toward themselves ... and as a natural result ... toward life and the things they want to accomplish.

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Because of this, they achieve some remarkable things and come to be called successful, outstanding, brilliant, lucky and so on. They are quite frequently no more brilliant or talented than the majority of the people by whom they're surrounded ... but they have the right attitude. They find their accomplishments not too difficult simply because it seems so few others are really trying ... really believe in themselves.

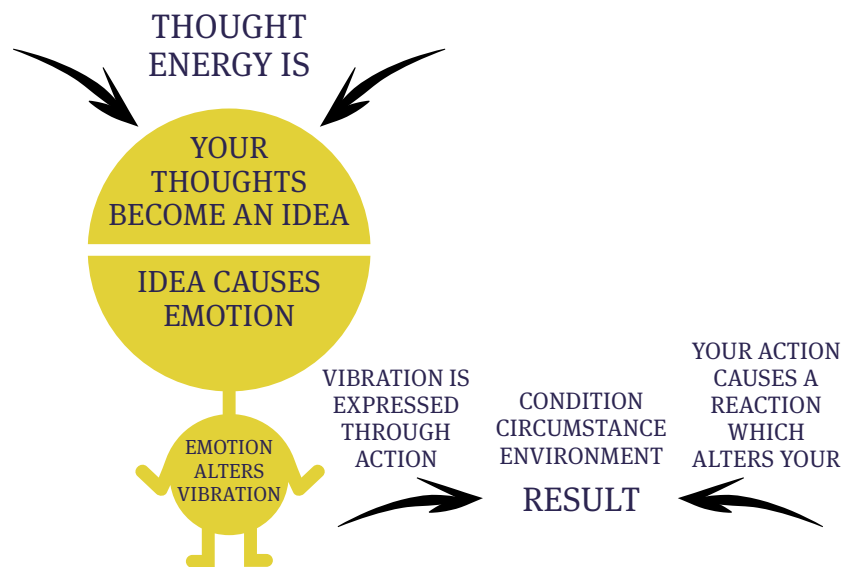
Successful people come in all sizes, shapes and colors, and in widely varying degrees of intelligence, background, and education. But they have one thing in common, they expect more good out of life than bad; they expect to succeed more often than they fail—and they do.

When you want something worthwhile, take the attitude that there are a lot more reasons why you can have it, than why you can't. Set out to earn it— go after it—work at it—ask for it—and nine times out of ten, you'll get it.

Now, think about this.

Our environment, the world we've created around ourselves, is really a mirror of our attitudes. If we don't like our environment, we can change it by changing our attitudes. The world plays no favorites; it's impersonal. It doesn't care who succeeds and who fails; nor does it care whether we change or not. Our attitude toward life doesn't affect the world and the people in it nearly as much as it affects us.

It would be impossible to even estimate the number of jobs which have been lost, promotions or good grades missed, sales not made, marriages ruined by poor attitudes. But you can number in the millions the jobs which are held though hated, the marriages which are tolerated but unhappy, the parents and children who fail to understand one another—all because of people who are waiting for the world and others to change toward them, before they'll change, instead of being big enough and wise enough to at least make a test which will prove where most of the trouble lies ... in our own poor attitudes.



All right, so a successful attitude will help to bring us the success we seek. But just how does a person get this kind of attitude?



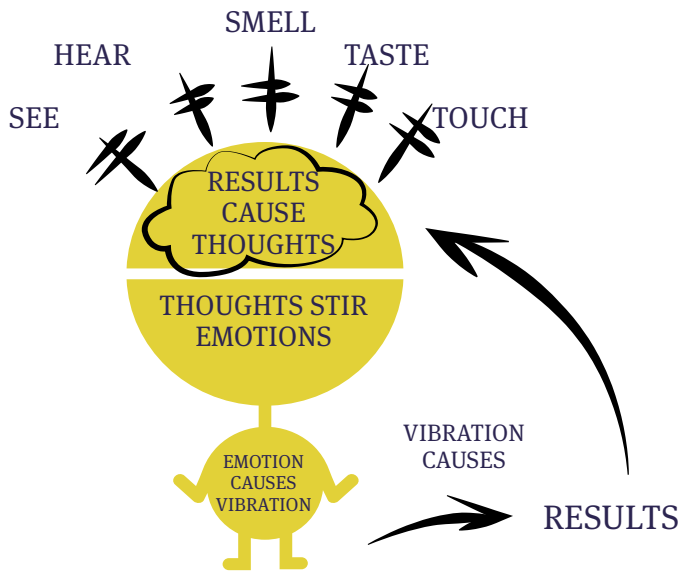
The easiest and most effective means of forming a good attitude habit is to begin conducting yourself as though you have a good, positive, expectant attitude toward life. If you’ve never tried it, you’ll be amazed at what happens. Remember that actions trigger feelings, just as feelings trigger actions.

Not long ago, I read a line which went: “Life is dull only to dull people!” This is true. It could also have read: “Life is interesting only to interesting people.” Or, “Life is successful only to successful people.” You must first become mentally ... from an attitude standpoint ... the person you wish to be.

A famous restaurateur was asked by a newspaper reporter one time: “When did you become successful?”

And he replied, “I was successful when I was sleeping on park benches. I knew what I wanted to do, and I knew that I’d do it.” You see, his attitude had been one of success, of expecting success, long before the material, the tangible rewards of success had been earned.

The great German philosopher Goethe put it this way: “BEFORE YOU CAN DO SOMETHING, YOU MUST FIRST BE SOMETHING.”



Chances are you know people who seem to be what others call “lucky.” All kinds of wonderful things happen to them—and they give the impression of happily sailing through life having a wonderful time and accomplishing more in a year than most people do in five.

If you will conscientiously go about the test I’m going to recommend, and concentrate on it every day, you’ll find yourself beginning to join this small, happy, and extremely productive group of people. You’ll find yourself becoming “lucky,” as they say, and most of your problems will take care of themselves.

Of this you can be sure—the results will be nothing short of amazing. Now, here’s the test.

Act toward the world—everything and everyone, with an attitude calculated to produce the results you want. That is, if the result you want is more success in

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what you're doing, act as though you are already in possession of that success. If you want others to treat you with admiration and respect, treat others with admiration and respect ... first.

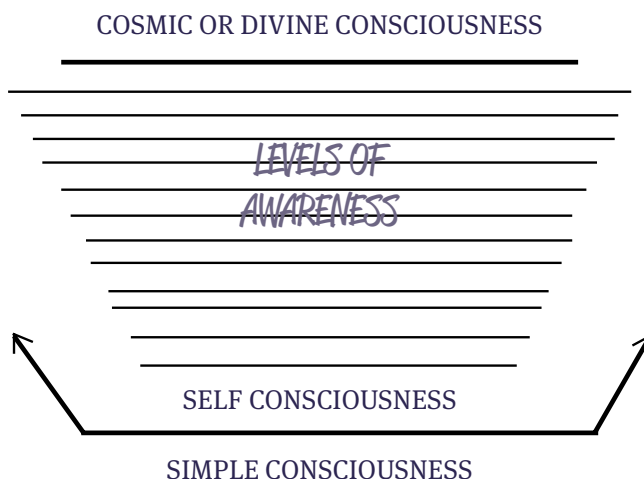


TREAT EVERY PERSON AS THE MOST IMPORTANT PERSON ON EARTH. Do this for three excellent reasons:

1. As far as a person is concerned, he or she is the most important person on earth.
2. Because this is the way human beings ought to treat each other.
3. By treating everyone this way, we form an important habit.

There's nothing in the world that men, women and children want and need more than self-esteem, the feeling that they're important, that they're needed, that they're respected. They will give their love, their affection, their respect—and their support—to the person who fills this need.

Have you ever noticed that the higher you go in any organization of value, the nicer the people seem to become? You see, the bigger the person, the easier it is to talk to them—to get along with them—and to work with them. Do you know why? It's because they have a good attitude, and the people with the best attitudes just naturally rise to the top. They don't have a good attitude because of their position, they have a position as a result of their attitude.



The Law of Vibration states there are millions of levels of vibration. As you raise your level of consciousness, you mentally move on to a higher frequency of thought and are operating with a higher level of awareness. Your level of awareness is always reflected in your results.



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The people with the best attitudes are the same people who operate with a fairly high level of awareness. Think of it this way, science and theology are the only points of reference to which you can go, in search of information with respect to your true potential. Both of these areas clearly indicate that nothing is either created or destroyed, which would indicate all the knowledge there ever was or ever will be is

100% evenly present in all places at the same time. All the power there ever was or ever will be is 100% evenly present in all places at the same time. In other words, the way to fly an airplane has always been here. The Wright brothers merely became aware of the principles governing flight. Edison merely developed a higher degree of awareness when he created the incandescent light. It was awareness that took us out of a cave and put us in a condominium.

The higher the level of consciousness, the greater the awareness of the laws that govern the universe.

An animal operates with a simple consciousness. The animal knows and yet knows not. They have senses: they can see, hear, smell, taste and touch. They're aware of their objective world but not their subjective world. The next level of consciousness is self consciousness. That's where you and I operate. We not only have sensory factors to deal with our objective world, we have intellectual factors that permit us to deal with our subjective world.

Then you have the higher level that theology would refer to as "Divine" consciousness, "Christ" consciousness or possibly "Krishna" consciousness, depending upon your religious persuasion. Science might refer to this level of consciousness as "Cosmic" consciousness.

As a person raises their level of conscious awareness, it's expressed in their behavior and results. Individuals who work for \$25,000 per year, are not necessarily working for \$25,000 because they want \$25,000, they're working for \$25,000 because they're not aware of how to earn \$50,000. People suffer from headaches because they're not aware they can eliminate the headache: it's their head, they made it ache, and they can make it stop. Individuals with a lower level of consciousness react to conditions or circumstances; those with a higher level of awareness would **respond**. The higher the level of consciousness, the greater the awareness of the laws that govern the universe. They know that the thought energy they send into the universe dictates what will return.

Act toward others and the world at large in exactly the same manner that you want the world, and others, to act toward you. For example, treat the members of your family as the persons they really are: the most important people in your life. Carry out into the world each morning the kind of attitude you'd have if you were the most successful person on earth. And notice how quickly it develops into a habit. Almost immediately, a change will be noticed. Irritations that use to frustrate and annoy disappear. When some less informed person gives you a bad time, stay on the track. When someone cuts in front of you with their car,

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or acts in any other manner that shows their ignorance and lack of courtesy, don't permit yourself to drop to their level. Don't let their unhappiness make you unhappy.

When you begin to develop better attitudes, you should realize you've already placed yourself on the road to what you seek. You are well on your way to joining the top three percent of the people. You've prepared the ground and planted the seed—you have made of yourself an embodiment of that which you seek.

When you treat every person you meet as the most important person in the world, both of you will benefit.

Now in summing up, here are a few points to keep in mind:

First, it's our attitude at the beginning of a task which, more than anything else, will bring about its successful outcome.

Second, our attitudes toward others determine their attitude toward us. We're interdependent. The success we achieve in life will depend largely on how well we relate to others.

Third, before you can achieve the kind of life you want, you must THINK, ACT, TALK AND CONDUCT YOURSELF IN ALL OF YOUR AFFAIRS as would the person you wish to become.

Fourth, the higher you go in any worthwhile organization, the better the attitudes you'll find. Attitudes are not the result of success. Success is the result of good attitudes.

And, finally, the deepest craving of human beings is for self-esteem; to be needed, to feel important, to be appreciated. When you treat every person you meet as the most important person in the world, both of you will benefit.

To make these important principles a habit-knit part of your life, here are some suggestions.

Since your mind can hold only one thought at a time, make those thoughts constructive and positive. Look for the best in people and ideas. Be constantly alert for new ideas you can put to use in your life.

Don't waste time talking about your problems, or your poor health—unless you're talking to your doctor. It probably won't help you. It cannot help others.

Radiate the attitude of well-being and confidence, the attitude of the person who knows where they're going. You'll find good things happening to you right away. Lastly, treat everyone with whom you come in contact as the most important person on earth. Start this habit, practice it consistently, and you'll do the rest of your life.



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The top section of the page features a teal background with several white line-art icons of lightbulbs, some with rays emanating from them, scattered across the top. The main title 'Thinking INTO CHARACTER' is centered in white. 'Thinking' is in a large, serif font, and 'INTO CHARACTER' is in a smaller, all-caps, sans-serif font below it.

Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME

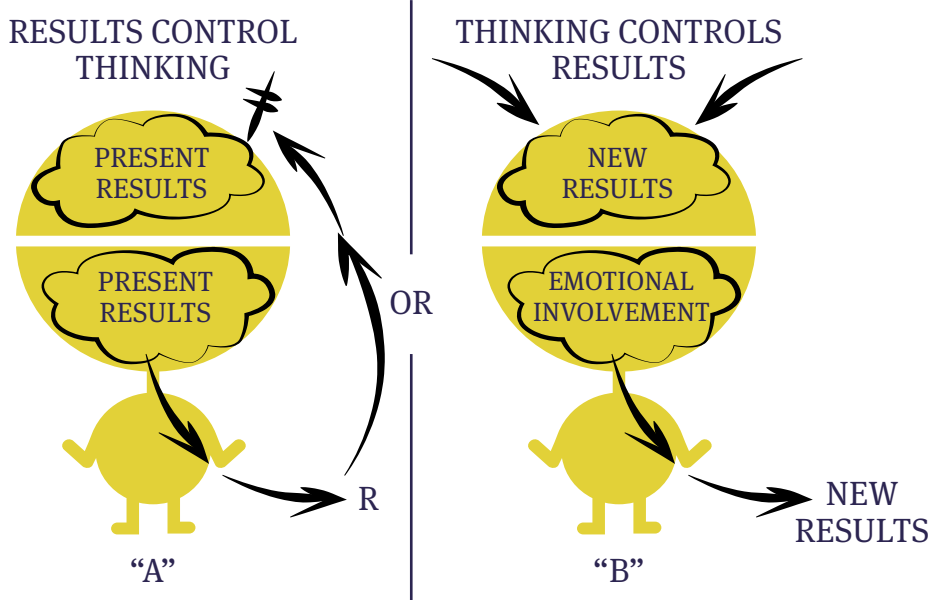


2. GREENER PASTURES

“See how the masses of men worry themselves into nameless graves, while every now and then some unselfish soul forgets himself into immortality.”

Ralph Waldo Emerson

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A clear 97% of our population when presented with situations similar to Dr. Conwell’s, when he met with the boys, would pass it off by looking at the situation— which is represented by “R” (results) in the graphic illustration “A”— and say, “There’s not too much you can do about it. There just isn’t a school for boys in your situation.” However, that is not how Dr. Conwell responded. He recognized a problem, turned it into an opportunity because he realized that present results are nothing but the manifestation of our past thoughts and actions. Dr. Conwell originated a new series of thoughts, developed a strategy to take advantage of the opportunity and went to work— as in diagram “B” on the previous page.

The story was the account of an African farmer who heard tales about other settlers who had made millions by discovering diamond mines. These tales so excited the farmer that he could hardly wait to sell his farm and search for diamonds himself. So he sold his farm and spent the rest of his life wandering the vast African continent, searching unsuccessfully for the gleaming gems which brought such high prices on the markets of the world. Finally, in a fit of despondency, broke and desperate, as I remember the story, he threw himself into a river and drowned.

Meanwhile, the man who had bought his farm, one day found a large and unusual stone in a stream which cut through the property. THE STONE turned out to be A GREAT DIAMOND OF ENORMOUS VALUE, and he then discovered that the farm was covered with them. It was to become ONE OF THE WORLD’S RICHEST DIAMOND MINES.

The first farmer had owned, literally, acres of diamonds, but had sold them for practically nothing in order to look for them elsewhere. If he had only taken the time to study and prepare himself—to learn what diamonds look like in their rough state and had first thoroughly explored the land he owned, he would have found the millions he sought, right on his own property.

The thing about this story that so profoundly affected Dr. Conwell, and subsequently millions of others, was the idea that EACH OF US IS, AT THIS MOMENT, STANDING IN THE MIDDLE OF HIS OWN ACRES OF DIAMONDS.



If we will only have the wisdom and patience to intelligently and effectively explore the work in which we're now engaged, we'll usually find that it contains the riches we seek, whether they be financial or intangible, or both.

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“What lies before you and what lies behind you are tiny matters compared to what lies within you.”

Ralph Waldo Emerson

Before we go running off to what we think are greener pastures, let's make sure that our own is not just as green or perhaps even greener. You see, while we're looking at other pastures, other people are looking at ours! Someone has said, "If the other pasture looks greener, maybe it's because it's getting better care."

There's nothing more pitiful, to my mind, than the person who wastes their life running from one thing to another, forever looking for the pot of gold at the end of the rainbow, and never staying with one thing long enough to find it.

When I first picked up "Lead the Field" many years ago, it had a profound impact on my life; my world began to change like night and day. Then I reached a point where I truly wanted to understand why my life had changed ... you see, I had given this program to friends and nothing happened to them.

They fell into that pitiful group of people Earl Nightingale referred to who continually waste their life looking outside of themselves for answers and opportunities.

"What lies before you and what lies behind you are tiny matters compared to what lies within you." Emerson

That is a quote I came across in my attempt to find out why I had changed. It helped me to understand that all of our opportunities as well as our problems are in our perception of situations and our perception is controlled by our paradigms.

Joel Barker, in his book "Paradigms" said, "To ignore the power of paradigms to influence your judgement is to put yourself at risk when exploring the future." Paradigms definitely influence our thinking and have the ability, if left unchecked, to control our entire life. As we proceed in the program, we will discuss how paradigms are formed and, most importantly, how they're changed.

Let's proceed at this point and take a look at some excellent examples that Earl Nightingale gave us of people who did not let their paradigms hold them back.

No matter what your goal may be, perhaps the road to it can be found in the very thing in which you're now engaged. It wasn't until he was completely paralyzed and forced to reach into the resources of his mind, that a courageous farmer got the idea of producing exceptionally good meat products on his farm. From this idea one of the country's largest meat packing companies was born.

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HIS FARM CONTAINED ACRES OF DIAMONDS, TOO. He had just never seen them before.

An insurance man got the idea of going back to all the people in his files and really working with them, serving them the way he felt they should be served. That year, he wrote an additional seven hundred thousand dollars of insurance and joined the Million Dollar Round Table. He found he no longer had to approach cold prospects. By working with the people he had already sold and on their referrals, he found ACRES OF DIAMONDS RIGHT IN HIS FILING CABINET.

Before we go any further, I believe it would be a prudent move on your part to pause and think for a moment of what you have just heard. Dr. Conwell was a man with varied experience.

Those experiences were obviously a contributing factor to the thinking that enabled him to accomplish what he did. However, if you look back on your own life objectively, you will realize that you too have had a variety of experiences and although they may be completely different than Dr. Conwell's, it is your past experiences that you draw on to originate the ideas that will enable you to do great things in the future. Conwell could have easily dismissed the requests of the boys who asked him for special instruction, but he didn't. His mind immediately went beyond the request and recognized a problem. The moment he recognized the problem, he also saw the flip side of the coin and originated a solution to the problem, which of course, was an opportunity. He didn't stop there, he immediately went to work on the solution by raising money with which he founded "Temple University."



Many thousands of people are enjoying a more abundant life because one man, Dr. Russell H. Conwell, looked beyond a problem. It would be difficult to even come close to being accurate in suggesting the good that Dr. Conwell derived from his efforts. However we know that he had to be richly rewarded as everything in the universe operates by law and that what we sow, we must ultimately reap. Permit me to suggest that you follow along the same line of thought and action to improve the quality of your life.



In the space provided, outline the specific results you are presently getting in one important area of your life.

State the obstacle that you feel would prevent you from improving those results by 100%.

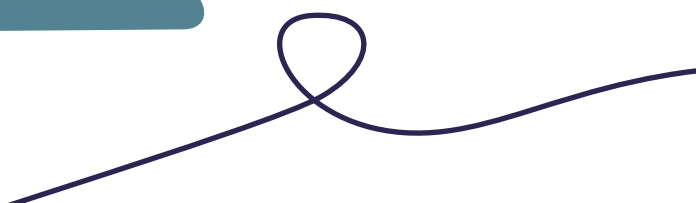
The obstacle will represent the problem. When you mentally work your way around to the other side of that problem, you will find the opportunity that will enable you to enjoy 100% improvement in results. That is exactly what Dr. Conwell did. Now right here we come to a very important point. When the idea for Temple University first surfaced in the good doctor's mind, it would have been a fantasy—which is the first stage in the creative process. History has recorded that Dr. Conwell took his idea way beyond the fantasy stage; he completed the creative process.

As we progress through this program, you will become aware of how you can turn your fantasies into results as he did.

At this point, I want to suggest that you begin to fantasize. Your fantasy will take you into the future and enable you to see yourself having already accomplished the 100% increase. Clearly understand this is neither foolish nor immature. It is, in fact, a truly creative activity, one which will bring you great enjoyment and lead to tremendous accomplishment. Turn your fantasy into words and describe it in the space provided.

"I dream my painting and then I paint my dream."

Van Gough



A man from a small town amassed a fortune starting with a single service station. In the beginning when things were tough, he would ask himself, each morning, “What can I do to increase my service to my customers?” He is retired now—and his son heads the large, complex enterprise that all started with a small service station and a daily question that will virtually guarantee success in any undertaking: “What can I do to increase my service to my customers?” Answer that question in constantly new and better ways—and sales and profits will take care of themselves.



What can I do to increase my service to my customers. Think of 6 things you can offer.

Do you know what the so-called average person would have done in the case I just mentioned. They would have been worried about how bad business was, because in the beginning my friend had a hard time just feeding his family. When one day a man drove into the station with a shiny car, the so-called average man, seeing what he presumed to be a wealthy customer, would have said to himself, “I ought to be in his business instead of mine.” You see, the average person believes some businesses are better than others, instead of realizing the truth that there are no bad businesses, there are just the people who don’t know enough to see the opportunities in the work they’re in. No matter what our work happens to be, it’s our business; we’re the manager. If there seems to be no future or opportunity in it, it isn’t always because it’s not there, but perhaps only because we can’t see it.

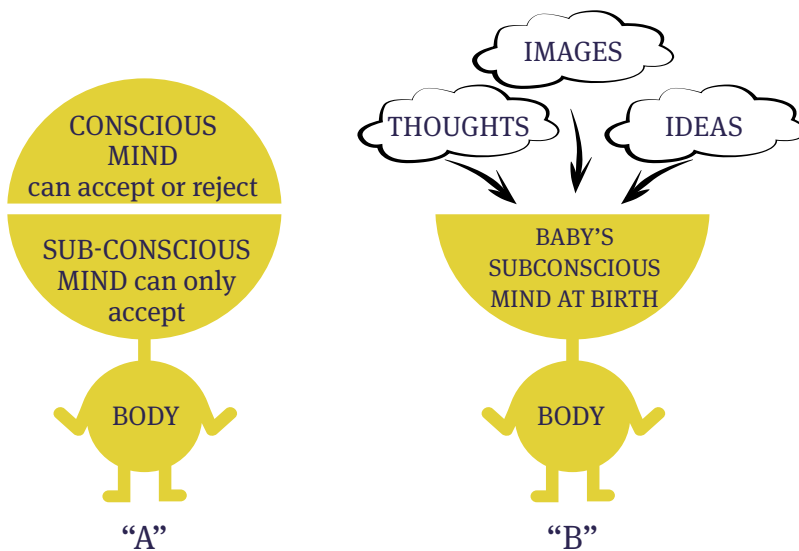


A farmer once poked a tiny pumpkin into an empty jug. The pumpkin grew until it completely filled the jug and could grow no more. When the farmer broke the glass jug, he had a pumpkin exactly the size and shape of the jug.

If we're not careful, each of us can do a similar thing. We can mistakenly poke ourselves into jugs THAT LIMIT OUR GROWTH. But it is we who do the poking; not the job, nor the company, nor the territory, nor the economy, nor the times. We do it.

This is a good point for us to come back to paradigms. Unless your parents fall into that very small, select group of individuals who are acutely aware of what is going on and keep their mind tuned into a positive polarity, you were probably poked into a jug before you were born, as a result of genetic conditioning. And then, after you were born, this conditioning was reinforced environmentally.

You will remember from "The Magic Word," we explained how the conscious mind had the ability to choose, accept and reject any thought or idea. It was also explained that the subconscious mind is totally subjective and accepts every idea that is presented to it. Below, illustration "A" would represent you now, while illustration "B" represents you at birth.



Read "How To Multiply Your Baby's Intelligence" by Glenn Doman. Visit www.gentlerevolution.com

Any idea that is thought of, talked about, or acted upon repeatedly in the presence of a baby will ultimately become fixed in the baby's mind. Fixed ideas are more commonly referred to as habits and a multitude of habits form a paradigm. At birth, a baby is a linguistic genius; you can literally teach a baby anything, they have no ability to reject information. 97% of the population have been programmed with limitations and although the people who did the programming—parents, relatives, neighbors, and guardians—loved you and wanted you to win, they could not give you what they did not have. They did the best they could and where they may have been responsible for creating the paradigms that are controlling our lives, we are responsible for changing them.

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“To be able to shape your future, you have to be ready and able to change your paradigm.”

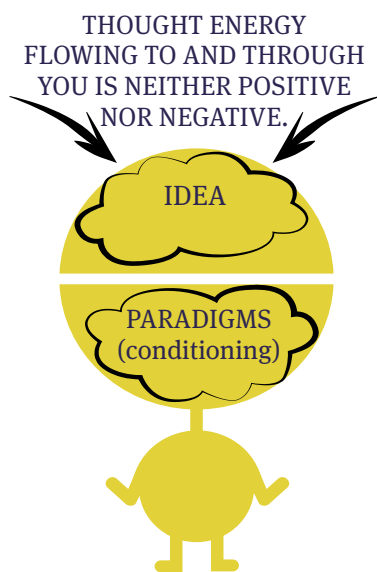
Joel Barker

We should avoid such self-restriction and realize there’s virtually no limit to our growth and development on the land upon which we now find ourselves, with our roots deep in the soil of a working philosophy of life, and our minds and bodies in a climate of freedom.

People who become outstanding in their work are those who see their work as an opportunity for growth and development and who prepare themselves for the opportunities which surround them every day.

It was J.B. Mathews who wrote: “Unless a person has trained themselves for their chance, the chance will only make them ridiculous. A great occasion is worth to a person exactly what their preparation enables them to make of it.”

When I first began to study this program, the information that Earl Nightingale was sharing with us rang in my mind as true as anything I had ever heard. I was truly puzzled why so few people grasped the opportunities that I was beginning to see everywhere I looked. Looking back today, after decades of experience, it is very obvious why so few people take advantage of the opportunities staring them in the face. Their paradigms blind them to these beautiful truths. The following illustration graphically communicates where the problem lies. Our paradigms definitely influence our thinking and although there is an unadulterated, creative power continuously flowing to and through our consciousness, our paradigms blind us to the opportunity and limit the thoughts that we choose to originate.



The nature of the idea you build will have a tendency to be influenced by your sub-conscious conditioning (paradigm).

You will rarely find a person seriously entertaining an idea of earning a million dollars a year when they’re conditioned to work for a small wage.

Preparation is the key. This means becoming so good, so competent at what we’re now doing, we’ll actually force the opportunities we seek to come our way.



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Earl’s comments were right on the money when he said preparation was the key. The preparation that is required is altering our paradigm ... and we can begin by understanding the degree to which our paradigm influences our perception as well as our choice of thoughts. We will revisit this concept of paradigms and how they’re altered, however before we do, let’s continue with Earl Nightingale’s thoughts on “Greener Pastures.”

It takes imagination, creative imagination, to know that diamonds don’t look like diamonds in their rough state, nor does a pile of iron ore look like iron or steel. Great opportunities lurk, constantly, in every aspect of the work in which we now find ourselves.

In order to begin prospecting your acres of diamonds, start to develop a faculty called INTELLIGENT OBJECTIVITY—the ability to stand off and look at your job as a stranger might, a stranger who considers your pasture greener than his own.

To do this, start at the beginning. What industry or profession does your job fall? Do you know all you can know about your industry? How did it begin? Why did it begin? Who started it and when? What is your industry’s annual dollar volume? How fast has it grown during the past twenty years? What’s its projected growth during the next ten years? Did you know that many industries will double in size during the next eight years? This takes only about a ten percent gain per year.

In short, start now to become a student of your industry. You’ll be amazed at the results. IN FIVE YEARS OR LESS, YOU CAN BECOME A NATIONAL EXPERT IN YOUR FIELD and it’s the experts who write their own tickets in life.

Just think of this for a moment: “If you can see no limit to the growth of your

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industry, doesn't it make sense to realize that there's no limit as to how far you can progress within its framework?"

Surveys indicate that the great majority of people seem to look at their jobs as being as far as they can go ... as the end of the line. Why? They need to realize how really desperately an expanding and dynamic industry needs and seeks the uncommon person who is prepared to share in its growth—how richly it will reward this person of vision and action.

On the other hand, those who are not preparing and growing are not just standing still—in relation to their industry, they're going backwards.

So, ask yourself, "Do I know as much about my job and my industry as a good doctor or lawyer knows about their job, their profession?"

You should, you know. This is the attitude of the person who wants to become a professional at what they do for a living. It's far more fun, many times more rewarding and interesting, and the real pro can ride out occasional storms in the economic seas in a safe boat built of research and preparation.

In order to become a professional in a world of amateurs, we need to study three important subjects:

One—OUR COMPANY and the industry in which it operates.

Two—OUR JOB, and perhaps the next step upward in our career.

Three—we need to study PEOPLE ... since successfully serving and getting along with people will determine our success or failure.

These are three subjects on which you can gradually build a fine home library. Your book store clerk will help you find the right books if you'll tell that person what you want to know. Frequently, all you need in order to make an enormous improvement is simply a reminder of things you've known—but have forgotten.

I'm certain you will agree the further we go in exploring this lesson, the more obvious it becomes that we must alter our old paradigms and begin taking advantage of our opportunities. To alter your paradigm, you must be going after something that you really want. The late Dr. Ken McFarland was often quoted as saying, "All things are possible if the motivation's strong enough." Altering paradigms is a very personal thing and requires a respectable amount of motivation along with understanding. The motivation comes from seeing ourselves in a much better position than where we are now.

At this point, I want to suggest you follow Earl Nightingale's recommendations and complete the exercises covering the three points that Earl suggested would help you become more professional.



1. **Your Company.** Describe the improved position in which you would like to see your company two years from now.

2. **Your Job.** If you own your own company, this would relate to your own personal position. State the circumstances in which you would like to see yourself working two years from now.

3. **People.** You know individuals who have an incredible understanding of people and how to work with them. Develop an affirmation (a positive statement from yourself to yourself) describing yourself with all the people skills in your personality that the aforementioned individuals have in theirs.



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Perhaps this study and research in your job, your industry and ways of increasing your service to others sounds like a big job. It is, but it's fascinating—and in the long run, it pays tremendous dividends, builds complete security. And it can be accomplished in an hour a day devoted to reading and making permanent notes. Studying—one book or one article at a time— an hour each day, will lead to your becoming an expert at your particular job and industry in five years or less. The hours add up, one at a time, like the great stones of a pyramid, building a strong and permanent foundation which raises you, a layer at a time, toward the goal you seek.

**Each morning, as you get ready for work, ask yourself this question:
"HOW CAN I INCREASE MY SERVICE TODAY?"**

Then, during the hour a day you set aside for study and research, make notes and think about your industry, about your job and company, and about people. You'll gradually begin to get better and better ideas for improving your service.

Remember these words: NO MAN CAN BECOME RICH, WITHOUT ENRICHING OTHERS. ANYONE WHO ADDS TO PROSPERITY—MUST PROSPER IN TURN.

Think of ways and means by which you can increase your contribution to your company, your industry and those whom you serve. You'll begin to notice a wonderful change in your world, for "as ye sow, so shall ye reap."

The minute you adopt this attitude you've joined the top three percent of the people of the world. You've virtually removed all competition. You're creating, rather than competing. You're affecting life— rather than just being affected by it. You are becoming a creator ... and a giver to life, instead of just a receiver.

By taking this attitude toward your work, your company and industry, you're automatically taking care of two vital parts of successful living.

First—you'll find yourself becoming more interested and enthusiastic about your work and its future and both interest and enthusiasm are contagious.

And, second—you're building financial security which will last a lifetime. So, keep this thought in mind as often as you can on and off the job.

Somewhere in your present work there lurks an opportunity which will bring you everything you could possibly want for yourself and your family. It will not be labeled "opportunity." It will be hidden in common, everyday garments, just as was the hairpin with which a man fashioned the first paper clip, or the dirty drinking glass which triggered the paper cup industry.



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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



3. A WORTHY DESTINATION

“The person without a purpose is like a ship without a rudder. Have a purpose in life, and having it, throw such strength of mind and muscle into your work as God has given you.”

Thomas Carlyle

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This dream—invisible to all the world except to the person who holds it—is responsible for perhaps every great advance of man. It's the prime cause of much of what we see in the world around us.

Everything worthwhile—achieved by man—is A DREAM COME TRUE—a goal reached.

It has been said that: “What the mind of man can conceive—and believe—it can achieve.”

It's the skyscraper, the bridge spanning the bay, landing on the moon. And it's the little corner business establishment—it's the lovely home in the suburbs. It's a youngster getting a diploma, and the new baby in its mother's arms. It's a low golf handicap, and a business position reached. “What the mind of man can CONCEIVE—and BELIEVE—IT CAN ACHIEVE.” Do you know what this means to you and me?

Well, let me try to explain. And I might add, it took me many years to find this out for myself. Once it's understood, however, life becomes easier, more fun, far more exciting—and incalculably more rewarding.

To begin—to understand this subject of goals, we have to realize that it's the very basis of any success. It is, in fact, the very definition of success.

The best definition of success I've ever been able to find goes like this:

“Success is the progressive realization of a worthy goal.”

If you'll think about it a moment, you'll realize just how good that definition is:

“Success is the progressive realization of a worthy goal.”

It means that any person regularly engaged in achieving something which they consider worthy of them, is successful.

At the same time, it also means that any person not so engaged must be defined as not successful—a failure—at least temporarily.

Any person with a dream in their mind and heart which that person is pursuing as a worthy goal—is successful. The uninformed always seem to equate success with lots of money. While money often accompanies success, it has nothing to do with success NECESSARILY, unless it happens to be a part of the goal. It's left to each of us to decide for ourselves what our goal is.



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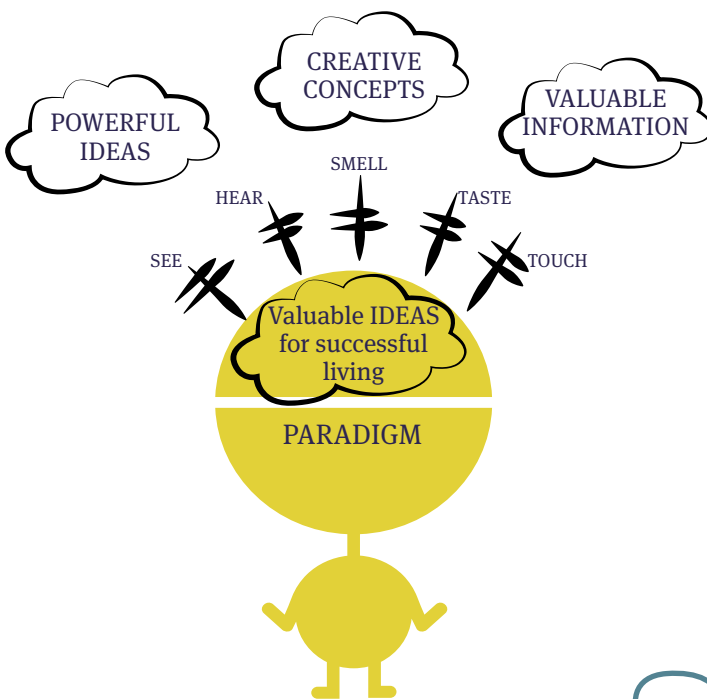
With such a simple definition of success, you'd think everyone would be successful. Everyone should be, everyone can be—but it's estimated that only about 3% are. Of all the people you pass on the street, only about three out of a hundred can tell you what they're working toward. The rest are just drifting along, hoping something good will happen to them, or at least that nothing too bad will—letting circumstances and economic winds blow them this way and that.

To truly understand why there is such a ridiculously small number of people who take the time to sit down, decide what they want and establish it as their goal, you will have to go back and revisit the idea of paradigms. Paradigms can have a tremendous influence over our thinking and, if permitted, will cause an individual to think of all the valid reasons why they are not able to have what they want in life. The diagram on the following page illustrates the conscious mind gathering information through the senses; you can see, hear, smell, taste, and touch. Your sensory factors are hooked up to your conscious mind like antennae. Information pours into your conscious mind through these sensory factors. The conscious mind is often referred to as the intellectual mind. As information flows into your conscious mind you deal with it intellectually.

(Your intellectual involvement along with the role your intellectual factors play will be dealt with in another section of this program.)

It is very common to find individuals who are intellectually brilliant and yet accomplish little with their lives; their day-to-day actions produce mediocre results. In situations like this, you must understand that it is not the intellect of the individual that is the cause of their behavior; it is their paradigm which is in control of their behavior. Until the paradigm is changed, the results will remain the same.

Your senses feed valuable information to your conscious mind from your outside world. You can understand and deal with this information intellectually and yet never act upon it because of old paradigms.



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Virtually every person **knows how** to do much better than they're presently doing in almost every aspect of their life. There's an enormous difference between knowing how to do something and doing it. The **knowing** has to do with the conscious mind, the **doing** has to do with the sub-conscious mind.

Unfortunately, our educational system has us conditioned to believe that the knowing is all important. We are, in fact, rewarded and recognized with degrees and diplomas to hang on the wall for being able to repeat information we've gathered. You very likely **know** most of the information that Earl Nightingale shared with you in "The Magic Word." That does not necessarily mean that you **do** everything Earl Nightingale suggested in "The Magic Word." One of the great secrets of success which is also the purpose of the "Lead the Field Seminar" is to help you understand how to integrate the valuable information that you have with your behavior. That is another way of saying you are changing your paradigm.



I like to compare human beings with ships, as Carlyle used to do—it is estimated that about ninety five percent can be compared to ships without rudders. Subject to every shift of wind and tide, they're helplessly adrift. And while they fondly hope that they'll one day drift into a rich and successful port, you and I know that for every narrow harbor entrance, there are a thousand miles of rocky coastline. The chances against their drifting into port are a thousand to one.

But the three percent who have taken the time and exercised the discipline to decide on a destination— and to chart a course—sail straight and far across the deep oceans of life, reaching one port after another, and accomplishing more in just a few years than the rest accomplish in a lifetime.



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If you should visit a ship and ask the captain his next port of call, he'll answer you in one sentence. Even though the captain of a ship cannot SEE his destination for fully 99% of his journey, he knows what it is, where it is, and that barring an unforeseen and highly unlikely catastrophe, he'll reach it if he keeps doing certain things a certain way every day.

Every person should do the same thing. Unless you can say, in one concise sentence, what YOUR GOAL is—the chances are good that you've never clearly defined your goal.

When you ask most people what it is they seek— they'll answer in vague, general, non-specific terms. They'll say, "Happiness," or "Health," or "Money."

These are not goals—they're simply general conditions desired by everyone.



When we talk of goals, let's be specific. What is it you want? You, as a person? What is it you would like very much to have, or to be, or to do, even though you may feel it is—for one reason or another— somewhat beyond your reach at the present time?

You see, if you can tell me what you want, I can show you how to get it, as long as it is worthy of you.

The first time I heard Earl make the statement, "If you can tell me what you want, I can tell you how to get it," he truly caught my attention. That was in 1961. I clearly remember thinking to myself, "If this man knows what he's talking about, I've really got my hands on something." Today, many years later, I can tell you with the same confidence that Earl had when he made that statement, "If you can tell me what you want, I can definitely show you how to get it." And, I plan to add a new dimension to this statement. I want to help you decide what it is you want. To do this, I would like you, mentally, to go back to the lesson "Greener Pastures," when I indicated that the first phase of the creative process in setting and achieving any goal is fantasy. Walt Disney, Thomas

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Edison, Alexander Graham Bell, Henry Ford, William Lear, and Buckminster Fuller all had highly evolved imaginations. Their imagination was highly evolved because they never stopped exercising it. Imagination is an intellectual factor of the human personality ... it is a mental muscle. Since the body is a physical manifestation of the mind, the mind is subject to the same laws as the body. Whatever you exercise, you strengthen; what is not exercised becomes lethargic. Little children exercise their imagination constantly, however when they start school, this is called "daydreaming" or "not paying attention," and is definitely discouraged. It is little wonder we have large corporations with small creative departments. We must remember—everyone is creative.

The individuals I just mentioned, had no difficulty stepping out of the box, free of their paradigms, letting their mind wander to a place it had never before travelled. They would fantasize, building beautiful images in their mind of what they wanted to be, to do, to have. If you are going to enjoy a fulfilled life, this is something you must do. Although the creative individuals whom I have just mentioned have all passed on and have left us, there are certainly many great examples who are equally as powerful. Mark Victor Hansen of "Chicken Soup for the Soul" fame, is without question, the most effective person with whom I am familiar, at building fantasies and then turning them into results. With 60 million "Chicken Soup" books sold and the number growing daily, no one would argue with his expertise in this area.

As you begin this creative process, it is very important that you give all of your mental energy to building the image of the good that you desire and the image must be in the present tense

See yourself already in possession of whatever it is you want.

When you are fantasizing, do not give one speck of mental energy to how this goal is going to be accomplished, do not concern yourself where the money, the time, the assistance you may require is going to come from. How the fantasy will manifest in form has nothing to do with building the fantasy. Attempting to think of "**HOW**" will either limit or destroy the fantasy. Yet, it's right here where most people ruin their chance for great accomplishment. "**HOW**" it's going to manifest is not your responsibility. "**WHAT**" is going to be manifested definitely is. The only important point for you to consider when you are fantasizing is that you can see clearly and in detail, on the screen of your mind, yourself already in the possession of the good you desire.

Proceeding successfully through a lifetime should be a matter of progressively setting and achieving goals, one after another, each a little better and perhaps more interesting than the last one. Just as a ship can sail to only one port at a time, set your first port of call. When you reach it, and reach it you will, you can set a new goal—and then another. By following this meaningful and common sense approach to life, you'll be successful and can accomplish more in five years than the great majority of people do in a lifetime. Now, let me tell you of a way to clarify your thinking and establish your first goal, if you don't already have one.

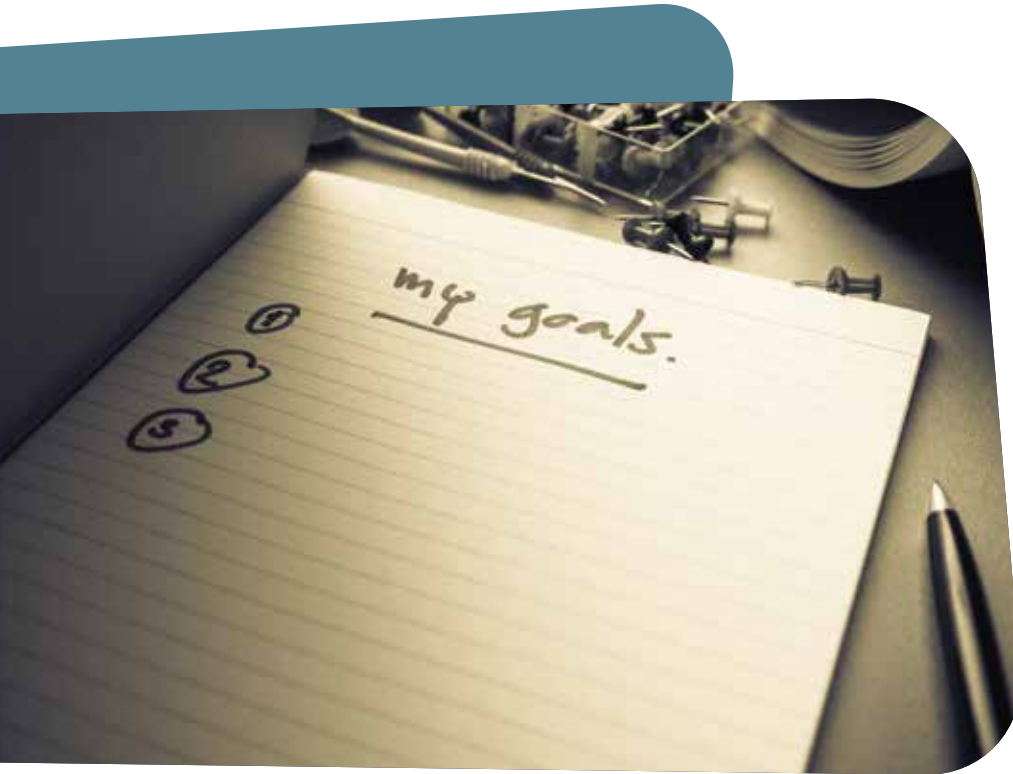


Knowing that without a goal we are unsuccessful, but that with a goal we will have direction and purpose, and that our goal will be reached, we begin to realize that ESTABLISHING A CLEARLY DEFINED GOAL IS ONE OF THE MOST IMPORTANT STEPS WE CAN POSSIBLY TAKE.

If you do not know what it is you want more than anything else—in other words, if you're not one of the fortunate who knows exactly what it is he or she seeks—set some time aside right now. Spend an hour or so, or many hours—even days if necessary—writing down the things you would most like to have. Make a “want list.”

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This could include a more beautiful home, a new car, a wanted child, a certain amount of money, a better job, better grades, a particular position in your school or organization, any one of a hundred things. Write down as many as you can think of. If you're married it's a good idea to do this with your spouse.

When you have written down all the things you want—all of them—choose one—only one—that you want more than all the others. Write this on a separate sheet, or draw a circle around it. Now put the sheet away and forget about all the ideas except the ONE you've decided to ACCOMPLISH FIRST.

You are now at the point where I want to suggest that you sit back, totally relax and let your mind wander. Build an image of what you want, clearly understanding that, at this stage, it is merely a fantasy. In the space provided, make a written description of yourself already in possession of this fantasy. Begin by writing:



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Like a ship, a person can reach only one port at a time. Most of the confusion and indecision suffered by the majority of people is caused by their halfheartedly wanting so many things that they can't decide which to go after first. As a result, they run in circles and often accomplish little or nothing at all.

Remember, as a rule you can achieve only one goal at a time! Once you've decided upon the one goal you first intend to reach, write it out on a card to carry with you. Think about it the first thing in the morning and the last thing at night. Think about it as often during the day as you can. By doing this, you'll be depositing your goal into the treasury of your subconscious mind, from which will come the answers as you need them, for its accomplishment. This is the process used by the world's successful men and women.

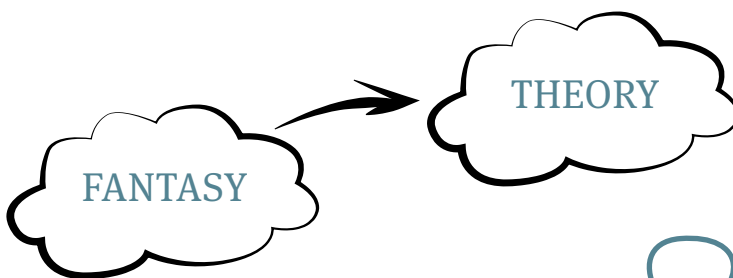
Fantasizing is certainly a lot of fun and it is where you begin the creative process with respect to improving the quality of your life. It is a known fact that fantasy is where most ideas begin and end. To turn your fantasy into a goal, the next phase is for you to move it to a theory. To take an idea from the fantasy to the theory state, there are two questions that must be answered with a resounding YES

1. *Am I able?*

2. *Am I willing?*

Taking these questions one at a time, you have to ask yourself, "Am I able to receive, in my material world, anything that I seriously want." If you are not already able to say yes to that first question, you certainly will be before you finish this program. It was Napoleon Hill who stated that you will not seriously want something that you are not capable of achieving.

The second question you must answer is: "Am I willing?" Am I willing to pay the price that must be paid, realizing that there is no such thing as something for nothing and that nature abhors a vacuum. We must create a space for the good that we desire. Everyone's life is full at all times. The question we have to ask ourselves is: what is it full of? Before you can do something, you must stop whatever it is that you're doing. H.L. Hunt said that achieving success was not difficult, there are simple steps to follow. Decide what you want. Decide what you're prepared to give up to get it. If you have thought this through and you are prepared to pay the price, then your fantasy has, at that point, become a theory. It may remain a fantasy in everyone else's mind, but it will be no such thing in your mind. The instant the fantasy becomes a theory, it begins to move into physical form in your life.



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Now your fantasy is a theory and qualifies as a goal and, as such, should be given the attention all worthy goals deserve.

Think about your goal as often as you can. Get a mental image of it as already having been accomplished. But be sure to be absolutely specific. Don't generalize.

If your goal is a certain amount of money, write down the exact amount and the time limit for earning it.



If your goal is a beautiful home, get a picture of the exact home, even if you have to pay an architect to draw the plans for you. You might as well, because you will achieve it. Be **VERY CAREFUL** on what you set **YOUR MIND AND HEART**—for if you want it strongly enough, **YOU'LL GET IT**.

I spent more than sixteen years looking for the so called secret of success. I wanted to know what element or elements separate the haves from the have-nots. Not just in a financial sense, although that's certainly an important part of living—but in every sense. I started looking for the answer in 1933, during the depression, and I didn't find it until New Year's Day—1950.

All of a sudden, I realized that in the hundreds of lives I had studied—in the countless books I'd read— a plain and simple fact had been staring me in the face all along. And it is simply, that **WE BECOME WHAT WE THINK ABOUT**.

You see, you are, at this moment, nothing more than the sum total of your thoughts to this point. Similarly, you'll be—next year—five years from now, and so on—what you think about from this point onward.



Some evening, during the rush hour, stand at a busy street corner and watch the passing crowd. Observe how they walk—look at their faces. Do they seem interested, happy, purposeful, interesting?

Or do they seem, for the most part, dull, uninterested, bored?

If you watch long enough you'll see a person with a quick and purposeful step; a good carriage and posture; with interesting, intelligent eyes—who walks as though they know where they're going, and who is going to insist on getting there. **THEY'RE A PERSON WITH A GOAL—A DREAM IN THEIR MIND AND HEART.**

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Several billion human beings on earth would give anything they have for the freedom and personal liberty you and I take for granted.

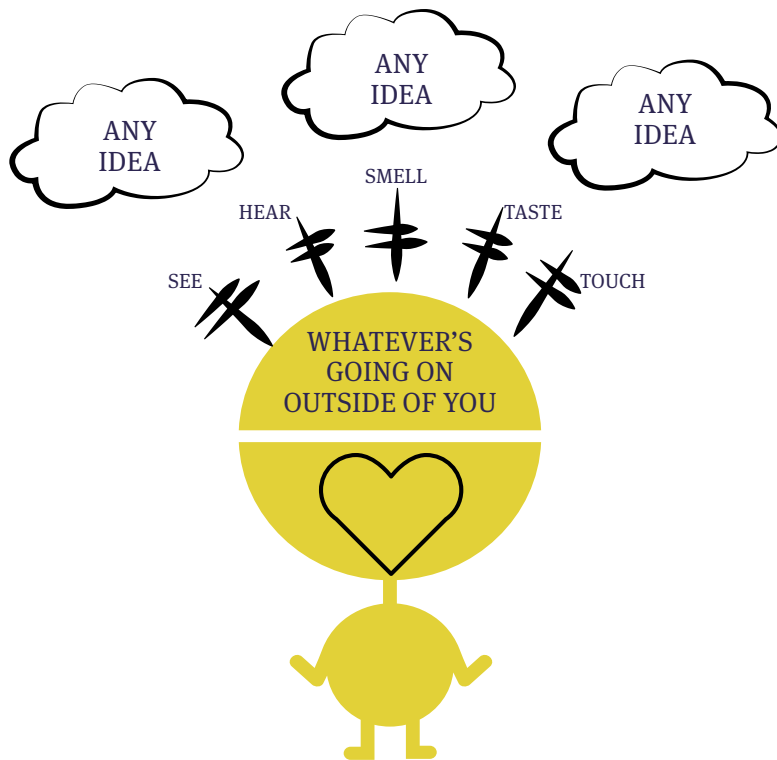
To have the right to choose one's work, and one's goals. To enjoy our bountiful standard of living—to know the peace and privacy of our homes—and to have laws which protect the citizen rather than persecute that person.

We have it all. And yet, in the midst of our plenty, millions lead unhappy, aimless, lives—living from day to day, month to month, confused, dispirited, in a prison of their own manufacture. These are the people who have never made the decision that could set them free. They have not decided what to do with their lives even in our climate of freedom.

As Carlyle said, "The person without a purpose is like a ship without a rudder. Have a purpose in life, and having it, throw such strength of mind and muscle into your work as God has given you."

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An individual who is not emotionally involved with something they seriously want becomes a plaything for outside forces. Whatever ideas happen to be in the environment they're in, end up dictating the mental state the person is in. So, as Carlyle said, they do bounce around on the ocean of life, like a ship without a rudder. The most important thing you can do for yourself and your loved ones is to take the time to decide what you're prepared to trade your life for.



He also wrote, “A man with a half-volition goes backward and forward, and makes no way on the smoothest road; a man with a whole volition advances on the roughest, and will reach his purpose, if there be even a little wisdom in it.”

And Munger said, “There is no road to success but through a clear, strong purpose. Nothing can take its place. A purpose underlies character, culture, position, attainment of every sort.”

So, **DECIDE ON YOUR GOAL.** Insist upon it. Look at your goal card every morning, every night, and as many times during the day as you can. Force your goal into your sub-conscious mind. See yourself as having attained it. Do this without fail every day and it will become a habit—a habit that will lead you from **ONE SUCCESS TO ANOTHER ALL THE DAYS OF YOUR LIFE.**

For this is the “secret” of success—the door to everything you will ever have or be. “You are now— and you will become—what you think about.”



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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



4. MIRACLE OF YOUR MIND

“Successful people are not people without problems; they’re simply people who’ve learned to solve their problems.”

Robert Seashore



MIRACLE OF YOUR MIND

In this message I want to tell you about a plan you can follow, which takes only a little time each day, five days a week, and which brings results out of all proportion to the time spent.

No one ever made a purposeful accomplishment without a clear goal toward which to work. I hope you've established one.

For a moment, consider the things your mind has brought you. Everything you have, your work, your relationship with your family and others, your philosophy of life, all come to you as a result of using your mind. Now, consider the estimate made by experts: You have probably been operating on less than ten percent of your mental capacity—much less!

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In a recent article for the Saturday Review, our old friend Herbert Otto, psychologist, educator and chairman of the National Center for the Exploration of Human Potential ... reminded us that many well-known scientists such as the late Abraham Maslow, Margaret Meade, Gardner Murphy, O. Spurgeon English and Carl Rogers subscribe to the hypothesis that man is using a very small fraction of his capacities. Margaret Meade quotes a 6 percent figure, and Herbert Otto writes, "My own estimate is 5 percent or less."

Neurological research has shed new light on man's potential. Work at the UCLA Brain Research Institute points to enormous abilities latent in everyone by suggesting an incredible hypothesis: The ultimate creative capacity of the human brain may be, for all practical purposes, they point out, INFINITE. To use the computer analogy, man is a vast storehouse of data, but we have not learned how to program ourselves to utilize these data for problem-solving purposes.

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Much of the research that Earl Nightingale shares with us in this message has been updated, so some of the information has changed. However, the overall concept is every bit as accurate as it was in the early 60s when he first prepared this material. One of the greatest resources available today is The Institutes for the Achievement of Human Potential which was started by Glenn Doman. I would highly recommend that you contact them at www.gentlerevolution.com and order the book, "How To Multiply Your Baby's

Intelligence." Believe me, this book is not just for new parents. It is, without question, one of the most interesting and informative books that I have in my library. It will help you understand why you are like you are and better still, it will give you insight into what you are capable of becoming. One of the most beautiful truths that I have learned in my life is that **mind is perfect**. There can be no mind damage, only brain damage. And, as Mr. Doman has demonstrated through his life-time of research, we have an abundance of brain cells and we can, apparently, educate brain cells that are not being utilized to do what the damaged cells are no longer able to do.

The following appeared in Soviet Life Today, a U.S.S.R. English language magazine: "The latest findings in anthropology, psychology, logic, and physiology show that the potential of the human mind is very great indeed. As soon as modern science gave us some understanding of the structure and work of the human brain, we were struck with its enormous reserve capacity," writes Yefremov, eminent Soviet scholar and writer. He continued, "Man, under average conditions of work and life, uses only a small part of his thinking equipment ... If we were able to force our brain to work at only half its capacity, we could, without any difficulty whatever, learn forty languages, memorize the large Soviet Encyclopedia from cover to cover, and complete the required courses of dozens of colleges."

This statement is hardly an exaggeration; it is the generally accepted theoretical view of a person's mental potentialities.

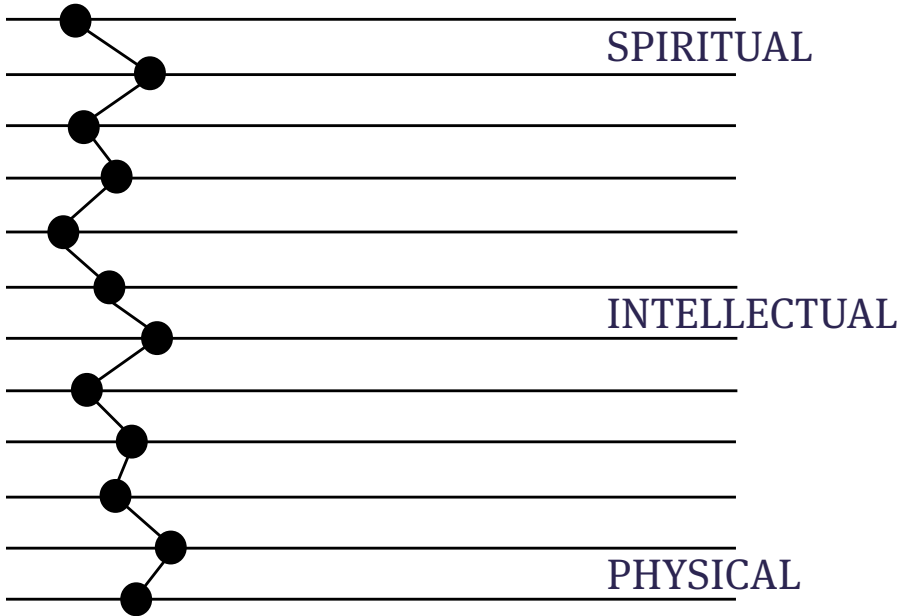
Now, how can we tap this gigantic potential? It's a big and very complex problem with many ramifications. But ... as Herbert Otto points out:

"It is clear that persons who live close to their capacity, who continue to activate their potential, have a pronounced sense of well-being and considerable energy. They see themselves as leading purposeful and creative lives."

The way most people use their mind can be compared to the time, back in the early nineteenth century, when just the eastern coast of the North American continent was settled. Just a strip along the coast. To the west stretched the raw, undeveloped great bulk of what was later to become the incredibly rich ninety percent of the economy—90% of the natural resources—which resulted in the standard of living enjoyed here today by Americans.



If you're going to live close to your capacity ... activate your potential and enjoy the benefits that Herbert Otto referred to, I would suggest that you begin to focus on yourself ... your true self. By now you are well aware that there is a whole lot more to you than the physical instrument that you refer to as your body. You are a spiritual being living in a physical body and you have been gifted with intellectual factors that will enable you to do anything you can imagine. The graphic illustration on the following page will help you better understand your own nature.



The lines illustrate levels of vibrations which are often referred to as frequencies. We want to remember that each frequency is hooked up to the one above and the one below. When we give this subject the thought it deserves, we will realize that, although we'll never see it with the naked eye, we must understand that the nonphysical or spiritual side of our personality and its polar opposite the physical side are, in truth, all hooked together. There is no line of demarcation where one part of the personality stops and the other starts. They are all hooked together like the colors of the rainbow.

As we proceed with this lesson, and begin to investigate the roll that our intellectual factors play in our lives, you will see, through the proper use of the intellect, you have the ability to tap into the non-physical world of which you are a part and, by law, alter the physical world of which you are also a part.

If everything you have is the result of using just ten percent of your mind, consider for a moment what it will mean to you and your family if you can increase this percentage! This message will show you how to use INFINITELY MORE OF YOUR MENTAL POWERS, how to develop some of that ninety percent virgin territory.

“Successful people are not people without problems; they’re simply people who’ve learned to solve their problems.”

Robert Seashore

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None of us, as a rule, has the slightest notion of the real capabilities of our mind. But believe me when I say that your mind can be compared to an undiscovered gold mine. And it makes no difference whether you're seventeen or seventy.

Look at it this way: Your goal is in the future. Your problem is to bridge the gap which exists between where you are now and the goal you intend to reach. This is the problem to solve.

Robert Seashore, when Chairman of the Department of Psychology at Northwestern University, pointed out that— "Successful people are not people without problems; they're simply people who've learned to solve their problems."



I was recently speaking at a conference and Paul Hutsey, a good friend of mine for the past 30 years, was also speaking on the program. He did something that illustrated Robert Seashore's idea beautifully. He had small cards prepared about the size of a business card and had just four words printed on them. On one side was printed "THE SITUATION," and on the other side, "THE SOLUTION." Paul pointed out that winning was a matter of how you played your cards. At that point he had these cards passed out to the audience. He said, since the conscious mind can only entertain one idea at a time, you will either focus on the situations or the solutions. His cards went over big with the audience and as he was doing it, I thought to myself, that Paul built a very successful career as well as a happy family life by playing his cards right. He always had his focus on the winning side.

And there you have it. Living successfully, getting the things we want from life, is a matter of solving the problems which stand between where we now are and the point we wish to reach!



No one is without problems; they are a part of living. But let me show you how much time we waste in worrying about the wrong problems. Here’s a reliable estimate of the things people worry about.

Things that never happen—40%; things over and past that can’t be changed by all the worry in the world—30%; needless worries about our health—12%; petty miscellaneous worries—10%; real, legitimate worries—8%.

In short, "NINETY-TWO PERCENT OF THE AVERAGE PERSON’S WORRIES take up valuable time, cause painful stress—even mental anguish ... and ARE ABSOLUTELY UNNECESSARY.

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And of the real, legitimate worries, there are two kinds: there are the problems we can solve and there are the problems beyond our ability to personally solve. But most of our real problems usually fall into the first group, the ones we can solve, if we’ll learn how.

There must be millions of people today who feel they are being barred from the life they want because they look upon problems not as challenges to be met, but as wide chasms beyond their ability to bridge.

A little research proves that successful people have the same kind of problems. One of the very real benefits of working with a psychologist or psychiatrist comes from learning that there are hundreds of thousands, perhaps millions of other people with problems identical to our own. So the whole thing boils down to a matter not of problems, which are common to us all, but to our ability to solve them.

Now, I’m going to assume you have decided upon a goal. Your problem is: How do I achieve it?

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Your goal may be a promotion, a greater income, a beautiful home. It makes little difference what your goal happens to be. For a young person, it could be better grades in school, a diploma or degree; for a secretary, a trip around the world—or starting their own business.

But you have your goal and you know that "You will become, and you will achieve, what you think about." That is, if you stay with it, **YOU WILL REACH YOUR GOAL.**

But how? Well, it's right here that your mind comes into play. What is your mind? No one knows for sure.

Perhaps the best way to describe it is to quote Pulitzer Prize winning playwright, Archibald MacLeish. In his play "The Secret of Freedom" a character says, "The only thing about a man that is a man is his mind. Everything else you can find in a pig or a horse."

That's uncomfortably true. The human mind is the one thing that separates us from the rest of the creatures on earth. Everything that means anything to us comes to us through our mind. Our love of our families, our beliefs, all of our talents, knowledge, abilities, everything is reflected through our mind. Anything that comes to us in the future will almost certainly come to us as a result of the extent to which we use our mind!

And yet, it is the last place on earth that the average person will turn to for help!

We have been taught to know the truth and the truth would set us free. There is only one thing to be set free from and that is ignorance. After seriously studying the mind, human potential and the results that the vast majority of people get, I have arrived at the conclusion, that the reason most people do not go to their mind for the help they need is they really don't understand how it functions. The marvelous mental tools that we have been gifted with at birth, for the most part, lie dormant throughout life and as a result, there is very little life, mostly mere existence. Napoleon Hill said it best when he wrote that, "An educated person is not necessarily a person with an abundance of general or specialized knowledge. An educated person is one who has so developed the faculties of his mind that he can acquire anything he wants or its equivalent without violating the rights of others." Over the years, I have conducted seminars for tens of thousands of people in all parts of the world and it is only on a rare occasion where you find an individual who understands what the faculties of the mind are or how to develop them.



Approximately 97% of our population are conditioned from birth to live through their senses. Earl Nightingale quoted Archibald MacLeash when he said, "The only thing about a man that is a man is his mind, everything else you can find in a pig or a horse." Earl then commented that statement was uncomfortably true. He went on and said the human mind is the only thing that separates us from the rest of the creatures on earth. In fact, it is the faculties of the mind that separates us. Animals operate by instinct which is perfect. When you and I were created, instinct was removed and our intellectual factors were put in its place. Unfortunately, we are not trained to use them and living through our senses leaves us in much the same position as our pets ... since they too can see, hear, smell, taste and touch.

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INTELLECTUAL FACTORS

REASON	THE ABILITY TO THINK.
MEMORY	MEMORY IS PERFECT.
INTUITION	YOUR SIXTH SENSE - TRANSLATES VIBRATION.
IMAGINATION	ABILITY TO CREATE AND BUILD PICTURES.
WILL	YOUR ABILITY TO CONCENTRATE/ FOCUS.
PERCEPTION	YOUR POINT OF VIEW.

As we proceed through these various lessons, from time to time I will refer to these intellectual factors, suggesting how you can strengthen them. If you would begin looking at them as mental muscles that can be strengthened through exercise, just as the various physical muscles in your body can. You are well aware that this is the age of the mind and by developing your mental faculties, you will be able to write your own ticket.

In order to reflect just a moment on the human mind, consider what it's accomplished! As you do, realize that we are developing so rapidly that we've come further in the realm of progress in the past fifty years than in all the preceding 10,000 years of human civilization.

Earl Nightingale wrote this program in the early 60's. When he suggested you go back 50 years, he was talking about you going back to 1910. Today long range planning is done in months. More changes have taken place in the last year than took place in the 50 years Earl was referring to or the 10,000 years prior to that.

This would probably be an appropriate place to start talking about one of your intellectual factors: **REASON**. It's your reasoning factor that you think with. If you wanted to get technical about it, you think with your inductive reasoning factor. I remember when I was working with Earl Nightingale, I was at a speaking engagement with him and he said, "If the average person said what they were thinking, they would be speechless." I remember having a difficult time to stop from laughing, however when I did and realized what he had said, I became how aware at how accurate he really was. We must never mistake mental activity for thinking. Most people are going to old movies. Stand back objectively and watch what most people are doing or listen to what they're

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saying. It will become very obvious that they're not thinking, otherwise they would never say what they're saying, or do what they're doing.

On numerous occasions, I have quoted the late Dr. Ken McFarland as saying, "2% of the people think, 3% think they think and 95% of the population would rather die than think." I'm inclined to agree with him. Thinking is hard work, that's why Henry Ford said that so few people engage in it. There is, however, tremendous compensation for the person who will train themselves to think constructively.

Of all the scientists who ever lived, it's estimated that ninety percent of them are alive today!

We've reached, in the area of ideas and human advancement, a plateau so high it was undreamed of by even the most optimistic forecasters as recently as ten years ago. But every new idea triggers additional ideas, so that now we're in an era of compounding advancement on every front, and in every area, that staggers the imagination.

From landing on the moon to the great bridges which span our bays and rivers, the harnessing of the power of the sun, in our atomic plants and ships, every man-made thing you see and touch spawned from the most powerful agency in the world, the human mind. Dr. Harlow Shapley of Harvard has said that we are entering an entirely new age of man. He calls it the psychozoic age: THE AGE OF THE MIND! And you own one! Free and clear! Now—let's look at a few facts.



The forty-hour week long standard, is in imminent likelihood of being even further shortened. This means that the average working person has, at their disposal, an enormous amount of free time. In fact, if you will total the hours in a year and subtract the sleeping hours (if a person sleeps eight hours every night) you'll find they have almost six thousand waking hours of which they spend less than two thousand on the job.



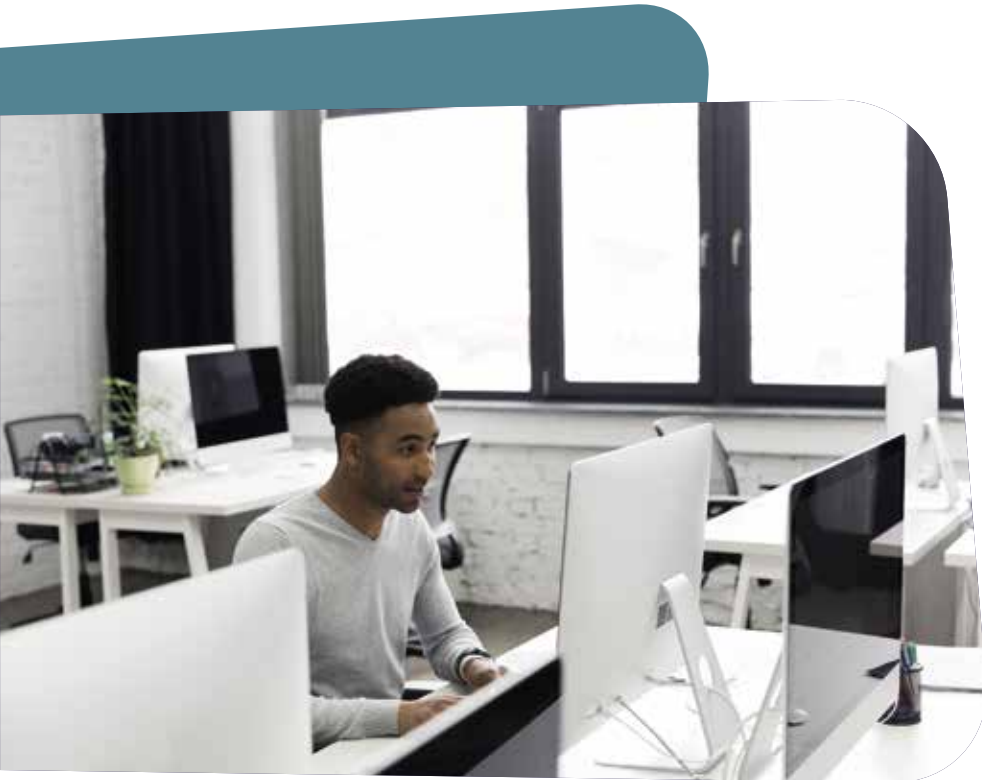
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Now, this leaves a person FOUR THOUSAND HOURS a year when one is neither working nor sleeping. These can be called discretionary hours with which one can do pretty much as one pleases—at least one’s mind is free.

Now, so you can see the amazing results in your life, I want to recommend that you take just one hour a day, five days a week, and devote this hour to EXERCISING YOUR MIND.

Pick one hour a day on which you can fairly regularly count. The best time for me is an hour before the others are up in the morning. The mind is clear, the house is quiet, and, if you like, with a fresh cup of coffee, this is the time to start the mind going. And here’s one good way to do it.

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This particular suggestion has earned me a small fortune. Keep in mind I’ve been listening to this for a long time, so I am well aware of the value of this idea and I’ve used it for many different projects. When I decided to write the book “You Were Born Rich,” this is how the book was written. I joined the 6:00 club. I was up, showered, dressed, with a fresh cup of coffee, ready to “rock ‘n roll” by 6:00 am. “You Were Born Rich” has qualified as a best-selling book every year for many years. It has been translated into other languages, was turned into a seminar, an audio/video seminar and used as a training program in various parts of the world. I think you will agree that the early hours I invested in writing that book were certainly worthwhile.

During this hour every day, take a completely blank sheet of paper. At the top of the page, write your present primary goal—clearly, simply. Then, since our future depends upon the way in which we handle our work, write down as many ideas as you can for improving that which you now do. Try to think of twenty possible ways in which the activity that fills your day can be improved. You won’t always get twenty— but even one idea is good.

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Now, remember two important points with regard to this:

1. *This is not particularly easy, and*
2. *Most of your ideas won't be any good.*

When I say it's not easy, I mean it is like starting any new habit. At first, you'll find your mind a little reluctant to be hauled up and out of the old familiar rut. But as you think about your work and ways in which it might be improved, write down every idea that pops into your head, no matter how absurd it might seem.

Let me tell you what will happen: Some of your ideas will be good, and worth testing. The most important thing this extra hour accomplishes, however, is that it deeply imbeds your goal into your subconscious mind, starts the whole vital machinery working, the first thing every morning—and twenty ideas a day, if you can come up with that many, total a hundred a week, even if you don't think on weekends. An hour a day five days a week totals 260 hours a year, and still leaves you 3,740 hours of free leisure time. Now, this means you'll be thinking about your goal and ways of improving your performance— increasing your service—six and a half full extra working weeks a year! Six and a half forty-hour weeks devoted to THINKING AND PLANNING. Can you see how easy it is to rise above the so-called competition? And it will still leave you with 15 hours a day to spend as you please!

Starting each day thinking, you will find that your mind will continue to work all day long. You'll find that at odd moments, when you least expect it, really great ideas will begin to pop into your mind. When they do, write them down as soon as you can. Just ONE GREAT IDEA can completely revolutionize your work—and, as a result—your life!

This is an appropriate point for you to move into action. What could you do with that extra hour in the morning? Take the time to make a written commitment that you will begin immediately to be a member in good standing of the 6:00 (AM) Club and state, in writing, the project that you will begin and complete with this extra hour.

MY SIGNATURE IS MY BINDING COMMITMENT THAT I WILL BE A MEMBER IN GOOD STANDING OF THE 6:00 (AM) CLUB. I WILL BEGIN IMMEDIATELY TO

(PROJECT FOR COMPLETION)

DATE

SIGNATURE



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If you want to develop the muscles of your body, you take daily exercise of some sort. The mind is developed in the same way, except that the returns are out of all conceivable proportion to the time and energy spent. The mind of a person can lift anything; their muscles—even the best developed—are puny alongside those of some of the dumbest animals on earth.

If one had depended on their muscles for survival, they probably would have disappeared as did the dinosaurs which were incidentally, the most physically powerful creatures that ever lived.

Let me give you just some of the results people have reported to me as a consequence of following this one-hour-a-day routine.

An office equipment salesman sold more of his company’s product in one month than he had formerly sold in an entire year during the four years he had been with his company.

Series of horizontal dotted lines for taking notes.



A Sunday School teacher with five pupils set a goal of thirty pupils. Her last letter told us she now has a class of twenty-five and she’s almost reached her goal.

I’ve used this system for years and it has given me some of the most gratifying and rewarding experiences of my life ... and it costs only five hours a week—five hours out of 168. Is it worth it? It’s like spending five hours a week digging in A SOLID VEIN OF PURE GOLD! Because your mind is all of that—and much more!

Each time you write your goal at the top of the sheet of paper, don’t worry or become concerned about it. Think of it as only waiting to be reached ... a problem only waiting to be solved. Face it with faith ... and bend all the great powers of your mind toward solving it ... and believe me ... solve it you will!

In the space provided, state your goal and follow Earl’s suggestion and think of ideas that will move you in that direction.

MY GOAL

I am so happy and grateful now that

These are the ideas that I will act on immediately to move me toward my goal.

Completion Date

1. _____ _____ _____	_____
2. _____ _____ _____	_____
3. _____ _____ _____	_____
4. _____ _____ _____	_____
5. _____ _____ _____	_____
6. _____ _____ _____	_____



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Several white line-art lightbulb icons with radiating lines, scattered across the top teal background.

Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



5. DESTINY IN THE BALANCE

**“For every action—there is an
equal and opposite reaction.”**

Sir Isaac Newton



DESTINY IN THE BALANCE

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I'm sure you find it as amazing as do the rest of us that the great majority of people have to learn things the hard way. It's only natural to think that if a great discovery were made in a particular generation, all the succeeding generations would know about it and utilize it for their own good. But in many things, such is not the case.

It's true with inventions and discoveries which obviously affect our lives—but it frequently is not true when it comes to the great laws which determine the direction of our individual destinies.

In one of the so-called “backward countries,” a group of laborers was hired to work on a farm. These people came from a small, remote village where motor vehicles were still very scarce. They were enjoying the new experience of being transported on the back of a truck when they came to the place where they thought they were supposed to get off. Without giving it a thought, apparently, they simply stepped off the back of the speeding truck. Now, fortunately, they fell on a soft, dirt road not a paved highway—but even then the results of their unconventional method of disembarking were, to say the least, surprising. They went bounding, spinning, sliding, and cartwheeling along the dusty road for quite a distance before gravity and friction, working together, finally brought them to an astounded halt. None were seriously injured—in fact, by the time the terrified driver got back to them, they were laughing uproariously about the whole thing.

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The truck driver, in explaining the incident later, put the blame on their never having ridden in trucks before. That's the obvious answer, but not the right one. The amazing circus tumbling act on a remote farm road had been caused by ignorance of a law—a law that operates the same whether a truck, a boat, an airplane, or any moving body, is involved.

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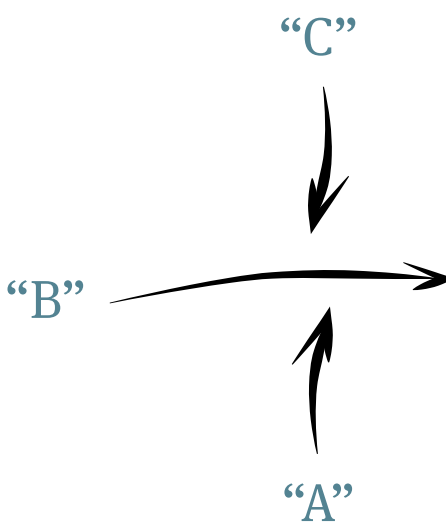
Sir Isaac Newton gave us the law, and it goes like this:

“A body in motion tends to remain in motion until acted upon by an outside force.”

When the workers stepped off the back of the speeding truck, they were going the same speed as the truck itself. The outside force was gravity, which pulled them down to the road, still traveling at the same speed—and, well, you get the idea.

They had been hurt, confused, frightened, and turned upside down because of their ignorance of a law of physics. They might have been killed.

There are a number of laws that we will explore in this particular lesson, however there is one basic law that we must keep in mind. Everything in this universe is either growing or dying; it's creating or disintegrating and while Earl was right, these people could have been killed, you must also understand that we are all dying a little bit every day because of our ignorance of other laws. The arrows marked “A,” “B,” “C” in this illustration graphically communicate this law.



The arrow marked “A” graphically illustrates a person who is growing, living, moving in the right direction with their life. The individuals who fall into this category generally know what they’re doing, they’re doing it deliberately, they invest both their time and their money in programs of this nature to make sure they keep moving in this direction.

The arrow marked “B” illustrates an individual who you will often hear say, “I like it just the way it is, I don’t want to change anything.” When they’re saying that, they’re actually advertising their ignorance of this basic law. Absolutely nothing stays the way it is; the entire universe which includes every aspect of a person’s life is in a constant evolution of change.



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The arrow marked “C” represents a person who is moving in the wrong direction, they’re usually fighting to keep their head above water, hoping something good will happen, but never consciously or deliberately taking control of their life to move in the right direction. For the simple reason that no one has a complete understanding of the laws, we generally bounce from “A” to “B” to “C.” The secret of success is being on the “A” path more often than not. If you’re just on that track 51% of the time, you’re going to be in pretty good shape.

All over the world there are millions of people who are being hurt, confused, frightened—and whose lives are turned upside down because they don’t understand the principal law on which everything in the universe operates: THE LAW OF CAUSE AND EFFECT.

Earl Nightingale refers to the Law of Cause and Effect as the principle law. There are, in fact, a number of laws. The late Dr. Wernher von Braun, who is considered by many, the father of the space program stated that, “The natural laws of the universe are so precise that we do not have any difficulty building spaceships that will go to the moon, and we can time the landing with the precision of a fraction of a second.”

Once a person learns and obeys these laws, he will get rich with mathematical certainty.

There is but one Great Law: “Energy Is.”

All physical and mental science is based on this one great law and its seven subsidiary laws which operate in conjunction with each other.

1. The Law of Perpetual Transmutation
2. The Law of Cause and Effect
3. The Law of Vibration
4. The Law of Polarity
5. The Law of Rhythm
6. The Law of Relativity
7. The Law of Gender.

The best definition of “natural law” seems to be that, “It is the uniform and orderly method of the omnipotent God.”

Unlike any other form of animal life that has been created, we were given the power of choice or free will; along with this power came certain responsibilities. The capacity to choose does not involve freedom from the consequence of our choices. The laws or rules which govern every person and which we cover to some degree in this program, are as exact as the laws which govern the material universe. You can act in accordance with these laws or you can

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disregard them, but you cannot in any way alter them. The law forever operates and holds you to strict accountability, and there is not the slightest allowance made for ignorance.



Earl Nightingale continues to discuss the Law of Cause and Effect.

This law has been written thousands of times by the greatest minds the world has produced, and as a result has appeared in many forms. For our purposes it might best be put this way: “Our rewards in life will always match our service.”

It’s another way of saying, “As ye sow—so shall ye reap.” And it’s been written in many ways, in every language on earth. Sir Isaac Newton, in promulgating his laws of physics, put this one in this way:

“For every action—there is an equal and opposite reaction.”

In saying, “Our rewards in life will always match our service,” you will almost always get general agreement. People will nod their heads and say, “Yes, that’s certainly true.”

They will then go their ways and never realize, for the most part, how close they came to a truth so great and all-enveloping that their every thought and action is affected by it.

Another good way to look at this Law is on the basis of giving and receiving. Giving means to let go of; completely abandon. Unfortunately, most people have been conditioned to trade rather than give and are not even aware of it. The individuals who truly give are richly rewarded. I have pointed out on many occasions that you have to get up very early in the morning to outgive my good friend, Mark Victor Hansen. He was out there sprinkling seeds for a number of years and now he’s enjoying a rich harvest with his “Chicken Soup for the Soul” fame. Through his work, Mark is changing the world one story at a time.

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Now, whom do we serve? Each of us serves a portion of humanity. And humanity, to any given person, is the people with whom they come in contact. It is their family, friends, co-workers, customers, prospects, employer—whatever they call those they have chosen to serve. Everyone—everyone with whom we have any kind of contact is to us humanity. And to the extent that we serve will our rewards be determined.



Never before in the history of the world have human beings been so INTERDEPENDENT. It is as impossible to live without serving others as it would be to live if others were not constantly serving us. And this is good. The more closely knit this interdependence becomes, the greater will be human achievement. We need each other, and we literally cannot live without one another. Every time we strike a match, drink a glass of water, turn on the lights, pick up the phone, drive our car, put on our clothes, take a bath, mow the lawn, or go fishing (try making your own fish hooks some time)—we’re being served by other human beings. Every time you look at your watch you are being served by a great industry, and the efforts of hundreds of human beings.

Martin Rutte is an interesting man. He’s a great writer and very effective at leading seminars. When I saw this quote, I absolutely loved it. Although it appears like a contradiction, in truth, it’s in perfect harmony with the law. I was sharing it with a friend Dr. Fred Gross, a very competent psychiatrist. Fred smiled and said, “That is a koan.” I had to admit my ignorance. He explained that a koan is a term used for a puzzle that a Buddhist priest would give to the

student and when the student solved the puzzle, they would have raised their level of consciousness. This is a koan that I would suggest you remember; there is great value in it.

“You’ve got to do it by yourself and you can’t do it alone.”

Martin Rutte



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We all seek rewards, and we should understand that rewards come in two forms: tangible and intangible. That is, rewards include the money we earn, the home we buy, the car we drive, the clothes we wear—and they also include the way we feel—our happiness, our peace of mind, our inner satisfaction, the people we meet and enjoy.

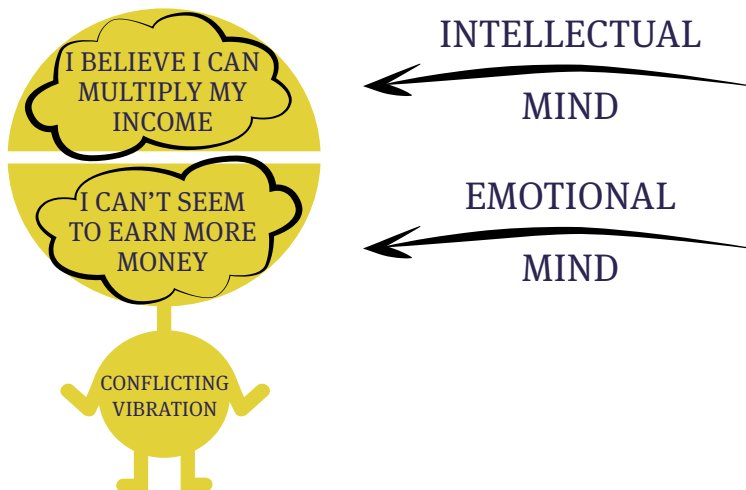
But remember this: whatever it is you seek in the form of rewards, you must first earn in the form of SERVICE TO OTHERS. All attempts to abrogate, to sidestep this law will end in failure, frustration and, if maintained long enough, ultimate demoralization.

We can see this frustration on every side. We can see it in the tense, strained and nervous faces, in the mountains of tranquilizers which are consumed every day, and we can also see it in the slack, bovine-like faces of those who have found the whole game too complicated and have simply given up—surrendered to the push and pull of circumstances.

How much of this do you suppose is due to misunderstanding, or ignorance of this simple and wonderful law of nature? It's my belief that a great deal can be traced to this cause.

Now—do YOU understand this law—fully understand it—intellectually and emotionally? If you do, you can chart a WONDERFUL COURSE THROUGH LIFE.

Earl brings a really interesting point to our attention when he asks us if we fully understand something—intellectually and emotionally. If you are not a serious student, you could easily pass over this question and miss one of the important points of the entire “Lead the Field” Program. This is where we want to understand that our intellectual mind and our emotional mind can be operating with conflicting beliefs with respect to the same concept, as is graphically illustrated in the following diagram.



At this point, I would like to introduce you to a word PRAXIS. Praxis is the integration of belief with behavior. You will find that a number of your beliefs have not been integrated with your behavior. We will say we believe something and on an intellectual level we do. But, on an emotional level, we are programmed with information that is frequently the opposite. We will deal with this in greater depth in the lesson, “Seed for Achievement.” However, at

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this point it is worth recognizing that it is quite common to grasp something intellectually and totally miss it on an emotional level. It's the emotional mind that is manifested in our physical results. As Earl mentioned, when we fully understand these great laws, intellectually and emotionally, we can and will chart a wonderful course through life.

Just as the field workers stepped off a speeding truck; just as a child will put its fingers in the way of a closing door; just as a speeding driver discovers they're not going to make the curve—how many times have you been confounded because you acted contrary to the rules? Not just the rules of man, but the rules of nature.



How many times have you been in the position of the person who sat in front of the empty fireplace and said: "Give me heat, and then I'll give you some wood." People seem to be divided into those who understand that the wood must be put in before they can expect warmth and those who feel they should get warmth whether they do anything about it or not. Or who feel they should get maximum heat from too small a supply of wood.

A person's discontent can be said to be represented by the distance between what they have, and what they want. Once they have achieved that which they want, the odds are good they'll want still more—for that's the way of people—and that's good— that's a healthy sign.

Constructive discontent is what gives us our continuing upward spiral of civilization.

After close to forty years of intensive research into the area of human potential, I have come to the firm belief that constructive discontent, even total dissatisfaction, is what precedes the most creative state that you can move into. The essence of your being is pure, unadulterated spirit and spirit is always for expansion and fuller expression—never for disintegration. When we are living in harmony with the law or as I've often said, in the Divine current of life, we will be dissatisfied with our present results and searching for the ideas that will enable us to improve them.



So do this, if you haven't already: determine what it is you want, look objectively at the place in which you now find yourself, consider the distance separating you from your goal and determine ways of increasing your service so you will build a bridge across it. This puts thinking and creative activity into living. It also assures us that OUR GOALS CAN BE ACHIEVED by individual effort.

A person's world can be compared to a plot of ground. It exists; it's there. It has inherent within itself an amazing potential, and it's prepared to react to mankind's every action. In fact, it must.

Whatever your job happens to be, think of it for a moment as this plot of ground.

In the beginning, there's nothing there but earth. If a person sits and watches it, nothing will happen to it. If they toss a few seeds on it, the rain and the soil's natural fertility will combine to reward them with a few results for their limited efforts. Action—reaction. It all depends upon just what they want from this plot of earth.

It is what they want that they must first decide. Let's say they want a beautiful lawn, bordered by flower gardens, with a big tree in the shade of which they can one day sit and admire their work.

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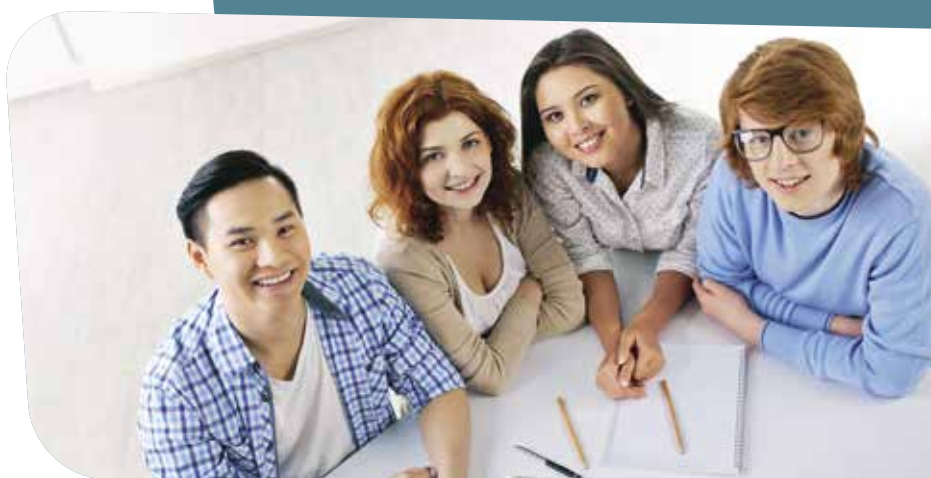


So, they mark off the areas for the garden; cultivate, smooth and clean the soil of stones and trash; plant their lawn and their tree and their flowers. From this point on, anyone observing this plot of land can evaluate in a second the amount of service, the contribution, this person is giving to their project. How can you tell? You can tell by seeing what the land is giving back to the person.

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Planting the plot is only the first step. We are given the plot and that's all we should be given. It is what we do with it that will determine its degree of greatness and success.

Today we are living in a new economy. The rules that we grew up with in business and industry no longer apply. In all parts of the world, network marketing companies are flourishing. They represent the distribution system that is ushering in the new economy. The compensation plans that fuel these corporations are, in my opinion, the most moral form of compensation that you will find. People receive exactly what they earn. No more and no less. If you study the individuals who have large prosperous organizations, you will find that their focus is not on themselves or what they can get, it's on their organization, the people in it and what they can do for them. You cannot win in this system unless and until you first help someone else win.



It's like the story of the preacher who was driving by a beautiful farm. The fields were cultivated and abundant with well cared for crops. The fences, house and barns were clean, neat and freshly painted. A row of fine trees led from the road to the house where there were shaded lawns and flower beds ... it was a beautiful sight to behold. So when the farmer working in the field got to the end of a row near the road, the preacher halted him and said, "God has blessed you with a beautiful farm." The farmer stopped, and thought a moment, and replied, "Yes, He has, and I'm grateful. But you should have seen it when He had it all to Himself."

You see, the farmer understood that he had been blessed with a fine farm; but he was also aware that it was his own love and labor which had brought it to its present state.

Each of us is given a plot to work—"a lifetime and the work we have chosen." Like the farmer, we'll be grateful if we have the vision, imagination and intelligence to build well and successfully upon the seemingly unimpressive land of our beginning. Or, we can let it fall into a haphazard condition, with no real continuity or purpose behind it—with unpainted, ramshackle buildings, surrounded by weeds and debris. It's the same land; **IT'S WHAT WE DO WITH IT THAT MAKES THE DIFFERENCE.** The miracle is there—if only we're wise enough to see it and to realize that our fulfillment as persons depends upon our **REACTION** to what we've been given.



In thinking of ways of increasing your service, read books on your specialty; read what others have found to work well for them. But at the same time, think of original and creative ways of increasing your service— ways that are unique with you and the way you are.

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In 1960, I was very fortunate in that I was led to Napoleon Hill’s classic, “Think and Grow Rich,” and shortly thereafter, Earl Nightingale’s condensed narration of Napoleon Hill’s book. I have found that any of Earl Nightingale’s material is the greatest source of inspiration, education and creative stimulation that I have ever come across in close to 40 years of serious study, and I have studied worldwide with some truly brilliant people. Your library will not be complete until you have, sitting in your office, “The Essence of Success” by Earl Nightingale. It is a collection of his life’s work. It would be a great gift for you to give to the people you truly love, and understanding that you are working with the law, you will know that when you give someone something of such enormous value, the universe will not be limiting when it rewards you.

Going at it strong for a week or a month—and then falling back into old habits is just like working a week or a month on that plot of ground, and then abandoning it. Before long, it’ll be no better than before.

Each morning, and during the day, ask yourself this question: “How can I **INCREASE MY SERVICE** today, knowing that my rewards in life must be in exact proportion to my service?”

Now do this every day, and you will have started to form one of life’s most valuable habits.

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Horace Mann wrote:

“If any man seeks for greatness, let him forget greatness and ask for truth, and he’ll find both.”

There are only two ways to alter paradigms. The first is through an emotional impact; that would be comparable to an enormous mental shock to your system. And, rather than wait for a positive emotional impact, I would highly recommend you rely on the other method and that is through constant, spaced repetition.

To follow Horace Mann’s suggestion in asking for truth. Listen to the truth every day when you first get up in the morning. Take Earl Nightingale’s recording of the Strangest Secret or any one of the CDs from my Success Series, but just take one and play it every day for 90 days. Although you will find your mind wandering when you are listening, the repetition of the ideas going into your subconscious mind over a prolonged period of time on a regular basis will eventually form part of your habitual way of thinking. The ideas will be yours and the results will tell the truth.

You see, you can cut away all the confusion and complications, and nagging worries, and vague half-formed fears—by returning to the great truths, the great laws, the great verities on which all success— all accomplishment—the whole world is built.

If you’re worried about your income or your future, you’re concentrating on the wrong end of the scale. Look at the other end; concern yourself only with INCREASING YOUR SERVICE—with becoming great where you are—and your income, and your future, will take care of themselves.



THE NATURAL LAWS OF THE UNIVERSE

The Law of Perpetual Transmutation

- Energy moves into physical form.
- The images you hold in your mind most often materialize in results in your life.

The Law of Relativity

- Nothing is good or bad, big or small ... until you RELATE it to something.
- Practice relating your situation to something much worse and yours will always look good.

The Law of Vibration

- Everything vibrates, nothing rests.
- Conscious awareness of vibration is called feeling. Your thoughts control your paradigms and your vibration.
- When you are not feeling good, become aware of what you are thinking, then think of something pleasant.

The Law of Polarity

- Everything has an opposite: Hot—Cold ... Up— Down ... Good—Bad.
- Constantly look for the good in people and situations. When you find it, tell the person.
- People love compliments and the positive idea in your mind makes you feel good. Remember, good idea—good vibration.

The Law of Rhythm

- The tide goes out ... night follows day ... good times—bad times.
- When you are on a down swing, do not feel bad. Know the swing will change and things will get better. There are good times coming— think of them.

The Law of Cause and Effect

- Whatever you send into the Universe comes back. Action—re-action are equal and opposite.
- Say good things to everyone; treat everyone with total respect and it will all come back.
- Never worry about what you are going to get, just concentrate on what you can give.

The Law of Gender

- Every seed has a gestation or incubation period. Ideas are spiritual seeds and will move into form or physical results.
- Your goals will manifest when the time is right. Know they will.



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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



6. SEED FOR ACHIEVEMENT

“Do your work—not just your work and no more— but a little more for the lavishing’s sake; that little more which is worth all the rest. And if you suffer, as you must; and if you doubt as you must, do your work. Put your heart into it and the sky will clear. And then out of your very doubt and suffering will be born the supreme joy of life.”

Dean Briggs



SEED FOR ACHIEVEMENT

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It is our intention that each of these messages be built upon a major principle, the proper use of which will result automatically in more successful living.

In this one I'm going to give you a principle which will substantially help you attain your personal and business goals—and, even more important—will result in your achieving a peace of mind you may never before have experienced. And, since it's the kind of principle it is, it would be well to get the whole family together for this message, particularly the children.

Again, it seems that at least 95% of the people— maybe more—don't seem to know about this—at least, not fully. So, the person who does know has an enormous advantage.

The seed for achievement is ...
TRUTH.

Not necessarily the kind of truth we hear so much about—although that's important—but the kind of truth you don't hear much about, particularly these days.

Truth means "Honesty." And the way in which I want to describe this kind of truth was perhaps best put by Shakespeare, when, in "Hamlet," he has Polonius say: "And this above all, TO THINE OWN SELF BE TRUE. And it must follow as the night the day—thou canst not then be false to any man." The kind of truth I want to talk to you about is INNER TRUTH—truth to yourself.

The information that Earl just shared with us is so accurate ... so perfect—and yet, unfortunately, as he mentioned, is virtually ignored by the masses. It is

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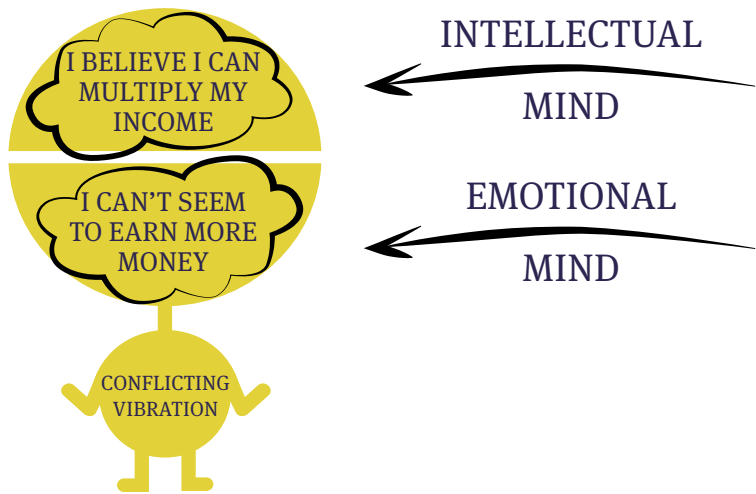
probably worth mentioning that ignored comes from the root ignorance— not knowing. People do not consciously and deliberately impede their own progress, regardless of how much it may appear that that is what they’re doing.

This is an excellent place to reintroduce and elaborate on the word PRAXIS, which was first brought to your attention in the lesson, “Destiny in the Balance.”

PRAXIS ... THE INTEGRATION OF BELIEF WITH BEHAVIOR.

If you were to ask the next hundred people you meet to read the first 5 or 6 paragraphs that we have just covered in this lesson, “Seed for Achievement,” I would go so far as to say that at least 99% of the people you polled would say, “Yes, I **believe** that’s true.” And yet, oddly enough, if we go back and review Earl’s own lines, he said, “It seems that at least 95% of the people—maybe more—don’t seem to know about this—at least, not fully.” He continued to say, “So, the person who does know has an enormous advantage.”

The shocking reality is that of all the people who will tell you they believe what Earl Nightingale said, only 2 or 3% of the people have integrated this belief with their behavior. Although there are hundreds of tremendous lessons in this “Lead the Field” Program, if this were the only one that you actually capitalized on, the rewards you would receive would exceed the scope of your imagination. In fact, Earl quotes Mirabeau later on in this lesson where he wrote, “If honesty did not exist, we ought to invent it as the best means of getting rich.



Why? Why haven’t more people integrated this belief with their behavior? While you’re looking for the answer to that question, you might also ask yourself why they don’t integrate all the other beliefs they have with their behavior. The answer to that question becomes obvious when you begin to understand the mind and how it works.

We have been conditioned, genetically and environmentally, to live one way, and taught to live another.

You might be thinking this must cause tremendous conflict in our lives and, of course, it does. And the sad truth is that there are a great number of people who are so used to living with this conflict, they have accepted it as the norm. They don’t even realize it is the cause of almost all of their problems. They have



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And what do we have?

We have our mind, our abilities, our unique and individual talents ... and time.

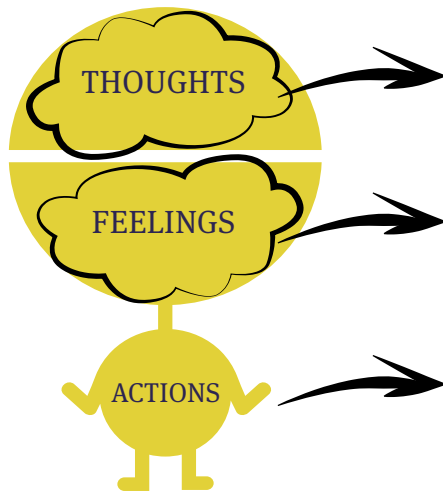
These are our possessions. This is really an immense amount of wealth that belongs to each of us. And it's the investment of our wealth which will determine our rate of return.

And, as with the ownership of wealth of any kind, it is left to us—as persons—to decide what use we'll make of it. We can squander it, until it is all gone; we can spend it in a helter-skelter, hit-or-miss fashion without much purpose or meaning; or we can invest it with intelligence and purpose and receive an abundant return—a return which will more than provide for ourselves and our loved ones, all the years of our lives.

The choice is ours—and it is here that personal honesty and integrity come into the picture.



There are numerous definitions of integrity. I'm sure you will find this definition you're about to receive as useful and accurate as anything you'll hear. It incorporates the concepts of personal honesty. A person is in integrity when their thoughts, their feelings and actions are all in harmony. As you analyze the model on the following page, and give serious consideration to the conditioning that has taken place in a person's subconscious mind, it will soon become apparent that because of this conditioning, a person's thoughts, feelings and actions are frequently not in sync. We will come back and address at another point in this lesson.



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For a moment, let's remind ourselves again of the great law behind everything in the universe: THE LAW OF CAUSE AND EFFECT.

For every cause, there will be an equal effect. If we make good use of our mind, abilities, and talents, this will become apparent in our outer lives. If we make the best use of our time, this, too, will give us a great advantage. Because, certainly we know that scarcely five—perhaps only two or three people in a hundred really put their time to anywhere near its potential good use.

This is being true to ourselves, because in the last analysis, we are the only ones from whom we can steal time, talent, and ability. It's taking the time we have been given, and putting it to our own good use. It's taking whatever abilities and talents we possess as separate and unique persons, and putting them to their best use. In short—**MAKING THE BEST USE OF WHAT WE HAVE—IN THE TIME WE ARE GIVEN TO USE IT.** Sound simple? Truth is always simple and uncomplicated.

And here again—we are placing ourselves above competition by doing what the majority do not do—we are understanding something the great majority of people do not know.

Here's the foundation upon which every great career has been built: **INTEGRITY, TRUTH, and HONESTY are bases for SUCCESS.**

Let's look at some facts: Success has nothing to do with the size of the brain. The largest brain on record was the brain of an idiot. The smallest, the brain of Anatole France, who won the Nobel Prize for literature in 1921. Some of the world's greatest people in every field are or were, short, bald and fat. Some tall and skinny. Some brilliant and well educated; some had little or no formal schooling. So—the person destined for greatness cannot always be spotted on the street, nor does that person always get the vote of their school graduating class as the one most likely to succeed.

But, truly successful people all have one thing in common: They all understand—consciously or unconsciously—**THE LAW OF CAUSE AND EFFECT.** They wisely work with it, instead of trying to work against it.

Although most people will give lip-service to honesty, they're really not at all sure about it. With the great majority, it's a matter of expediency. If it's more

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expedient to realize a quick profit in some way by not disclosing the whole truth or by shading it a bit—well, they'll hide it a bit. Why? Because they live on a short term, instant gratification basis. They don't see living as a long term arrangement. They forget—or don't know—about what I like to call “the Unfailing Boomerang.”



Think of the number of times you have felt yourself being pulled in one direction while at the same time, your intellect was telling you the opposite direction was the true course of action to follow. This sort of mental conflict is not a modern phenomena brought about by our fast changing world. The truth has always had a way of shifting under pressure. It is often just as hard to tell the truth as it is to hide from it. Five hundred years before the life of Christ, Sophocles, the Greek dramatist, gave us the answer to this dilemma when he said, “Truth is unequivocally the strongest argument.” Situations of this nature arise daily, and unfortunately with most people the conditioning wins over the truth. They give in to that strong sub-conscious pull rather than do or say what their intellect knows is the truth. For example, a person could be in a social situation where someone may be criticizing another individual who is not present. They know the criticism is not well-founded, but rather than speak up in the person’s defense, they remain quiet. This happens time and time again because most of us have been conditioned to be agreeable and not make waves. The person in question may even nod in agreement without saying anything. Cut it any way you want, we know this is a form of dishonesty ... “to thine own self be true.”

As we go through this lesson—in paragraph after paragraph—most of us have past situations trigger in our mind. We truly understand what Earl Nightingale is sharing with us and it becomes more and more apparent the strength of the grip that sub-conscious conditioning has upon our words, our feelings and our



actions. This lesson can serve as a catalyst for both you and I to muster up all the strength that God gave us and make an irrevocable decision that from this point forward truth will reign in the decisions we make.

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Every time a person does something dishonest— whether it’s small or large— whether it’s stealing a pair of pliers from the plant, or embezzling ten thousand dollars— whether it’s selling themselves short by not making full use of their time, talents, and abilities— they are throwing the boomerang. Now, how far it will travel, no one knows. How great or how small a circle it will traverse, only time will tell. But it will eventually—it must finally—it will, inevitably, come around behind that person to deliver its never failing and painful blow.

Yes—HONESTY IS GOOD BUSINESS. In fact,

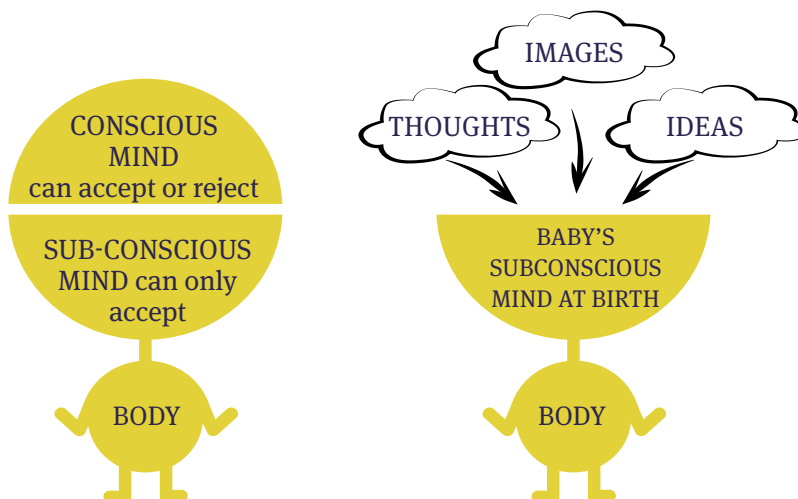
Mirabeau wrote: “If honesty did not exist, we ought to invent it as the best means of getting rich.” It’s the only way on earth to real and lasting success of any kind. Either we’re convinced of this—with every fiber of our being—totally, completely, or we are not. If we don’t know this by the time we’re adults—we deserve every knock we get. In fact, if we didn’t deserve them, we wouldn’t get them.

All we have to do under every circumstance is ask ourselves: “Is this true; is this honest?” And then go ahead, with the happy realization that we’ve taken care of the CAUSE—and that THE EFFECT WILL TAKE CARE OF ITSELF!

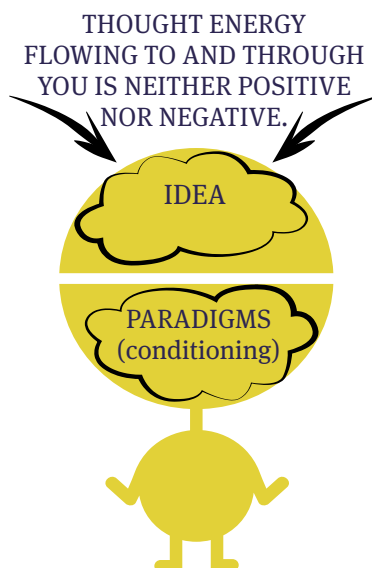
You and I know that living successfully is a matter of forming the right habits—one of the most important of which is this business of honesty in everything we do. And yet, do you know that each year, in every country in

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Take a moment and revisit the model of the mind and how the paradigm was first developed.



It would be a wise investment of your time to reflect back upon the environment that you were in for the first five or six years of your life. Think of the people you were surrounded by. What was their life-style like? What did they work at? Don't get caught up in the concept of whether they were good or bad people. Did they make the best use of their time and talent? Were they involved in programs such as this that would help them develop their potential? And, while you are mentally reviewing this period of your life, you must realize that you are an extension of that energy. You are the product of their habitual way of living. They are the ones who were responsible for the formation of your paradigm, but it is also important for you to remember, that you are responsible for changing it.



The nature of the idea you build will have a tendency to be influenced by your sub-conscious conditioning (paradigm).

You were truly given the freedom to form whatever ideas you choose. There is absolutely no one and no thing that can influence your thoughts without your permission. We must realize the thoughts and ideas that we entertain consciously or in our conscious mind have been formed from pure unadulterated energy that flows to and through us. As it enters our consciousness, it is neither positive or negative, we make it what it is. The mental pull that you feel to choose one thought or idea over another is the

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We know we'll move ahead because we will simply be too remarkable—too unusual and outstanding—to go unnoticed for very long. This is as it should be, for there has never been a time when the outstanding person is more sorely needed.

It means the willingness to keep an open mind. To look for truth all the days of our lives, and be ready to toss our most cherished beliefs into the trashcan if we can be shown something that comes closer to the truth.

It's knowing THAT THERE IS ALWAYS A BETTER WAY—and a better way than that—and so on. And looking, in everything we do, for these better ways of conducting ourselves.

Before continuing with this lesson, complete the exercise below, and it is probably worth mentioning that complete honesty with yourself will go a long way.



Choose 3 different situations in your life where your paradigm wins over what you know is the truth and, as a result, you compromise your best behavior. (I.e., When you hear someone being criticized—you know it's not the truth, but you don't speak up in their defense; when you're involved in a project in your work and you're settling for results inferior to those you know you can achieve).

In each instance, indicate the specific situation/your behavior, and the correction you wish to make.



1	
SITUATION	
CORRECTION	
2	
SITUATION	
CORRECTION	

3	
SITUATION	
CORRECTION	

It's realizing that a person who does not read is no better than one who cannot—and that a person who does not continue to learn to grow as a person—is no better than one who cannot. And it's understanding that we must walk with truth every day of our lives—if we're to reap the abundant harvest.

The greatest joy a human being can know is **THE JOY OF ACCOMPLISHMENT**. Think how really great this job becomes when we're making constantly growing use of our mind, our talents, and our abilities!

Think of your life as a plot of ground to be seeded. It can only return to you what you first give to it. And what do you have to give? You have real wealth! You have a human mind—the greatest single agency ever to appear on earth. You have far more abilities than you have ever used, and far more talent than you probably imagine. And you have time—the one thing which is completely beyond the control of man. Time—which cannot be saved, stopped, nor held back for even an instant. Make full use of these riches while you have them. Why wait to say, "I wish I could do it all over again?" **THERE IS NO SECOND CHANCE.**

Use truth as your guide and your plot of ground will return to you and yours an abundance that will amaze and delight you.





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There may be bad days—days when you feel uneasy, worried, or depressed—they’re a part of life. Should they come, let me suggest that you remember a quotation which has helped me—and a lot of other people—over some rough spots. It’s by Dean Briggs, and it goes like this:

“Do your work—not just your work and no more— but a little more for the lavishing’s sake; that little more which is worth all the rest. And if you suffer, as you must; and if you doubt as you must, do your work. Put your heart into it and the sky will clear. And then out of your very doubt and suffering will be born the supreme joy of life.”

This quote by Dean Briggs is one of my favorites. I’ve liked it from the first moment I heard it. And many years ago committed it to memory. There have been numerous times when I’m in the process of forming a new habit that my old paradigm has been fighting feverishly to get me to forget it. I would have such thoughts as “It’s not necessary,” “Forget it,” “Let it go,” “Start it tomorrow.” It was at those times this quote came back into my mind. I mentally and sometimes verbally repeated it. My attitude would shift and I would dig in and as Briggs said, I would do my work. “A little more for the lavishing’s sake.”

You are now at the half way point in this program.

I want to recommend that you pick a specific hour each day—you might refer to it as your “Career Study Hour” or your “Moments For Brainstorming.” Give it a title and then make it a part of your life. You may, on occasion, invite another person to join you in this hour, where you will brainstorm. This hour is set aside for research and development. Its sole purpose is to enable and inspire you to bring more of your rich resources to the surface. I have often recommended to people that they join the “6:00 Club.” That’s where you are up bright and early, rested, your mind is clear, you do not have the weight of the daily activities resting on your mind. You’ll be fresh and ready to roll. Keep in mind if you have not already formed the habit of setting one hour aside for your own personal research and development, that your old paradigm (which is deep rooted conditioning) will put up a tremendous battle and attempt to prevent you from engaging on a continuous basis with this new productive behavioral pattern. Choose your hour now, commit to the concept and begin today.

MY SIGNATURE IS MY COMMITMENT TO ALLOCATE THE FOLLOWING HOUR _____ EVERY DAY FOR MY OWN RESEARCH AND DEVELOPMENT.

I UNDERSTAND MY OLD CONDITIONING WILL ATTEMPT TO PREVENT ME FROM HONORING THIS COMMITMENT. HOWEVER, I HAVE MADE A DECISION THAT IS IRREVOCABLE. I AM DOING THIS.

_____ DATE

_____ SIGNATURE



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The top section of the page features a dark blue background with several white line-art icons of lightbulbs, some with rays emanating from them, scattered across the top. The main title 'Thinking INTO CHARACTER' is centered in white. 'Thinking' is in a large, serif font, and 'INTO CHARACTER' is in a smaller, sans-serif font below it.

Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



7. IT'S EASIER TO WIN

“A strong life is like a ship of war, which has its own place in the fleet, and can share in its strength and discipline. But can also go forth alone to the solitude of the infinite sea. We ought to belong to society and have our place in it. But be capable of an individual existence, outside of it.”

William James

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figures that he quotes are almost comical—they're so low— understand they were very accurate at the time he shared this information with us in the early 60's and it wouldn't have been comical for the person who was living on that kind of income. If you were to take the time and go to the necessary source, you would find that the income for individuals 65 years of age and over has not really changed much. Although the numbers may be very different, their buying power would be very much the same.



I think the point that Earl Nightingale is stressing in this lesson is one that you and I must give serious thought to. And that is, that most are a product of their environment, and that the masses of people historically have never saved money and end up as poor old people, because they were poor young people who grow old without ever changing their situation. By following the exercises in this program, you can break away from the crowd and catapult yourself into that select 3% of the population who enjoy the abundant life.

Years ago, I remember a function where Earl Nightingale was the guest speaker. He said something that I shall never forget, “**The opposite to courage is not cowardice, it is conformity.**” You might play with that idea for the next 50 years when you're making decisions and see how it improves your life.

Let's return to Earl Nightingale's words as he elaborates on the power of environment and why so many people feel boxed in.

Well, it's here that we begin to see motivational forces at work. Motivation is closely linked to environment. Our normal reaction to environment is to act, think, and talk like the people by whom we're surrounded. Since only 3% achieve financial independence during their lifetimes, the odds are 97 to 3 that in any given case a person is surrounded by those who are not thinking and working toward financial independence. Instead, they are surrounded by, and as a result conform to, a “group” which does not stress the importance of being financially independent. They have conformed—to their environment. And, I'm using finances as only one example. Other examples could be education, health, language, work, attitude and so forth.



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These people can be said to be those who do not consciously choose their environment, but simply GO ALONG WITH THE ENVIRONMENT IN WHICH THEY FIND THEMSELVES.

Now, that would be fine ... if the statistics were reversed. If 97% of the people could be said to be successful, the odds would be excellent if we just went along with the crowd. In that event, selecting an environment might not be too important. But this is not the case—and never has been.

If a person does not choose, of their own volition, the environment in which they want to live and raise their children, the chances are about 97 to 3 that neither they nor their children will live in an environmental climate offering the best opportunities for success and the enjoyment of life.

I would like to suggest that you pause for a moment, stand back and objectively take a look at the environment you now find yourself in.

MAKE A LIST OF 10 OR 12 BUSINESS PEOPLE THAT YOU ASSOCIATE WITH MOST FREQUENTLY.

1. _____
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5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Now I want to suggest that you think about each of these people, one at a time—what are they like? I'm not suggesting that you question their character or integrity. Without being judgemental, ask yourself, "Do they entertain big ideas, are they exciting and positive individuals who see the unlimited potential in all situations? Are they high achievers? And finally, a beautiful question: "If you

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have children, would you like your children to grow up and conduct themselves in business like these people do?" The truth is, they could be beautiful people who are going nowhere and if you spend a lot of time with them, I can assure you, if you are not already like them, you are moving in that direction. After thinking about each one of these individuals, pick six (6) who you honestly feel could teach you something valuable and select the ones you would like to emulate. Being super honest with yourself with respect to this exercise, it is very important to go back to your list and place a checkmark in the box to the right of that person's name. I once heard someone suggest that if you want to play a better game of golf, you should quit playing with your friends. There's probably a bit of truth in that.

"The greatest benefit which one friend can confer upon another is to guard, excite and elevate their virtues."

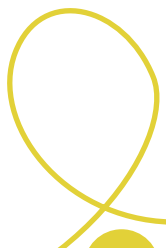
Samuel Johnson

PROFESSIONAL ADVISORS

When you need advice or information, go to the experts. This is a cardinal principle. Everyone should know—well—at least two or three very capable people in their business or industry to whom they can refer for experience and guidance.

LIST THE NAMES OF SIX PEOPLE WHO ARE ACKNOWLEDGED EXPERTS IN YOUR FIELD, WHO YOU WOULD LIKE TO EMULATE.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





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HOW WILL YOU GAIN AN INTRODUCTION TO TWO OR THREE OF THE PEOPLE WHO YOU WILL EMULATE?

Four horizontal lines for writing an answer to the question above.

I WILL HAVE GAINED THESE INTRODUCTIONS BY

A single horizontal line for writing an answer to the question above.

(DATE)

HOW WILL YOU CULTIVATE A FRIENDSHIP WITH THEM AFTER YOU HAVE BEEN INTRODUCED?

Five horizontal lines for writing an answer to the question above.

Let’s take a hypothetical case, and call him an average person in the free world—although there’s no such thing as an average person. The trouble comes from ACTING AS THOUGH WE’RE AVERAGE.

In the case of this so-called average man—from the time he’s born until about age twenty-five, most of his life is spent in doing what others have told him to do. As a child, it’s his parents; and they mold him much as a potter molds clay. He talks as his mother and father talk; he thinks the way they think. If they think something is bad, he thinks it’s bad. He tends to grow up in their religious faith, and very probably ultimately in their political party. If they have deep rooted prejudices, he will likely adopt them.

When he reaches school age, he’ll begin to emulate the other children. To a youngster in school, the most important thing on earth is to be liked. Acceptance and esteem in the eyes of his contemporaries is his deepest craving. So he’ll do what the others do. He’ll dress as they dress. He wants to belong—to be liked. But remember, he is following people who do not know any more than he does. He isn’t playing follow the leader—he’s playing FOLLOW THE FOLLOWER.

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Do you recall what Willie Loman said in Arthur Miller's play, "Death of a Salesman?" He said, "The important thing is to be liked." Willie Loman had never grown up. Of course, it's important to be liked. But this is only one part of life. To Willie it was everything—and his ignorance of life and of the world brought him frustration and despair. But to a boy in school—on the average—being liked and doing what the other boys do is the most important thing in the world. And this vise-like pressure of conformity lasts for many years.



Out of school, our young man may go into military service. Here again he's gripped by a vise of conformity far greater even than he's known in school. He still acts like the other fellows and talks and thinks much as they do. And now he even looks exactly like them; same shoes, same clothes, same actions, everything. He becomes a unit in a thing called the military. And while that's the way things have, unfortunately, had to be, the effect of such standardization is, of course, enormous.

Now, let's say our young man is twenty-five, out of school, out of service. He goes back to his home town—unless he's married, in which case he usually goes to live in his wife's home town—but let's say he's still single.

For the first time in twenty-five years, he finds himself really on his own. He must make a decision as to what to do, and it's a little frightening. One day he's standing on a corner, not knowing just what to do, when he's met by an old friend from his school days. And the friends ask:

"What are you doing?"

"Nothing."

"Why don't you come down and go to work where I work? It's a good job, the pay's regular, forty-hour week, fringe benefits—the whole thing."

So he does—and that's often the end of him.



By taking the job suggested by his friend, he's still going along with the gang; but he's also giving less attention to the selection of a career than he would give to selecting a shirt or a necktie.

On the job, what's the most natural thing in the world for him to do? It's to continue to go along with the gang. He's been doing it for twenty-five years. Why should he change now? So, on the job, he looks around to see how the other fellows are doing their work, and he begins doing his the same way.

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You see, no one had told him that he's living in THE GOLDEN AGE that mankind has been dreaming of, and building toward, for thousands of years. No one has told him that from now on, what happens to him WILL BE IN HIS HANDS—not his parent's—not his teacher's—not his commanding officer's—not his associate's: but it's all up to him from here on out. He has before him perhaps a half century or more in the greatest age the world has known. Now, what's he going to do with his most productive years?

Well, with a steady job, he can marry his girl. Which he does. He then often goes out to a large suburban development and buys a house or rents an apartment that looks very much like every other house or apartment on the street for as far as the eye can see. Makes him feel comfortable: he belongs. What he actually does, is disappear again, as he did in the classroom and in the service.

He has a steady job, a wife, a place to live, a new car, the biggest pay check, and the highest standard of living the world has ever known. A wonderful start in life! Now, what does he do?

Well, he works forty hours a week. This leaves him seventy-two hours a week when he's neither working nor sleeping. Seventy-two free hours a week—

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almost twice the time he spends on the job earning a living for his wife and future children. What does he do with his free seventy-two hours a week? As a rule, he'll do the same thing the other fellows are doing with their free seventy-two hours a week. He doesn't do much of anything with them.

On a typical afternoon, he quits work, right on the dot, and drives his little car to his abode. He goes into his little kitchen, kisses his little wife, and says, "I'm tired." It's believed he says this because he used to hear his father and his grandfather say it in the days when men actually worked hard enough to get tired. The wonderful technological and sociological advances which have given him freedom from backbreaking toil and grinding poverty—permit him to retain just that much more energy and good health.

After dinner, as likely as not, he'll devote the rest of the evening to watching television. In this way, he's able to lose himself in worlds he must believe to be more interesting than his own. What he is actually doing is watching other people earning excellent incomes in the pursuit of their careers, while he **DOESN'T MAKE A NICKEL**. And while his most valuable possession—**TIME**—is silently slipping away.



All too frequently, he doesn't know how fortunate he is. He doesn't realize that for the first time in all the difficult centuries of mankind, he no longer needs to work from early morning until late at night, six days a week, just to earn enough to keep his family alive. Instead, he will earn from a third of a million to a million dollars or more. He has free time, lots of it, and he takes for granted a great many luxuries which are the wonder and envy of three quarters of all the human beings on earth. Furthermore, he can actually decide for himself what he wants to do with his life. He knows how to read and write—and all the great books of the world are available to him at his local library. In short, he usually **TAKES FOR GRANTED ALL THE WONDERS THAT HAVE BEEN GIVEN HIM**.



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And with all of this, he lives a minimal existence— doing no more than he has to do to get by without too much discredit—hoping that times remain good so he can keep his job. He thinks it’s only natural that his company, his town, and his country should continue to improve, expand and advance. But somehow, he seems to believe it isn’t necessary for him to do likewise.

Why does he live this way? Because this seems to be the way the rest of the fellows are living, and if they’re living that way, he feels it must be all right. Here is a case of MASS MOTIVATION. Of playing follow the follower.

Earl Nightingale makes reference to mass motivation. This is an excellent opportunity for us to find out what that really means. We’re dealing with seven levels of awareness and mass awareness is one of those levels.

Examine this graphic illustration.

THE SEVEN LEVELS OF AWARENESS

7. *Mastery*

6. *Experience*

5. *Discipline*

4. *Individual*

3. *Aspiration*

2. *Mass*

1. *Animal*

Now let’s take a look at these levels one at a time. Earl Nightingale has done a masterful job in painting the picture of this hypothetical individual and the ridiculous existence that he is experiencing that he calls life. He then points out that his reason for living this way is mass motivation. As you take a look at the levels of awareness and see where mass motivation fits in, it is only one level above animalistic consciousness. The fact that they even get along as well as they do is a little surprising. From a creative perspective they’re not really any better off than their pets.

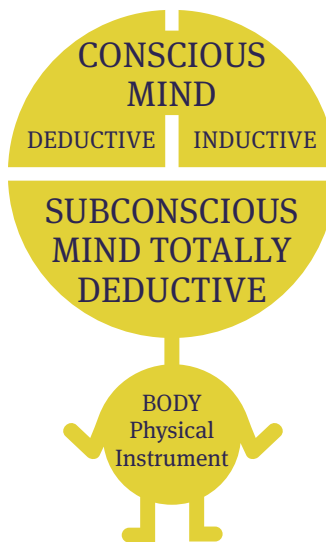
On the first level—the animal level—it’s fight or flight, putting an individual in a reactionary mode.

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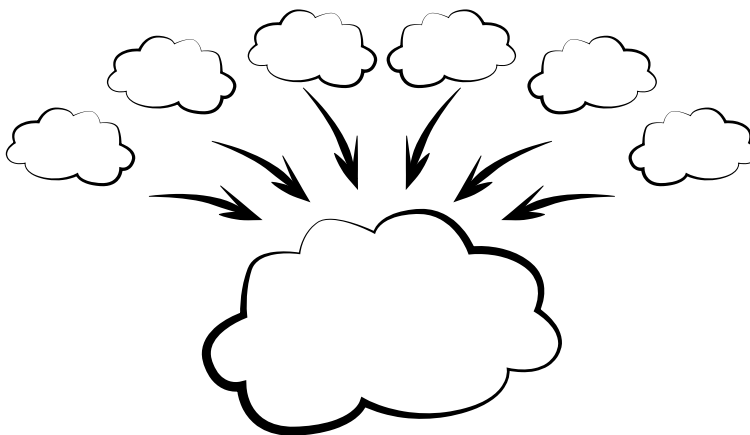
The next level—mass consciousness—is the one Earl Nightingale made reference to. This is where an individual, without thinking, steps into the crowd and obediently follows, wherever the crowd leads.

Let's stop right here and examine what is happening from a psychological perspective. To do this it will be necessary to revisit the model of our mind.



The conscious mind reasons both inductively and deductively, while the subconscious mind is totally deductive. Inductive reasoning is where we go from the specific to the general. In other words, we think a thought, we add it to another thought, then another thought, and as we keep adding thoughts we build the idea. This is, in truth, what is referred to as thinking.

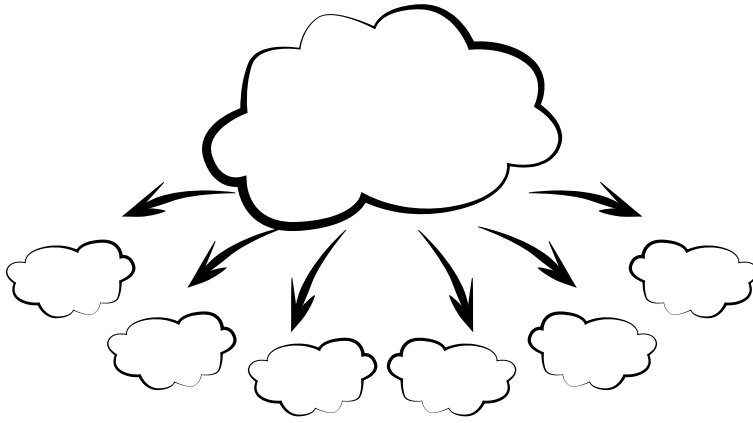
INDUCTIVE REASONING



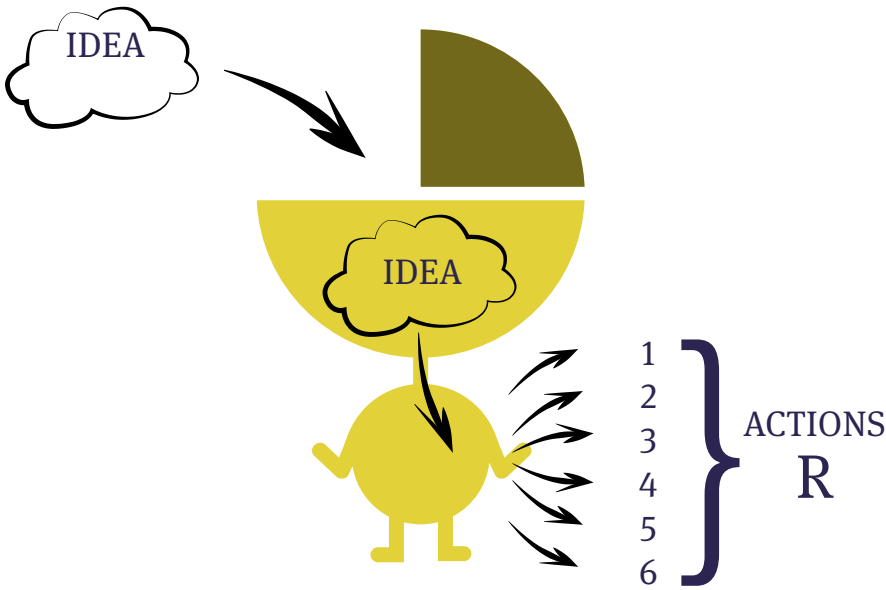
The inductive reasoning factor in the personality is what we think with. When it is not working, the mind is in a totally deductive state and the personality is totally subjective to whatever thoughts or ideas happen to be present.



DEDUCTIVE REASONING



Deductive reasoning is where we go from the general to the specific. Let's imagine that you are out visiting someone, you're having a nice evening, but you or your spouse looks at your watch and realize it's time to go home. The order is given to the mind to go home. Everything that has to be done to get home will be expressed one at a time. 1) You will get up and get out of the chair; 2) you will go to the car; 3) put the keys in the ignition. etc. Every action that's necessary will be expressed to complete the command to go home.



Consider for a moment what kind of actions a person would be involved in where there was nothing but ideas of lack, limitation, jealousy, resentment and blame circulating in the environment that a person found themselves with their sub-conscious mind wide open almost all of the time. I know you would agree it would be nothing short of a miracle for a person in that position to break out of that environment, become aware of the cause of their behavior and results to alter their paradigm or their conditioning and improve the quality of their life. Although the odds may be great against such an individual, there are numerous people who do it and anyone can.

The information that Earl shares with us here is of utmost importance.

We know that our young man has tremendous abilities and potentialities intrinsically his own. There is no other human being on earth exactly like him.

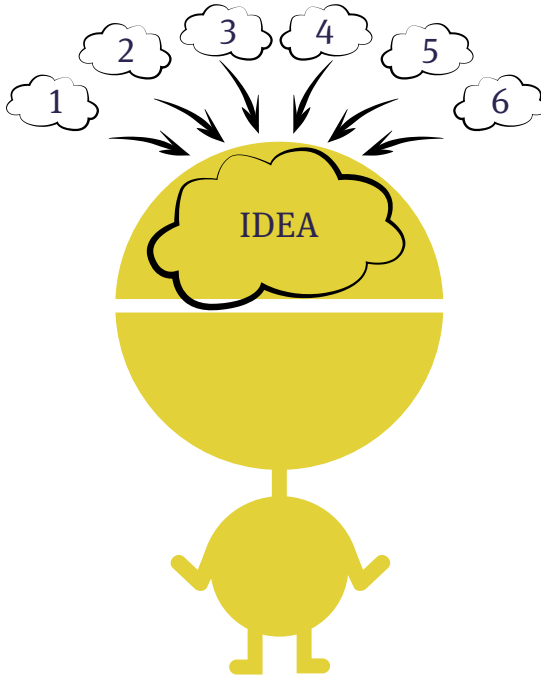
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job of our choice; vote and worship as we please and say what we please? Am I aware of the responsibilities that go with freedom? The responsibility to produce as much as I can so my freedom may be maintained ... the responsibility to become so effective as a person that even if times should become bad for a while, I could go right on providing for my family through the crisis?

THIRD: When I get up in the morning, do I know exactly what it is I'm working toward? Have my life and my work a clear direction and a worthwhile purpose? Or am I simply marking time and going along with the crowd? Am I motivated by what I really want out of life—or am I mass motivated?

INDUCTIVE REASONING



Choosing the thoughts that will build the image of whatever it is that you want

Harry Emerson Fosdick once wrote: "No horse gets anywhere until he is harnessed. No steam or gas ever drives anything until it is confined. No Niagara is ever turned into light and power until it is channeled. And no life ever grows great until it is focused, dedicated, disciplined."

You see, it's actually EASIER TO WIN. All we have to do is know some of the rules—and follow them. P.G. Hamerton wrote: "A strong life is like a ship of war, which has its own place in the fleet, and can share in its strength and discipline. But can also go forth alone to the solitude of the infinite sea. We ought to belong to society and have our place in it. But be capable of an individual existence, outside of it."

And it's never too late. For with a purpose—a goal, a person will frequently do more and travel farther in a year, than they might otherwise in a lifetime without one.

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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



8. HOW MUCH ARE YOU WORTH?

**“A body in motion tends to remain in motion,
until acted upon by an outside force.”**

Sir Isaac Newton



HOW MUCH ARE YOU WORTH?

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Before the Atomic Age, chemistry professors used to say that a person's worth—from a strictly chemical standpoint—was about thirty-two dollars on the going market. In recent years, this view has undergone a startling change. Scientists now calculate that if the electronic energy in the hydrogen atoms of your body could be utilized, you could supply all the electrical needs of a large, highly industrialized country for nearly a week. A DuPont scientist said that the atoms of your body contain a potential energy of more than eleven million kilowatt hours per pound. The average person, by this estimate, is worth about EIGHTY-FIVE BILLION DOLLARS.

Moreover, the electrons in the atoms of your body are not just particles of matter; they are waves of living energy. And these waves ripple out and spread themselves in patterns of light, and as they move, they sing! If you had the proper hearing aid, you could hear a great symphonic concert as these waves play and flow, merging with the waves of neighboring atoms. And they not only sing; they shine. If you stand in front of an infrared television camera in a completely dark room, the screen will show you, from top to toe, as a glistening, radiating, gleaming form.

In short, you're a whole lot more than meets the casual eye.

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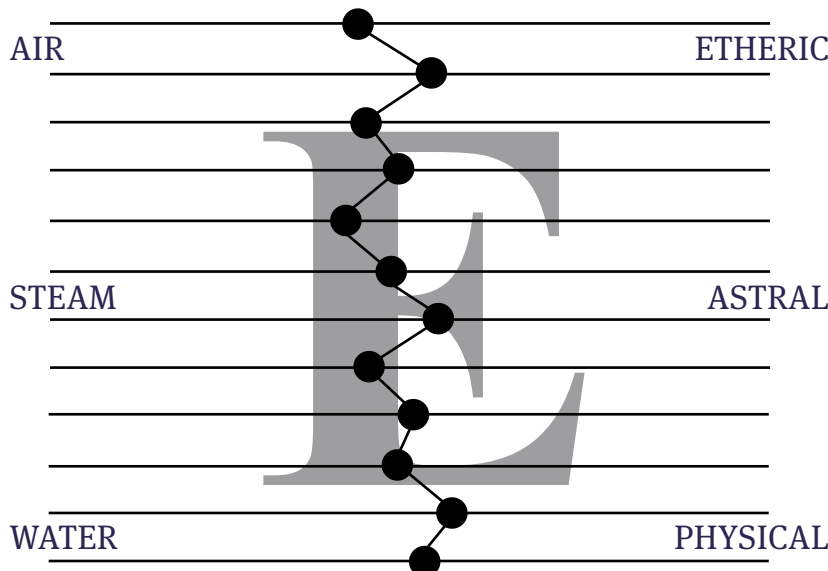


Add to this the fact that to try to reproduce your mind mechanically would cost billions of dollars and you begin to see yourself for what you really are. AN AMAZING, INFINITELY VALUABLE CREATURE. And not only are you immensely valuable as a human being, you are unlike any other human who ever lived, or ever will live. YOU ARE UNIQUE.

After studying this "Lead The Field" Program and working with it worldwide for close to 40 years, I am totally convinced the average individual walking up and down the street has absolutely no idea of the awesome power that

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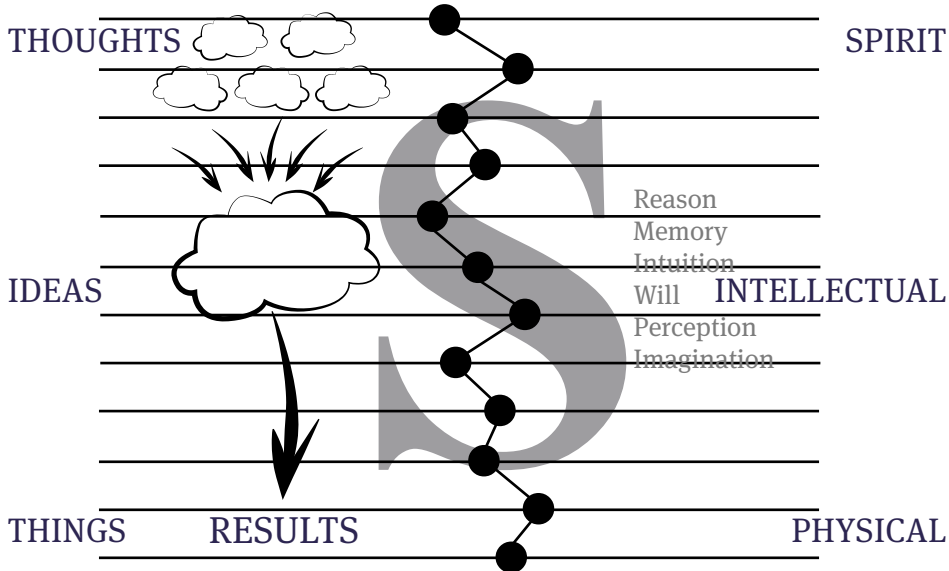
resides within them. You truly can create the world you imagine when you believe it. Your belief about anything is based upon evaluation and frequently when you re-evaluate something, your belief will change. The more you study "Lead The Field," the more you look at yourself. As you continually use this program you will find yourself constantly re-evaluating yourself. Your belief about what you are capable of doing will keep changing and your results will continually improve.



You must understand that everything is energy ... everything. Energy can be neither created nor destroyed. It is in a constant evolution of change. Imagine yourself holding a glass of water. Your hand, the glass and the water—all are energy. When the glass was sand, it was the same energy, but it was at a different level of vibration. If you were to add heat to the water, you would no longer call it water, you would call it steam ... but it would still be the same energy. And soon the steam would turn into pure, thin air ... again, it would be the same energy. The graphic on this page illustrates this concept.

We must learn to look at the world and everything in it—ourselves included—with an inner eye of understanding. Your physical senses will deceive you. As was brought to your attention in the lesson, "The Miracle Of Your Mind," each level of vibration is a frequency and as is illustrated, each frequency is hooked up to the one above and the one below. There is no line of demarcation where one starts and the other stops. There is no point where it stops becoming water and it starts becoming steam. All levels of vibration are joined together like the colors of a rainbow.

Now let's extend this beautiful truth further and personalize it. We were given the mental faculties that will enable us to cast a light of understanding on what has been considered "deep hidden secrets."



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The mental faculties were brought to your attention in the lesson, "Miracle Of Your Mind." They are your intellectual factors. We've also mentioned that we are all spiritual beings living in physical bodies and, of course, have been blessed with an intellect. Spirit is omnipresent; it is 100% evenly present in all places at all times and when we go to study ourselves and think of what we are worth, there are only two sources of reference to which we can refer— one is science, the other is theology.

For years it was thought that these two sources were antagonistic ... on the contrary, they're related. With one you study the cause and the other you study the effect. Spirit is the basis for everything. We have been blessed with creative faculties. By using these creative faculties which are resident in our conscious mind, we have the ability to tap into this nonphysical world of which we are a part. We can choose our thoughts, form whatever ideas we choose, because we are free. And, by holding the idea in our mind and depositing that idea in our heart, which is the way the early Greeks referred to as our subjective mind or our subconscious mind, that idea begins to move



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into form. In scientific terms, that would be referred to as the transmutation of energy. In theological terms, it would be referred to as prayer. Prayer is the movement that takes place between spirit and form—with and through us. Prayer is also something that few people understand. However, all prayers are answered—that is the law. The graphic illustration along with this explanation should be reviewed numerous times. I can guarantee you, as sure as it's going to get dark out tonight, the more you review this lesson, the greater will be your understanding, and the results you get in your life are the physical manifestations of your understanding. What has just been described can be referred to as a creative process.

Now, what are you selling all this for? All human beings are priceless, but the payments—tangible and intangible—they receive from life vary greatly. The purpose of this message is to help you decide just **WHAT YOU'RE WORTH**—as a human being—right now, in today's society. And what you intend to be worth say, one to five years from now.

In the last analysis, every person is in reality in business for themselves—in that they are building their own life, regardless of who happens to write their pay check. So, for the purpose of this particular message, I want you to think of yourself as **A BUSINESS**—as, let's say, **A CORPORATION**. You hold the office of president of this corporation, in that you are responsible for its success or failure. You and the members of your family are stockholders in your corporation and it's your responsibility to see that the value of the stock increases in the years ahead. Your family has evidenced faith in you—and it's your responsibility to prove their faith is justified. This is the job not only of the breadwinner, but of any employed family member.

Now, while the operations of a corporation are multitudinous and complex, they can be reduced to four basic functions:

1. *Finance*
2. *Production*
3. *Sales*
4. *Research*

Without proper financing, there would be no production. Without production, the company would have nothing to sell. Without sales, it would have to completely stop production. Without research, it could not hope to keep abreast, or ahead, of our rapidly changing times.

Now, slight any one of these four vital functions and you have a deformed—a crippled company and, if you slight it long enough, you'll commit corporate suicide.



A number of years ago I read the following in Reader’s Digest; I found it rather interesting. “I am not who I think I am. I am not who you think I am. I am who I think you think I am.”

IN THE SPACE PROVIDED, WRITE THE NAMES OF THREE GOOD FRIENDS.

1. _____

2. _____

3. _____

I want you to imagine that I asked any one of these three people to write to me and describe you to me, in as much detail as possible. It would be a very candid and truthful description. Some of the issues I would ask them to address would be: your business competency; punctuality; dependability; integrity; character; what they would estimate your annual income to be; creativity; what kind of a friend you would be; if you are a family person, what kind of a spouse/parent you would be.

I am who I think you think I am



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A company which is growing has a tendency to continue to grow. Conversely, a company which is going backwards—or shrinking—has a tendency to continue to go backwards, or shrink—until acted upon by an outside force.

All responsible company officers know that unless a company is growing—it's developing the first signs of death. Well, you're the head of your personal corporation—and you should realize that this same law applies to you as well.

Dan Sullivan is the CEO of a very successful organization called The Strategic Coach. Although I have not met him, I know of his work and I have a high regard for both he and his company. I was listening to a recorded message of his one day and I would like to share the idea with you as I remember it. Begin by thinking of your "self." You have your past self, your present self and your future self. Begin by asking yourself which of these three is in control of you. If it's your past self, you will continue getting the same results year after year. The present self is a little more difficult to deal with—it is a moving target and is constantly changing or, at least, it should be.



Take a look at your future self. What will you be doing in three years? Answering that question will give you a great opportunity to draw on your native intelligence, your life's experience and your imagination. Effectively employing all three will give you a fairly accurate picture of where capital Y.O.U. Corporation will be in three years.

To make this exercise as easy and as pleasant as is possible, we will separate Y.O.U. Corporation into the four divisions Earl Nightingale suggested. In the space provided for each, describe in as much detail as possible, where you will be in three years.



Financial - where will you be financially in three years? What will your net worth be? What will your annual income be? How many MSIs (Multiple Sources of Income) will you have?

Production—What will your production department look like in three years? How will it be operating? What will you be producing?



Sales—What will your sales volume be in three years? How will you be making your sales? Will someone else be selling for you? Where will you be selling? What will you be selling?

Research—How much of your time will you be spending on research? What percentage of your revenue will you plough back into research?

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Now, just for a minute let's take a look at the next ten years. Before we do, keep this in mind: If anyone had predicted just ten years ago that we would be living in the kind of world we have today, they would have been ridiculed. This includes everything—from our basic industrial technology to the luxuries and new products we now take for granted—along with our present average income. We're reaching a point in the expansion of human knowledge where our advance is more than dynamic—it's EXPLOSIVE. Any prediction for the next ten years is very likely to be far on the ultra-conservative side. But let's take a look at what the experts have to say.

According to many recent research studies—the next ten years are going to offer business and the individual unlimited rewards.



In the next eight to ten years, the bulk of spending in the highly developed nations, believe it or not, will be for things, products and services—over and above the necessities, which are food, clothing, shelter, transportation, and medical care. Imagine—most of the spending will be for things above and beyond the necessities!

This will be the first time this has happened in the entire history of the human race!

It's estimated the consumer market will expand fifty percent and more in the next eight to ten years—an astounding increase soaring into the hundreds of billions of dollars.

In the next thirty years, alongside every building now in existence—a new building must be built.

And what about research and development—which is the future of our economy? Today, more money is being spent for research and development in a single year—than was spent during the past 150 years.

Think for a moment—what does all of this mean to you and your own individual company—the one of which you are president? It means YOUR FUTURE IS UNLIMITED, if you'll see yourself in relation to the present and the future.



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Earl Nightingale mastered most everything he got involved with. In studying this program, decades after he wrote it, you would have to admit he was a visionary. “Lead the Field” is such a powerful program and has such broad appeal. It is prepared in such a way that a student can use it and yet is appreciated and effectively used by the most erudite executive.

Keep in mind this program was written and recorded in the early 60’s. Today we can look back at his predictions and see how shockingly accurate they were. When I think of the first “Lead the Field” program that I invested in, it was recorded on small 7 inch plastic records that I played on a portable battery operated record player in my car. When I joined the Nightingale-Conant organization years later, we began producing it on cassette tapes. However, when we sold the tapes to a person, we also had to sell them a cassette player, because hardly anyone owned one.

Dotted lines for taking notes.



Then I look at our means of communicating this information today, and by comparison, it is pure magic. We can beam the message, bouncing it off of a satellite onto a handheld computer on the other side of the globe. What is my point?

Just this: Earl Nightingale’s directives are as effective today as they were when they were first written. They are timeless because they are based on natural laws. The world we live in is in a constant evolution of change, but the laws never change and cannot be altered. To the best of my ability, I align my life with these teachings that Earl Nightingale promises throughout the program, and the rewards for doing so I have received. You will as well. You will enjoy a truly abundant life by making these ideas a part of your way of thinking, a part of your way of life.

The most profound directive Earl Nightingale gave us, was to act like the person you want to become. You have, at this point, predicted what Y.O.U., as a company, will be like in three years, in all four departments. In the space provided, state the changes you must begin making **NOW** to begin **acting, walking, talking and studying** like the person you want to become.



1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____





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Never before, throughout all of the centuries of humanity, has a person faced as bright a future as yours.

Our population isn't just exploding—it's getting a lot SMARTER. Educational advances during the past ten years have been remarkable; during the next ten, they'll be amazing! The customer is getting smarter every day. And if we're going to continue to meet their demands and sell them our products, we'd better get smarter every day, too. Because, if we don't— they're not going to buy from us.

The market of the next ten years will be characterized by diversity—not uniformity. It will also be dominated by taste—not necessity. There'll be a great increase in the quality as well as the quantity of consumer choices.

There are many signs of the rising urge for the better things in life. Many millions of adults are currently interested in after-hours study programs, and this number is growing by MILLIONS each year.

Dotted lines for taking notes.



Well, that's just a glance at a few of the things going on around us, and what life will be like in eight to ten years.

Now, each one of us—as president and unquestioned manager of our own corporation—can decide what to do about it. We can either grow with it—or go backward. **WE CAN'T STAND STILL**—even if we'd like to!

This gives us an opportunity to stand back and look at ourselves and our futures objectively—as an intelligent stranger might.

Ask yourself, "How much am I worth—right now— today—as a corporation? What is my value today, to myself, my family ... and my company? If I were an outside investor, a stranger, would I invest in this corporation?"

A company growing at the rate of 10% a year will double in size in about eight years. What attention are you giving to the production of your personal

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corporation? Can you grow and improve as a person at least 10% a year? Of course you can. In fact, if we go along with the expert's estimates, a person can increase their effectiveness anywhere from 50% to 100% and more WITHIN THIRTY DAYS!

Our files are filled with reports from people who exceeded their previous performance to an almost unbelievable extent; people in management and in production who multiplied their effectiveness many times; students who moved from failing grades to straight A's and the dean's list; people in sales who found they could, through the proper management of their abilities, minds and time—sell as much of their company's products in a single month as they had previously sold in AN ENTIRE YEAR! Think what this means! It means being TWELVE TIMES as effective as a human being, and getting back to the law of cause and effect: it means putting out twelve times as much service, which must and will guarantee our receiving eventually twelve times THE REWARD we formerly knew. Twelve times the reward!

Remember, please, if we do twice as much, we have to receive twice as much. And nothing on earth can keep it from us. And the same thing applies if we triple our effectiveness. Now, you and I know this— everyone should know it—but remember that fully ninety-five percent of the people do not know this. Think of the advantage this gives to us. It isn't that we want to take advantage of anyone—and we're not—but it dramatically demonstrates the truth of the saying: "Knowledge is power."



Become aware of how this new information you have been studying has caused your perception of your self and your worth to be greatly improved. Take a few moments right now and consciously and deliberately let the image of this new person you have evolved into being, flow freely onto the screen of your mind. When the picture is clear, begin to paint your new self image with words in the space provided. Begin by writing ...

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Tomorrow is a brand new day—the great equalizer—no more, nor less time than anyone else on earth can have to work with. Right now, begin to think of ways in which you can begin to **INCREASE YOUR EFFECTIVENESS, RAISE YOUR PRODUCTION**, knowing that by so doing you're automatically pre-setting your rewards. Each day that comes to you, beginning with tomorrow, offers you a clean, brand new page on which to write the story of your life. Forget the past: it's gone. Don't concern yourself with the opportunities you may have missed in the past—this is true of everyone—but reach out and take each new day as it comes and ask yourself, "How can I best use this day?" You know, we're going to run out of them eventually.



If we waste an hour of productive time every day, it adds up to about 250 hours a year that our corporation, our plant, is shut down. We can earn nothing with the doors closed. What is your time worth an hour? Multiply this by 250 and you can see what you're throwing away. Now, whether your employer pays for this wasted hour or not is unimportant. LIFE WILL NOT PAY FOR IT.

Learn to enjoy every minute of your life. **BE HAPPY NOW**. Don't wait for something outside of yourself to make you happy in the future. Think how really precious is the time you have to spend, whether it's at work, or with your family—every minute should be enjoyed, savored. A human life is really nothing more than a collection of minutes, hours, and days—these are the building materials ... and it's left strictly up to us to determine the kind and size of structure we build.

You see, a person has a tremendous advantage over even the largest corporation. Think of any large corporation. Can it double its production in a single day? No. Can it double its sales in a single day? No. It would like to, but its growth must be a gradual, steady thing because of the interconnecting complexities of operating so large an organization. Yet a person can **DOUBLE, TRIPLE, QUADRUPLE**, their effectiveness **IN A MONTH OR LESS**. It's like comparing the movement of a single scout to the movement of a great army.



How have you been handling the three vital functions of your business: Research, Production and Sales? How much time and effort are you giving to RESEARCH—to the study of your work, your career?

Can this be improved? And what about PRODUCTION? Is there a way in which you can vastly improve the way in which you conduct your work? And SALES—how can that be improved? Sales is more than selling a product or service: it’s the way in which we sell ourselves to everyone with whom we come in contact. It’s the way we get along with our associates, our spouses and children, our neighbors.

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And if our business happens to be selling, how can we see more people every day, or improve the effectiveness of every part of our contact? One extra call a day comes to 250 calls a year. How many additional sales could we make with 250 additional contacts? In five years that comes to 1,250 calls we would not otherwise have made. It’s the difference between being average or above average—good, OR GREAT.

Robert Russell is one of my favorite authors. He wrote a wonderful book, “God Works Through Faith.” He said there is no secret to becoming great at anything. All that is required is for you to do little things in a great way every day. You could most certainly multiply your effectiveness overnight, merely by making a few decisions and ... understand this increase in effectiveness can be accomplished with less effort and less work. The old idea of work harder ... try harder were rules for the old economy. There is no room for them in the new economy.

Mark Victor Hansen is a good friend and business associate of mine. In a telephone conversation with him, Mark mentioned he takes one week out of each month for holidays. He said he has been doing this for the past three years

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and the success at his numerous business ventures reflect it. He explained each time he comes back from his frequent vacations, he is invigorated and has numerous breakthrough ideas which he acts on immediately.

Shortly after I got off the phone with Mark, Brian Biro phoned me. Brian is a successful individual, a great public speaker, author and corporate consultant. However, before he ventured into the business world, he was one of America's top swimming coaches. I was telling him about Mark's concept for renewal. Brian then shared something very interesting with me. He explained, when a swimmer is bringing their arm down through the water, that is referred to as a resistance stroke. When they take their hand out of the water, bring their arm back over getting ready to go back in the water, he called that a recovery stroke. Then he explained that it didn't matter how strong a swimmer's resistance stroke was, if they didn't have a good recovery stroke, they would never make it in competitive swimming. An effective recovery is something we all require— frequently.

Taking this new active approach to life brings peace to our mind, absolute security to our future, great new stature as human beings. In this way, we can work toward reaching full maturity. With this attitude toward life, we need never for a moment concern ourselves with its outcome. It will begin to become successful tomorrow, and it will pour ABUNDANCE upon us for the REST OF OUR YEARS.



This is a powerful lesson, one you want to review time and time again ... it is without question, one of my favorites. It has not only helped me become better acquainted with my true self, it has turned me into a real friend of myself and made me, many times, more effective in my chosen calling.

I would expect, by now, the one hour that you have selected for your own research and development is gaining strength and will soon be a new part of your chosen paradigm. Focusing on the benefits that we gain from forming new habits always provides the motivation that's necessary.



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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



9. LET'S TALK ABOUT MONEY

“Never look at the visible supply; always look at the limitless riches in the formless substance and know that they are coming to you as fast as you can receive and use them. Nobody, by cornering the visible supply, can prevent you from getting what is yours.”

Wallace D. Wattles



LET'S TALK ABOUT MONEY

Men and women have been concerned about money since the first coin was fashioned in Asia Minor about 700 B.C. You might say that money is like good health in that we are concerned about it to the extent that we don't have it.

The purpose of this message is to get down to basics—to clear the air surrounding the entire subject of money. To do this, I'm going to have to get absolutely elementary. And while you may already know most of the things I'm going to say, I think it's important that we remind ourselves just exactly what money IS, how much of it is ENOUGH, and how to EARN the amount of money you need to live the way you WANT TO LIVE, now, and in the important future years.

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To begin, let's get rid of the old myth, once and for all, that money is bad or unimportant. It is not bad, and it is important, vitally important. It's just as important as the food and clothes it buys, the shelter it affords, the education it provides, and the doctor's bills it pays. Money is important to any person living in a civilized society. To argue and split hairs to the effect that it's not as important as other things is absurd. **NOTHING WILL TAKE THE PLACE OF MONEY IN THE AREA IN WHICH MONEY WORKS.**

That's all there is to it.

What is money? Money is the HARVEST of our PRODUCTION. Money is what we receive for our production and service as persons, and which we can then use to obtain the production and service of others. We can quite often accurately gauge the extent of our production and service by simply counting the amount of money we receive for it.

You will hear people say, "Money won't bring happiness." The earning and possession of money has brought a lot more happiness than has poverty.

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Money is a warm home and healthy children; it's birthday presents and a college education; it's a trip abroad and the means to help the older people and the less fortunate.

We're not saying that piling up a lot of wealth is important. What we are saying is that money is important because it's the only reward which is completely negotiable ... and can be used by everyone.

Look at it this way: A diamond is more valuable than a lump of coal, yet that's exactly what a diamond was at one time. And just as a lump of coal can be transformed into one of the world's most valuable objects ... a human being can vastly increase their own value to the world.

This is a subject that I have truly enjoyed working with for many years now. I'm sure you will as well. It not only affects every area of your life, it is a subject you're going to enjoy sharing with others.

The information on money that I have gathered and shared has helped many people become millionaires. Thousands of people around the world are earning hundreds of thousands of dollars more because of what I have been able to teach them about this subject.

The subject of money has truly fascinated me for a long time. Surprisingly, you are going to find, if you have not already, that you could actually look all day, possibly even all month, and not find anyone who really understands how to earn money. You may at first think that is a grossly exaggerated statement, however the more you are involved with this subject, the more you will realize it is not. 1% of our population earns approximately 96% of all the money that is being earned. You can go right through our educational system and not learn one thing about earning money. Almost everything that you and I have been taught about money as we grew up was incorrect. The masses operate under the false assumption that because the vast majority of people go to work and





earn an income, they know how to earn money. The truth is, they’re grinding out a living. They are following a strategy for earning money that will not permit them to accumulate any amount of wealth and live the good life at the same time. The reason there are so many poor old people is because there’s a lot of poor young people who grow old and never learn the truth about money.



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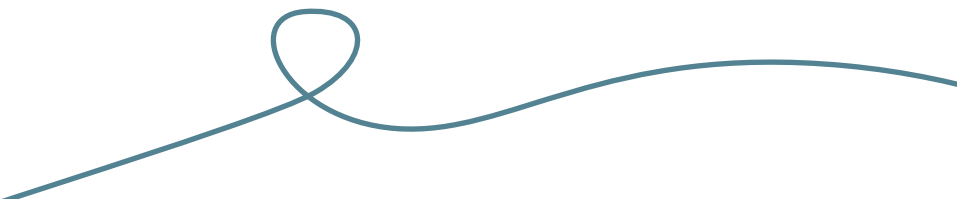
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When I was growing up, I was left with the impression that if you were going to earn a lot of money, you had to be really bright, well educated and lucky. The truth is that earning money does not necessarily have anything to do with age, gender, geography, formal education, background or business experience. If you want to earn a lot of money, there is one simple prerequisite—you must make a decision that you are going to earn a lot of money. Once that decision is made you will then, very likely, follow a strategy that you follow when you’ve made a decision to do anything else that you didn’t know how to do. You would go to someone who has demonstrated by results, that they know, and you would follow their instructions.

The earning of money is an exact science. Earl Nightingale gives us the formula.

Try to remember this formula: The amount of money we receive will always be in direct ratio to the DEMAND FOR WHAT WE DO—OUR ABILITY TO DO IT—and the DIFFICULTY OF REPLACING US.

A highly skilled human being is worth more money in our economy than a person who is not highly skilled and who can be easily replaced. This is not to say that one person is any better than any other person. Remember that in this message we’re only talking about money—nothing else.



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An elevator operator is just as important, as a human being, as a brain surgeon. But the amount of money they will earn will be proportional to the demand for what they do—their ability to do what they do— and the difficulty of replacing them. A person can be trained to operate an elevator in a half hour—and can be replaced at any time by virtually anyone ... or even by an automatic elevator.

The brain surgeon spent many years learning their profession, often at great personal sacrifice, and at high cost ... and they cannot be easily replaced. As a result, the surgeon might earn as much money in an hour as an elevator operator might earn in a year. Now, these are extreme cases used to show THE RELATION OF INCOME TO DEMAND, SKILL AND

SUPPLY. And this is as it should be. This is why there are few limitations on a person within their company and industry. Their income will be in exact proportion to the demand for what they do, their ability to do what they do—and the difficulty of replacing them. That’s why the whole idea of trying to get something for nothing is ridiculous—and won’t work.



A top jockey will earn hundreds of thousands of dollars a year, which will represent 10% of the winnings of the horses that jockey rides. You might say riding a horse serves no purpose—but the demand is there—useful or not. It’s the same with a star in show business—their income will very accurately reflect the demand for what they do.

That’s why preparation for life is so important. Luck has been defined as what happens when PREPAREDNESS MEETS OPPORTUNITY. A great opportunity will only make the unprepared, the unqualified, appear ridiculous. For every one of us, opportunities are all around us—our ability to see them will depend in large part on how well we have prepared ourselves.



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Now, how do you stack up in this regard? While this may sound elementary, you'd be amazed at the number of people who want more money—but don't want to take the time and trouble to qualify for it. And until they qualify for it—there's no way on earth for them to earn it! It's like the person who wants a good looking figure, but doesn't want to stay on a diet long enough to get it.

To nine-tenths of the world's population, the average North American is **ALREADY RICH**. There's a greater difference between the standard of living of most of the world's population and our average worker than there is between the standard enjoyed by our average worker—and the richest man in the country.

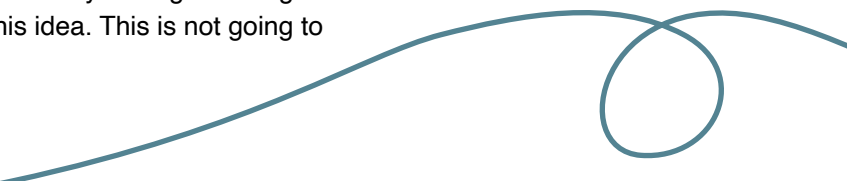


Our working person has just about everything the wealthiest person has—only smaller. They have a home, car—often two of them—radio, TV, savings account—debts ... they're just smaller. Their food is as good and just as plentiful. Their bed is just as comfortable, their home is just as warm in the winter. They have exactly the same amount of time and just as much—maybe more—freedom. Their life expectancy at birth is seventy years. For the rest of the world, on the average, it's less than forty.

With only a fraction of the world's population, we in the free world have half of the world's total money income. We have more than two-thirds of all the automobiles on earth. So, in talking about money, let's understand that we're already rich, as people. Now, how much do YOU want? How much money do you need to live the way you want to live, to accomplish the goals you have established for yourself? Most people **THINK** they want more money than they really do, and **SETTLE FOR A LOT LESS** than they could earn, if they went about it the right way.

At this point, sit back, relax and let your mind flow freely. Realize that fantasy is the first phase of creating anything. I want you to imagine that you have just turned your annual income into a monthly income. When you've got that figure straight in your mind, begin to mentally play with this idea. This is not going to

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be a windfall that just comes in once. Every month you will receive this new increased amount and, in fact, it will begin to grow. In the space provided, clearly indicate what you would change in your life with this new income.

Quote bubble: "The good life is expensive. There's another way that doesn't cost as much, but it isn't any good." Spanish Distiller

MY BEST ANNUAL INCOME TO THIS DATE IS:

Input box with a dollar sign (\$) for annual income.

IF THIS FIGURE REPRESENTED MY MONTHLY INCOME, I WOULD MAKE THE FOLLOWING CHANGES.

Series of horizontal lines for describing changes to be made.

NOTES

A What you know you can earn

B What you think you can earn

C What you want to earn

“A” Group—What I know I can earn

The more familiar you become with the subject of earning money, the more apparent it will become that the masses are stuck on the “A” level. It has really not occurred to them that they control what they earn. They very likely grew up in an environment where their parents or guardians lived on the “A” line and had someone else deciding how much they would be paid. And, to compound the problem, most people on the “A” line gravitate toward and associate with other “A” line people. If they ever hear anyone talking about great increases in income, it is usually wishful thinking that is verbalized but not seriously thought about. If they change jobs, they will generally seek a new position where their income is in the same bracket. They may hope they get a few dollars more with their new position, but will frequently settle for a few less. It is sad but true that some people spend their whole life on the “A” line and our educational system is doing absolutely nothing to change it.



“B” Group—What I think I can earn

Periodically an individual will attempt to break away from the “A” Group. They aspire to a better life-style than that which they have. They rarely, if ever, seek advice on how they could earn more. Their income remains a very private matter, and if they talk to anyone, it’s probably just their spouse who very likely doesn’t know any more about earning money than they do. They begin to think, “How could I earn more,” and they begin moving toward what they



think they can earn. Their thinking is influenced to an enormous degree by their old paradigm, so limitations keep popping up in their mind. They spend more time thinking of why they can't earn it than how they will. They begin to think, possibly another job, a better job or maybe extra part time work ... and sometimes end up with two or three jobs. Their old paradigm is locked into the idea of "try harder," and although they will experience an increase in their income, it definitely has a ceiling.

“C” Group—What I want to earn

The “C” Group is a very small, select group of individuals who live in an interesting world. Anyone can join it; there’s always room for new members. It requires no one’s permission and, on occasion, you’ll find individuals who go directly from the “A” Group to the “C” Group. In retrospect, individuals who make this change will tell you it was a simple change—that there’s a very fine line which separates the one group from the other. However, at the time the change is being made, it can become one of the scariest situations a person will ever experience. It requires a total paradigm shift. To go there, you have to think outside of the box, live with brand new rules, follow a totally different strategy. People in this group are generally in the habit of always seeking more information, and developing greater expertise. If a person is not in this group, but wants to move into it, their best advice is to seek out counsel from an individual or individuals who obviously operate on this level. Again, the only prerequisite for earning the amount of money you want is a decision. Once the decision is made and the advice sought, the way will become clear.

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Once this decision is made, the second step is to forget the money—and CONCENTRATE ON IMPROVING WHAT WE NOW DO—until we’ve grown to the size that will fit and naturally earn the income we seek.



*“There is a corollary element that must go hand in hand with the decision ... and that is commitment. IT MUST BE A COMMITTED DECISION. Most of us have weak decision-making muscles ... we do not even recognize what it means to make a real decision. We fail to realize the force of change, a truly congruent, committed decision makes. Part of our problem is that we use the term decision so loosely that it has come to describe our **wishes, not our commitments**. Instead of making decisions, we state our preferences. The word decision comes from the Latin roots, “de,” meaning from and “caedere,” meaning to cut ... therefore a decision means cutting from any other possibility. A TRUE DECISION, then, means you are committed to achieving a result, and then cutting yourself off from any other possibility.*

Committed decisions show up in two places—your calendar and your checkbook. No matter what you say you value, or even think your priorities are, you have only to look at last year’s calendar and checkbook to see the decisions you have made about what you truly value. For example, I am committed to growth, both professionally and personally. A review of my calendar always shows multiple continuing education courses, seminars, and workshops in both the personal growth area, as well as in my profession. My checkbook is filled with tuition disbursements, purchases of books and videos. Bottom line ... see how you have reserved your time ... look at your expenditures ... those are the road maps to the decisions you have made in the past.

After making a true decision, especially the tough ones, we usually feel a tremendous burden has been lifted from our shoulders.”

Dr. Carole N. Hildebrand

If you will DECIDE on these three amounts, and if you will write them on a card to carry with you or put some place where you can review it from time to time— you will automatically have placed yourself in the top three percent of the people. You will have a plan for your future—a blueprint for future financial accomplishment. You’ll know where you’re going, and if you’re serious about it, you will most certainly get there. You see, the trouble with people is not in achieving their goals—they can do that; it’s in NOT SETTING GOALS that people get in trouble. They leave it to chance and find out, sooner or later and to their sorrow, that CHANCE DOESN’T WORK—that they’ve missed the boat.

It’s estimated that only three percent decide on the money they’ll earn—and then grow as persons into the size of the incomes they seek. They thus take their lives, their fortunes and their futures into their own hands as they should, and accomplish their goals, right on schedule, all the years of their lives. You can do the same thing ... and you can do it ... starting RIGHT NOW!

There are two kinds of people where money is concerned: there are the majority who cut back on their wants to fit their incomes and there are those free spirits in the minority who make their incomes fit their wants. Now, which is best for you? You must decide.

Ben Franklin gave us the secret to wealth. He said the road to wealth lies in augmenting our means—or diminishing our wants. Either will do. But the quickest way to wealth is to do BOTH AT THE SAME TIME.

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THERE ARE THREE STRATEGIES FOR EARNING MONEY.

M1 96%

M2 3%

M3 1%/96%

M1 Strategy—Trading time for money

This strategy actually turns into a trap for 96% of the population. To follow it is part of our paradigm, it's the strategy most people observed as they were growing up. It's the one that's taught in school and as far as becoming wealthy is concerned, it will not work. If an individual is able to save any money for the latter years of their life while they're following their strategy, it's at the expense of a life. They compromise on virtually everything that costs money—cars, clothes, vacations, etc., etc., etc. This strategy has an inherent problem—SATURATION. We run out of time. Everyone gets the same amount of time: we get all there is. It's what we do with it which determines our quality of life. Doctors, lawyers, accountants, airline pilots, engineers, architects, laborers, waiters and waitresses—almost everyone you can think of follows this strategy and unfortunately, it does not work.



M2 Strategy—Investing Money to Earn Money

This is an excellent way to earn passive income although there are very few people who do it—3% of the population ... and not all of them do it well, although some do it very well. To develop expertise in this area requires time, interest and good counsel. Otherwise, it is recommended that you seek out some one who has developed expertise in this area, has an excellent record over a long period of time and follow their advice.



M3 Strategy—MSI Technology

This is, by far, the best strategy that has ever been devised for earning money and has been used by wealthy people right back to the ancient Babylonians. It's where you multiply your time through the efforts of others, by setting up multiple sources of income. You can have as many sources of income as you want. This is sometimes referred to as "mailbox money." If you approach this strategy properly and study it continually, it can be a lot of fun, it's extremely interesting and very lucrative. In the old economy, if you wanted to have multiple sources of income, you had to have a great idea and a fair amount of money in order to take your idea to market and properly promote it. That is not true in the new economy. Through network marketing, a person can set up multiple sources of income with a very small investment. It would appear as if network marketing is the distribution system that is ushering in the new economy. More and more professionals are being attracted to this strategy for earning income. When it is approached properly, it will give an individual the opportunity to enjoy a well balanced life.

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A Balanced Life

A person is living a balanced life when they are spending their days doing what they love to do and at the same time, they earn the amount of money they NEED to provide the things they WANT, to live the way they CHOOSE.

Now when you write down the yearly income you mean to earn, you no doubt know whether or not it's average for the work you're in, or above average. The chances are good that the figure you will decide upon will be ABOVE AVERAGE ... perhaps quite a bit above average. That's good! Now, ask yourself, "Who in my line of work is now earning that kind of money?" If you know, you'll have a good idea of what you have to do in order to earn it.

Now, this is exactly how men and women move from the ranks into positions of top authority with corresponding incomes.

I have no way of knowing your line of business. Regardless of the business you're in, it needs new leaders—men and women to come up in the years ahead. Everything is expanding, getting larger, and with the increase in size and scope—the most DESPERATE NEED is for the dedicated, able person who can learn to lead—to LEAD THE FIELD—and to LEAD OTHERS as well.

Some of the top executives in the nation today were once accountants, shipping clerks, struggling lawyers, service station attendants, salespeople far out in remote territories, sales clerks, mail room clerks, mechanics. You cannot think of a position from which people have not climbed to the top. Understand what I'm going to say, and it will bring you and yours everything you want: it's not the JOB—it's the PERSON; it's not your present CIRCUMSTANCES which count, but the circumstances you make up your mind to ACHIEVE that are important.



Above all, realize that money cannot be sought directly. MONEY, like happiness, IS AN EFFECT. It's the result of a cause, and the cause is valuable service.

Keep money in its proper place. It's a servant, nothing more. It's a tool with which we can live better, see more of the world, give our youngsters the education they need and a good start in life. It's the means to a happy, carefree retirement in later years. Money is necessary to modern life, but keep it in its place. You need only so much food to enjoy good health; you need only so much money to live comfortably, securely, and well. Too much emphasis on money reverses the whole picture—you then become the servant, and the money becomes the master.



As Horace Latimer put it: "It's good to have money and the things money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things that money can't buy."

Every person should know happiness in their work and home—and prosperity.

These things can and should be yours. Now—play this message as often as you can during the next week. Fix your plans firmly in your mind—and relax. Keep cool and calm. Be as serene as you possibly can be. You have nothing to worry about.

Right now you may have no idea at all how the additional income you seek is going to come to you— nor how you're going to save the amount you want in a savings account. Or how you can possibly arrange for the retirement income you've decided upon. That isn't important. Remember that the only really important thing is that you know **WHAT YOU WANT**. If you do, **YOU WILL BECOME**—you must become— **WHAT YOU THINK ABOUT**.

Be realistic about your financial goals. For as you reach them, you can then set higher goals. Trying to jump too far too soon can often result in confusion, tenseness, and worry. Take your growth in sensible, logical steps—remembering that the big thing is that you know what you want and that you realize your rewards will match your service. That is—that you must devise ways and means of actually becoming the person who is worth the amount of money you have established for yourself. A person may be worth more than they're getting—for a while—but the two will match up. They have to. In fact, unless a person is worth MORE than they're now receiving, they cannot move ahead. They're receiving all they're worth.

It all gets back to the great law that controls everything in the universe: CAUSE—AND EFFECT. The cause must precede the effect, or the effect cannot occur. This is why people who try to get something for nothing are only fooling themselves and earning the disillusionment and frustration they must one day reap.

You can have what you want. You need only make up your mind.

THIS IS THE AMOUNT OF MONEY I WANT TO EARN ANNUALLY.

\$

Make certain the figure you put in that box represents the amount of money you need, to provide the things you want, to live the way you choose. Don't be shy and don't let the figure scare you. Remember, it does not have to come from one place, although everything does come from one source. There is only one source of supply. You can establish as many MSIs as you choose. MSIs do not necessarily cause call for you to work, although they might. They will very likely require you to think. Make a commitment to yourself, that over the next one or two years, you will develop a certain number of MSIs. Use the graphic, "The Wheel of Fortune" as the model for setting up new MSIs.

MY SIGNATURE IS MY COMMITMENT THAT BETWEEN NOW AND

_____, I WILL ESTABLISH _____ MSIS.
(DATE) #

DATE

SIGNATURE

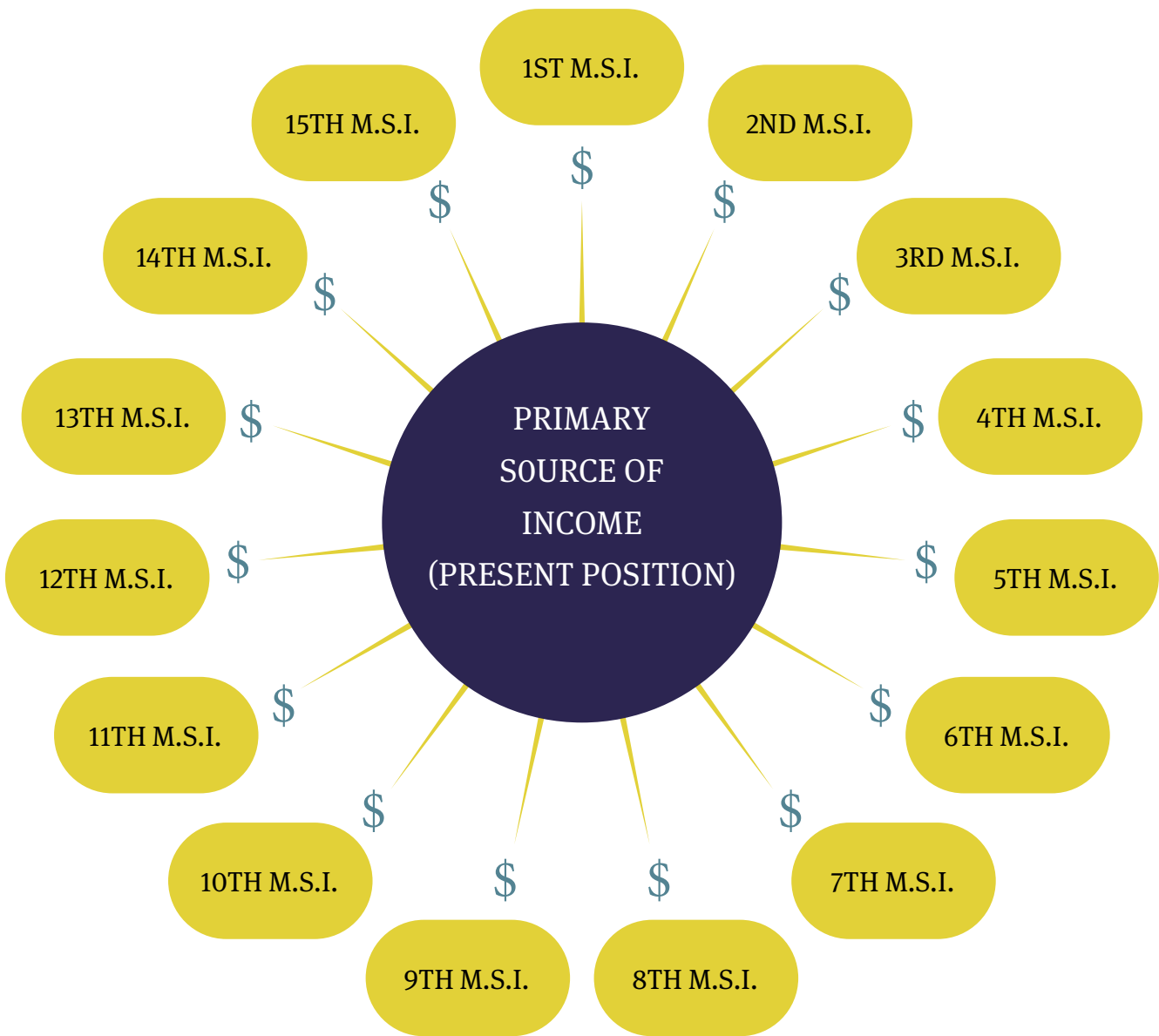


WHEEL OF FORTUNE

YOU DECIDE ON THE NUMBER OF MSIs YOU WILL HAVE

“Never look at the visible supply; always look at the limitless riches in the formless substance and know that they are coming to you as fast as you can receive and use them. Nobody, by cornering the visible supply, can prevent you from getting what is yours.”

Wallace D. Wattles



“If a person advances confidently in the direction of their dream and endeavors to live the life they have imagined, they will meet with success unexpected in common hours.”

Thoreau



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Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



10. ONE THING YOU CAN'T HIDE

“Tests of more than 350,000 persons from all walks of life show that, more often than any other measurable characteristic, knowledge of the exact MEANINGS of a large number of WORDS accompanies outstanding SUCCESS.”

Blake Clark

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But, where does a person begin? No one person can know everything ... in fact, our store of knowledge is growing far too fast for anyone to even keep up with it. It's like walking into the Library of Congress, with its millions of volumes, and trying to decide which SINGLE BOOK to read FIRST—knowing that even if you lived a thousand years, you couldn't read them all.

Fortunately, the answer to this perplexing problem is known.

A person should begin with the study of their LANGUAGE—and then to their general area of interest. Two steps ... in that order ... that can move us high on the pyramid.

First, the language; in our case, English. Not enough people realize that it is our ability to use our language which will determine our place on the social pyramid ... and which will also control, to a great extent, the amount of money we will earn during our lives.

A person may dress in the latest fashion and present a very attractive appearance. So far, so good. But the minute that person opens their mouth and begins to speak, they proclaim to the world their level on our pyramid. Shaw's play, "Pygmalion"—later adapted into the musical comedy, "My Fair Lady"—is an extreme example of what I'm talking about.

OUR USE OF THE LANGUAGE IS THE ONE THING WE CAN'T HIDE.

Many years ago, the graduating class of a large university was given an examination in English vocabulary. The test scores were graded into groups of five percent each, the top five percent and so on to the bottom.

At regular intervals during the next twenty years, questionnaires were sent to the surviving graduates, asking them their occupations, incomes, and so on.

Without exception, those who scored highest on the vocabulary test were in the top income group—while those who scored lowest were in the lowest income group.

A few years ago, Reader's Digest published an article by Blake Clark entitled, "Words Can Work Wonders for You." In it he wrote: "Tests of more than 350,000 persons from all walks of life show that, more often than any other measurable characteristic, knowledge of the exact MEANINGS of a large number of WORDS accompanies outstanding SUCCESS."

He also mentioned the work done in this field by scientist Johnson O'Connor, and gave O'Connor's best illustration of the importance of vocabulary. Tests were given to executive and supervisory personnel in 39 large manufacturing



If you think you don't have time to study, listen to what Louis Shores has to say about this: "Each of us must find their own fifteen minute period each day for reading. It's better if its regular. The only requirement is the will to read. With it you can find fifteen minutes, no matter how busy the day. That means you will read half a book a week, two books a month, twenty a year ... and one thousand in a reading lifetime. It's an easy way to become well read."

Yes, it is an easy way to become WELL READ ... WELL EDUCATED ... AND IT TAKES JUST FIFTEEN MINUTES A DAY.

Now, let's get to our second area of study—our general interest. Everyone has something in which he or she is interested. This is true of the salesman, doctor, architect, executive, student, or housewife. Reading in this area is for profit. And we should read for pleasure, as well.

Once we have a regular program going along to improve our knowledge of our language, we should begin a systematic study of the field which interests us most and which will help us reach our goal just that much sooner.

Each of us should know something of WORLD HISTORY, the history of our own country ... and the story of mankind itself. In the world of today and tomorrow, a good PERSONAL LIBRARY is vital.

NOTES

Dotted lines for taking notes.



Those without it are going to find themselves seriously and unnecessarily handicapped. Books are not an expense item—really they're an investment—and one of the best on earth. They pay us dividends out of all proportion to their small cost—not just in pleasure and knowledge—but IN CASH. As T.V. Smith has written, "Books extend our narrow present back into the limitless past. They show us the mistakes of the men before us and share with us recipes for human success. There's nothing to be done, which books will not help us to do better."

NOTES

To try to live without constantly expanding our knowledge is to close our eyes, not just to the whole purpose of life, but to the facts of life as well. Never before has the world moved so rapidly as it's moving today. We must make up our mind to move with it—to stay up with it—to grow and prosper with it. Not just because it's the best way to our goals, but because it's the way to really ENJOY LIVING—as the skillful sailor enjoys the sea.



So often a person will live in the shallows from force of habit—or because those around him or her are wasting their time there—without realizing that only a thin screen of reeds separates them from the fine, deep ocean beyond. That person can sail to any port of their choosing ... if they have taken the time, and expended the effort, to build a good boat.

Now, let me make an important point. The person who knows where they're going, and who's made up their mind to get there ... is going to make the grade, regardless of their education ... if an education is necessary to the accomplishment of their goal, they'll get it. Nothing in the world can take the place of PERSISTENCE and DETERMINATION. I think it's important to succeed in every department of our lives—and becoming well educated is one of the most vital. What good is a large material success if a person has remained too ignorant to enjoy it? Or to administer it?

Now, let's recap: KNOWLEDGE IS POWER ... the more our knowledge, the more power we can exercise over our lives and our futures.

Think of human society as a pyramid, composed of layers—beginning with the broad base, and narrowing to a pinnacle at the top. Pick the place on the pyramid you're going to shoot for ... and START CLIMBING.



NOTES

A series of horizontal dotted lines for writing notes, spanning the width of the page.



NOTES

A series of horizontal dotted lines for writing notes, spanning the width of the page.

The top section of the page features a teal background with several white line-art icons of lightbulbs, some with radiating lines, scattered across the top. The main title 'Thinking INTO CHARACTER' is centered in white. 'Thinking' is in a large, serif font, and 'INTO CHARACTER' is in a smaller, sans-serif font below it.

Thinking

INTO CHARACTER

EARL NIGHTINGALE
LEAD THE FIELD PROGRAMME



11. TODAY'S GREATEST ADVENTURE

**“Work as though you would live forever; but
live as though you would die today.”**

St. Edmund of Canterbury



TODAY'S GREATEST ADVENTURE

You've heard the definition of success as the progressive REALIZATION OF A WORTHY

GOAL. The purpose of this message is to tell you of a wonderful way to keep realizing—to keep ACHIEVING YOUR GOALS, one after another, in the years ahead.

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Dotted lines for taking notes.



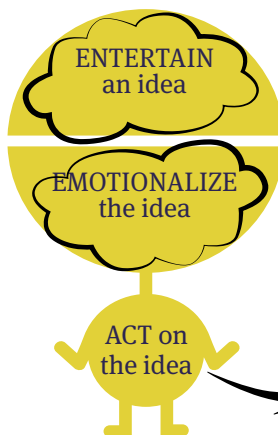
A goal sometimes seems so far off, and our progress often appears to be so painfully slow, that we have a tendency to lose heart. It sometimes seems we'll never make the grade. And we come close to falling back into old habits which, while they may be comfortable now, lead to nowhere. Now, there's a way to beat this. It's been used successfully by many of the world's most successful people, and it's been advocated by many of the greatest thinkers.

This is the lesson where we really determine whether we have merely gathered information or truly learned something. You will remember the advice we were given 2000 years ago, "By their fruits you will know them." Just as you can tell the quality of a tree, by the fruit it bears, so too can you tell a person's level of understanding by the results they achieve. Keep in mind, our paradigm has us accepting the concept that if we can remember and repeat information, we have learned it. Regardless of how often we've heard it or how many people believe it, that is definitely not learning, it is merely gathering information. This is precisely why so many people continually get the same results. They buy and read the books, attend the seminars, and nothing happens. Their frustration is heightened.

LEARNING IS WHEN ...

- we consciously entertain an idea
- we emotionalize the idea
- we act on the idea
- and, we observe a change in results.

NOTES



Observe a
CHANGE in
RESULTS

Learning is not difficult. It's altering the old paradigm where the difficulty comes in. Earl Nightingale just mentioned that he was going to give us an idea that has successfully been used by many of the world's most successful people and it's been advocated by many of the greatest thinkers. I can tell you, from personal experience, that it's an idea that I have used which has been worth an absolute fortune to me and will be to you when you act on it. However, you must remember that your old paradigm will put up a royal battle in an attempt to stop you from acting on a new idea.

We've brought to your attention, time and time again in this program, that to act on a new idea, calls for you to break an old habit. The old habit is part of the paradigm and does not want to let go. This is where study pays off. It gives you understanding. And, as we begin to act on the new idea, we want to understand that the difficulty we are encountering is caused by the opposition that's created because of these two ideas—they are polar opposites. It is absolutely essential that we mentally marry our new idea that is going to improve the results we're getting with the goal that it will lead us to.

The moment we lose sight of the goal, the old habit gains control. It would be worth listening to this lesson one hundred times to make certain that we clearly understand the laws that govern growth. All great educators have always known that repetition is one of the first laws of learning. Now, let's return to Earl Nightingale's words and the idea he promised would change our life.

It's to live successfully, **ONE DAY AT A TIME!**

A lifetime is comprised of days, strung together into weeks, months, and years. Well, let's reduce it to its lowest common denominator—a single **DAY**, and then still further, to each **TASK** of that day.

Look at it this way: a successful life is nothing more than a lot of successful days put together. It's going to take so many days to reach your goal. If this goal is to be reached in a minimum of time, every day must count.

**"No one manages time.
Time cannot be managed.
We can manage activities."**

Earl Nightingale



TIME	ACTIVITY
9:00 am - 10:00 am	
10:00 am - 12:00 pm	
12:00 pm - 1:00 pm	
1:00 pm - 3:00 pm	
3:00 pm - 5:00 pm	
5:00 pm - 7:00 pm	
7:00 pm - 10:00 pm	



NOTES

In order to advance to the place you've chosen, two things are necessary: (1) That you keep your eye on your goal, and (2) that you continue to grow from the standpoint of competence and effectiveness.

Now, don't get impatient. Don't let the hundreds of little distractions which each day try to get you off course bother you. Pay no attention to them—shake 'em off and stay steadily on the track. Concentrate on each act of the day, from morning to night, and do each successfully. Know full well that if EACH OF YOUR ACTS is performed successfully ... or at least the greater majority of them ... YOUR LIFE HAS TO BE SUCCESSFUL; there's no other answer. There's no way to avoid it.



The men and women who are certain to advance are the ones who become too big for their jobs, and who have a clear concept of what they want to be; who know that they can become what they want to become; and who are determined to BE what they want to be.

Remind yourself at this time that people become exactly what they make up their mind to become.

Are you too big for your present job? If it's obvious to you that you are ... it's obvious to others. Y'know, people are not "given" promotions, as a rule—they promote themselves by becoming too big for their jobs—and by making up their mind exactly what bigger and better job, or income, they're shooting for.

And this is done by taking one day at a time ... one ACT at a time during each DAY.

The world has always cried for men and women who can get things done, for people who are self-starters, who see a task through to its finish.

It isn't how much you know, but what you get done that the world rewards and remembers. More people are held back from success because they don't know how to get things done, than for any other single reason. The biggest



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said, “Now put the paper in your pocket, and the first thing tomorrow morning, take it out and look at item number one. Don’t look at the others, just number one, and start working on it; and—if you can—stay with it until it’s completed. Then take item number two the same way; then number three and so on until you have to quit for the day. Don’t worry if you have only finished one or two. You’ll be working on the most important ones. The others can wait. If you can’t finish them all by this method, you could not have finished them with any other method. And without some system, you’d probably take ten times as long to finish them—and might not even have them in the order of their importance.



“Do this every working day,” Lee went on. “After you’ve convinced yourself of the value of this system, have your men try it. Try it as long as you like, and then send me your check for whatever you think the idea is worth.”

The entire interview hadn’t taken more than a half hour. In a few weeks, the story has it that the company president sent Ivy Lee a CHECK FOR \$25,000 with a letter saying the lesson was the most profitable, from a money standpoint, he had ever learned in his life. And it was later said that in five years this was the plan that was largely responsible for turning what was then a little known steel company into one of the biggest independent steel producers in the world.

One idea! The idea of taking things ONE AT A TIME, in their proper order. Of staying with one act, until it’s successfully completed before going on to the next—of living ONE DAY AT A TIME.

Charles Schwab was the executive who Earl Nightingale was referring to. He was the man who paid \$25,000 for this simple, yet powerful idea. This is an excellent place for you to stop what you’re doing, go back to the journal you’ve just completed of all the activities you were involved in yesterday, that you recorded, and complete the following three exercises of how your days are actually being spent. And, although you might think that yesterday was not a good example, it probably was—since our old conditioning dictates how we do spend our days.





You could very well have formed the habit of doing things that other people want you to do, that you really don't want to do. You know that they are not activities that are going to move you toward your goal, but rather, activities that will actually cause you to waste a valuable part of your day.

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REVIEW YOUR DAY'S ACTIVITIES AND LIST THE THINGS THAT YOU DID THAT OTHER PEOPLE WANTED YOU TO DO WHICH WERE NOT, PARTICULARLY, GOAL ORIENTED ACTIVITIES. IN THE SPACE ADJACENT TO THESE LISTED ACTIVITIES, STATE YOUR REASON FOR DOING THEM.

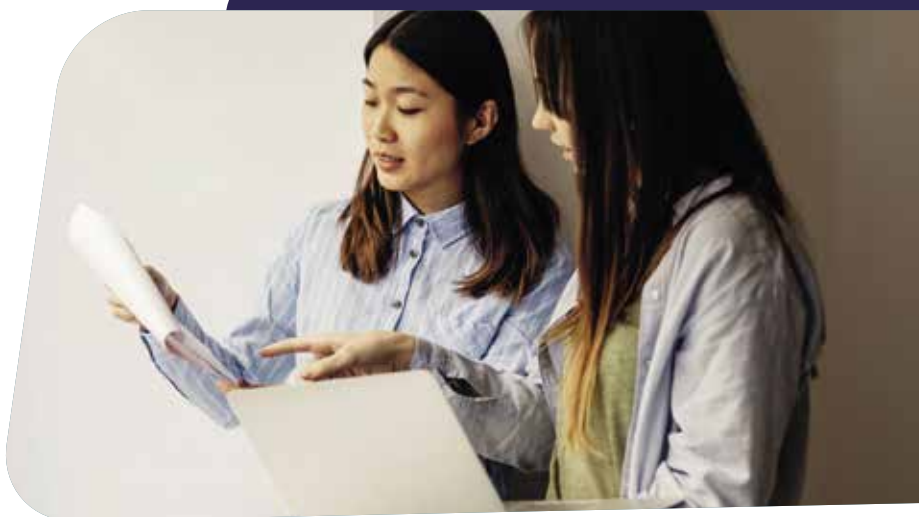
1. _____
2. _____
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15. _____

**PEOPLE WHO GET THINGS DONE
HAVE TO LEARN TO SAY NO
TO OTHERS AND TO THEMSELVES.**

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The reason for writing down what you consider only the most important things to do is obvious. Handling each act during the day successfully is important to the degree of the IMPORTANCE of the ACTS themselves.

Doing a lot of unnecessary things successfully can be pretty much of a waste of time. Make certain that the acts you take the time to do efficiently are IMPORTANT ACTS, acts which move you ahead, steadily, toward your goal.



So often youngsters in school worry about a passing grade—they think of all they'll have to do before the end of the school year. Following this course of action, they can stop worrying completely, and count on excellent grades. Freshmen in high school and college are frequently plagued by doubts as to whether or not they'll be able to successfully complete the four years ahead and graduate—four years seem like such a long time to them ... almost forever ... and this thought leads to a sort of giving up—a fear of failure. It was the great Harvard teacher and psychologist, William James, who said, in effect, let no student worry about the success of their efforts. If that student will do each day as best they can, the work which is before them, they will wake up one day to find themselves one of the competent ones of their generation.

Student—assistant—older person—or executive— this plan works for everybody. It REMOVES DOUBT, FEAR, and WORRY, and brings order into our lives. All any of us needs to do is face each day as it comes—in good cheer, knowing that we have only to succeed today to guarantee our future. In this way, we'll move steadily ahead—growing more competent—more confident with the passing of every day. Others may seem to suddenly shoot up faster ... (and possibly fall much farther) ... and operate in spurts and fits, but it is to the steady that the rewards are eventually paid.

St. Edmund of Canterbury was right when he said, "Work as though you would live forever; but live as though you would die today."

Now try writing down the six most important things you have to do tomorrow ... then number them in the order of their importance. First thing tomorrow morning, tackle number one and stay with it until it's completed. If something should force its delay, move on to number two. But take them in order, and finish them in order as best you can. Try not to get sidetracked by people or things in successfully accomplishing each act of your day.



YOUR \$25,000 IDEA

DATE: _____

THESE GOAL ACHIEVING ACTIVITIES WILL BE COMPLETED TODAY.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

The top 3% are in action every day before the masses even start to get ready for their day. All successful people make daily commitments, and keep them. These six actions **WILL BE DONE TODAY** before I lay my head on a pillow.

Signature _____

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And there's nothing mysterious, or capricious, about achieving outstanding success. It's completely within our individual control and is absolutely predictable. It's simply a matter of **DOING CERTAIN THINGS IN A CERTAIN WAY, EVERY DAY**—and that's all there is to it. There is no valid reason on earth why you should not become really successful in your field, your home life, and your community.

Remember, everything in the entire limitless universe operates on the law of **CAUSE AND EFFECT**. There are no exceptions to this ... nothing happens by accident ... for every result, there's a cause. You have only to take care of the cause; the effect will always—without exception—take care of itself. Good cause—good effect. No cause—no effect. Bad cause—bad effect. It's as reliable as the rising of the sun.

Take the page with your “\$25,000 Idea” on it. Have it duplicated and made into pads. For the next 30 days, complete that exercise every night before going to bed.



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Dotted lines for taking notes.

They have not had an easy-chair state of mind. They have had ailments galore, but they have been spared that combination which is fatal to producing—dropsy and heart trouble— dropping into an easy chair and not having the heart to get out of it.

They have produced regardless, because they are professionals and a pro is at their best regardless.

You now have a plan—your plan for tomorrow.

Get up early and follow Raleigh’s advice.



START WITH INTENSITY

Do not be distracted by the know-it-all who is behind in their installment payments.

A person who is doing their best today is truly alive, but a person who did their best yesterday is stagnant.

“I can make enough money as it is,” is an alibi of those who imagine that people should work for money instead of results.

WORK FOR RESULTS

This business of living one day at a time, the best we can, has an almost unbelievable cumulative effect for good—for success and the things we want. Sometimes when we see a bricklayer starting on a building and putting the first brick in place, we’re struck by the size of the job that person has ahead of them. But one day, almost before we realize it, they’re finished. All the thousands of bricks are in place— each one vital to the finished structure, each one sharing its portion of the load. And so should be the days of a human life—and we’ll be proud and happy with the finished product.



NOTES

A series of horizontal dotted lines for writing notes.



Thinking

INTO CHARACTER

EARL NIGHTINGALE LEAD THE FIELD PROGRAMME



12. LEADING IN THE NEW ECONOMY

**“Let him learn a prudence of a higher strain.
Let him learn that everything in nature, even
dust and feathers, go by law and not by luck
...and that what he sows, he reaps!”**

Ralph Waldo Emerson



LEADING IN THE NEW ECONOMY

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Every business, every organization, from the smallest to the very largest, needs a leader.

They have their committees, their echelons of command, and perhaps a widely dispersed group of semi-autonomous divisions—but the overall company, and each of its divisions, must have strong and able LEADERSHIP. Contrary to popular belief, you do not raise morale in an organization—it filters down from the top. The attitudes of the people working in any organization will always reflect the attitude of the leader. And, finally, this leader will always be found to be just ONE PERSON.

This is the lesson where we take the wisdom of the ages that is incorporated in the other 11 lessons and use it in a truly lawful manner. We want to give it to others. Chris Haggerty, a leading management consultant who was also a very good friend of Lloyd Conant and Earl Nightingale, said something on this subject many years ago that I will never forget. He said, “The goal of most leaders is to get the person to think highly of them as a leader, but the goal of the exceptional leader is to get the person to think highly of themselves.” That is the only type of leader who will hold a leadership role in the new economy. Take a moment right now and think of one person in your industry who, in your opinion, would stand head and shoulders above everyone else in your industry when it comes to leadership. That is the person you want to model. If you will make a decision, right here and now, that you will learn all you can from that person over the next five years, I can assure you that you will be richly rewarded for the rest of your life. Keep in mind that person is human, they will have shortcomings and defects in their character that you will quickly spot if that’s what you’re looking for. However, if you are focused on developing yourself into a true leader in this new economy, you will be wise to completely ignore that part of their personality and focus on their strengths—on what makes them unique ... the characteristics that enabled them to master their craft. Who is that person?

Dotted lines for taking notes.





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Earl Nightingale was the name that came to my mind close to forty years ago. I began to study his personality and ultimately, ended up working with him. I watched how he worked, became familiar with the books he studied, how he approached the goals that he worked toward. He was my model, and when I chose him I received added benefits because I also got his business partner Lloyd Conant, as a model, and he was a great businessman ... plus a number of others that I will not bother going into at this time. It seems to work that way. It's like Earl said about words, when you study the meaning of a new word, you pick up eight or nine other new words along with it. I could not begin to tell you the number of meaningful relationships that I have developed as a result of choosing him for a partner. They are too numerous to mention and the benefits that have accrued as a result of those relationships would fill a number of books. I'm not suggesting that you follow the path I took, where you quit what you are doing, move to another city or possibly another country to work with this person, but I am suggesting that you seriously study what they're doing, where they came from, and how they got to where they are. I'm always being asked what Earl Nightingale was like and I keep repeating ... he was a unique guy.

Without wandering off course, it might be of interest to you to know that Earl was one of a handful of survivors who was on the Arizona on the 7th of December, 1941 when it was bombed at Pearl Harbor.

In the space provided, write a short directive to yourself stating what you want to learn about the person you plan to emulate and how you can begin immediately.

Horizontal lines for writing a short directive to yourself.



I'm sure you're aware that even the largest and oldest companies, with many thousands of employees and hundreds of management people, will, when they find themselves in trouble, or not doing as well as they should, seek out one man and place him in the position of final authority. The whole company, the board of directors, and perhaps thousands of stockholders, all look to this one man for leadership and success.

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Dotted lines for taking notes.



Wherever you find a successful, going concern, whether it's a gas station, a supermarket, school club, P.T.A. or a well organized home—you'll find behind its success an outstanding leader.

This is the most VALUABLE PERSON IN SOCIETY. In industry they make the wheels turn— the entire economy work. This is the person who's been responsible for the growth of nations and their position in the world; they're the employer of millions; they're the dreamer, the planner ... and a clock to them, is something that other people watch. You'll find them working early and late—and when they're not working, they're usually planning.

Lloyd Conant, who I will be making further reference to in this lesson, was another wonderful model. Most of the great lessons in business—I learned from Lloyd. He had a wonderful philosophy. I remember him saying, many times, that the first forty hours you work in a week are designed to take care of life's necessities. If you want the extras, you'll truly have to go the extra mile and forget the clock.

Back during the depression of the Thirties, the phrase most often heard by employers was, "I'll do anything." Millions were unemployed, thousands of business firms had closed their doors, and outside employment offices, long lines of people stood waiting for any kind of work.

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It was during this time, in Long Beach, California, crowded to overflowing with thousands who had migrated there looking for work (when there wasn't enough work to go around for the permanent residents), that a friend of mine made an interesting discovery: he found that he could go to work almost anywhere he chose. Now, amazing as this may sound, it's true!

It dawned upon him one day that the business establishments of various kinds were just as anxious to succeed as were the people looking for work. The owners and managers of these businesses were worried and concerned over the hard times which had descended upon the country—and a great many of them were looking for someone to come to their aid—the person who would somehow show up and solve their business problems. But all they heard was people asking for work, and saying, "I'll do anything." These people were asking for a paycheck from a man who was very likely teetering on the brink of financial ruin himself. And so signs appeared in windows all over the land, reading, "No Help Wanted." This was a negative form of advertising, and while it kept the plaintive hoards away from the door, it also hurt business.

Well, this friend of mine decided to become a part of the solution, instead of a part of the problem. And his method was simple, and it worked like a charm. He selected the kind of business he felt he would like to work in, and in which he could build his career. He then devoted a month to finding out all he could about that particular business. He talked to other people in the same line; he heard their problems, and what they felt was wrong. He talked for hours, asking questions about what they felt was needed, and so on. He went to the public



library and read everything he could find on that industry. And then he began to think of ways and means by which this BUSINESS MIGHT BE IMPROVED.

When he was ready, and finally made his call on the company for which he had decided to work— instead of asking for a job, he said something like this: "I believe I know of several ways in which your business can be greatly increased, and I'd like to talk to you about them."

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**Ask yourself this question:
“Am I now such a person?”**

Down deep inside, you know the answer. If you answered “Yes,” you’re among the most fortunate people—and in one of the smallest and most elite groups on earth. If your answer was “No”—it can be turned into a “Yes” in a surprisingly short time.

This lesson on leadership has two important components. One half of the equation has to do with the business or industry you are in and the other half has to do with people ... the people you will be leading. It was while I was working with Earl Nightingale and Lloyd Conant that this lesson first became very obvious to me. If you are going to build an organization of value, you will want to master both or be in partnership with an individual who has mastered one. Lloyd Conant knew how to work with people better than anyone I have ever met, before or since.



If there is one secret in leading people it is to generate an atmosphere in which others feel at ease and appreciated. A survey was made of office employees by veteran business educator H. Chandler Hunt which showed that only twenty-four percent of the employees were held back from promotion because they did not know the details of the higher job. Most of them were not promoted because they had glaring weaknesses in their human relationships in the office. This is the area where Lloyd Conant would shine.

Leaders get work done through people, leverage is the name of the game. Team work is essential up and down the line ... but human relations are likely to be strained when people have to be asked to do things which they have not planned themselves, or which they may not be keen on doing.

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And it's the same with a business or any other organization. With a corporation, its main purpose is to remain in business forever. As long as it remains in business it can provide a needed product or service—protect the investment of those who have faith in it—and provide jobs for those who are vital to its continuity of operation.

It's the duty of management to protect the firm and the people who depend upon it—just as it's the captain's duty to do everything in their power to keep their ship sailing. All a person needs to do is make certain that they are a vital part of their business or organization. Those who insist on remaining spare gear must expect to be jettisoned when things get too rough for safety.

Nobody, particularly the captain, likes to see cargo thrown over the side—but if it'll help save the ship, there's simply nothing else to do.



That's why people are laid off. It has nothing to do with management and labor relations, or personalities—and in the long run, it's best for everyone, since once smooth sailing has again been reached, additional employment can again be made available. So each of us must decide whether we want to be part of the cargo—or a member of the crew.

It's said that millions suffer today from a malady called “panophobia;” “panophobia” means “fear of everything.” It's an uneasy feeling—a feeling of insecurity—that generally manifests itself as a sort of lump of fear that settles right behind the belt buckle ... especially on Sunday evening and on Monday morning. There's nothing you can put your finger on ... it's just apprehension, a feeling of foreboding.

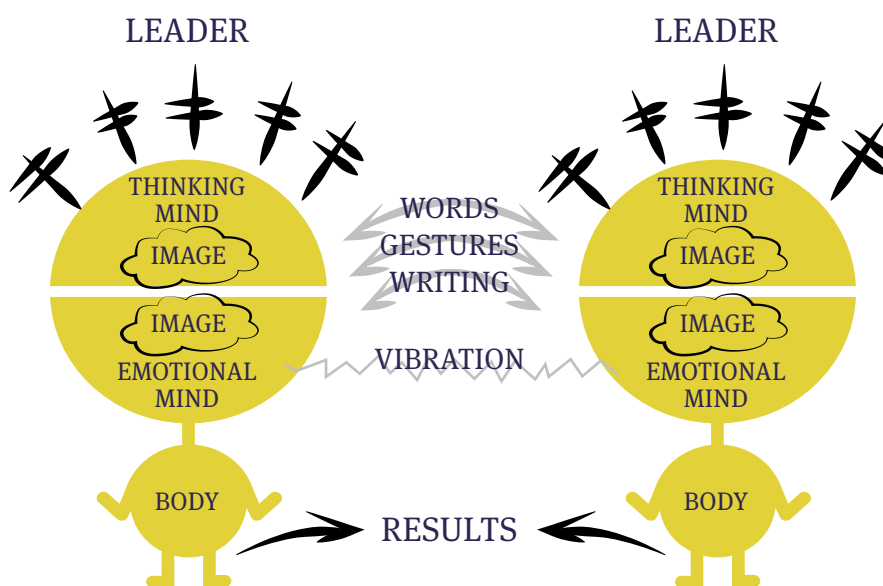
And this extremely unpleasant condition is said to result from the unspoken but realized fact that we're getting credit for more than we're actually doing. It's the perfectly natural and normal understanding deep within each of us that there's something basically wrong about getting praise that's not earned or, if you

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visualize it with every ounce of your being—and courageously set out toward it. Maintain a cheerful, helpful attitude toward everyone. Why shouldn't you be cheerful, since you know you'll achieve everything you've set your heart upon?

Earlier in this lesson I spoke of how important it was for a leader to be able to build a composite with other personalities, either on an individual or group basis. The following graphic illustrations will help communicate this idea more effectively, since we do think in pictures.

Effective leaders create an atmosphere where people want to follow them. They begin by communicating their ideas on a conscious level through words, gestures and writing. From a psychological perspective, the leader actually causes or provokes the follower to activate their inductive reasoning factor; in the vernacular, we say they “begin thinking” about the leader’s idea.



Thinking leads to a more serious form of thought. Their mind begins to focus on the idea. As they do this, they begin to see the value of the idea and the benefits that will accrue to them when they are personally involved in the idea. At this point, the follower begins to get emotionally involved with the idea, the values and the benefits. When this happens, they are intellectually, emotionally and physically tuned in to the frequency of thought and action that the leader had previously decided upon. Now they are both moving toward the same end result. The energy now is compounding. The follower stops thinking and leaves themselves wide open to the thoughts, feelings, and actions of the leader. At that point, this is when the composite is formed. You must remember, they are not blindly following anyone. They thought about it; it was their decision. The idea then is transferred from the intellectual mind of the leader to the emotional mind of the follower and as we've already covered in previous lessons, whatever ideas are impressed upon the subconscious mind must be expressed through the only medium they can be expressed through—the physical body. The follower then will get involved in whatever actions are necessary to have that idea expressed in physical form or results.



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when you give a suggestion that you want the person to act on, the suggestion must have power behind it and power comes with concentration. If you are concentrating intently upon what you are saying and if you believe what you are saying, then the suggestion will have more power than if it is given in a haphazard manner.

Before the composite is formed and the other person is receptive to your suggestion, their inductive reasoning factor (their thinker) must be shut down or set aside. We quite often refer to this as getting their attention or developing the right atmosphere. Here are a few simple rules that you can follow which are sure to make you more effective in developing the atmosphere and building a composite personality.

1. Ask questions and listen intently.
2. Have a confident bearing.
3. Be direct.
4. Be sincere.
5. Be friendly.
6. Be a good finder.
7. Harness criticism.
8. Increase other's self esteem.
9. Call them by name often.



To develop your ability to give suggestions that another person will accept, it is absolutely necessary that you practice. You must know in advance what the suggestion is that you are going to give the other person and how you will say it. This is worth repeating—to give a suggestion that will stick, you must have figured it out in advance, the suggestion must be given when the person is listening to you and not when they're thinking. Here are a few simple rules to follow:



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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER ONE THE RIGHT TO BE RICH

***“I demand riches in definite terms;
I have a definite plan for acquiring riches;
I am engaged in carrying out my plan, and I am
giving an equivalent, in useful service, of the value
of those riches I demand.”***

**Andrew Carnegie as
given to Napoleon Hill**



THE RIGHT TO BE RICH

Whatever may be said in praise of poverty, the fact remains that it is not possible to live a really complete or successful life unless one is rich.



We cannot rise to our greatest possible height in talent or soul development unless we have plenty of money. In order to unfold the soul and to develop talent we must have many things to use, and we cannot have these things unless we have money to buy them with.

People develop in mind, soul, and body by making use of things, and society is so organized that people must have money in order to become the possessor of things. Therefore, the basis of all human advancement must be the science of getting rich. The object of all life is development. Everything that lives has an inalienable right to all the development it is capable of attaining.

Each of us has a right to life. This means the right to have the free and unrestricted use of all the things that may be necessary to our fullest mental, spiritual and physical unfolding – in other words, our right to be rich.

In this book, I shall not speak of riches in a figurative way. To be really rich does not mean to be satisfied or contented with a little. You ought not to be

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satisfied with a little if you are capable of using and enjoying more. The purpose of nature is the advancement and development of life. Every individual should have all that can contribute to the power, elegance, beauty, and richness of life.

When you own all you want for the living of all the life you are capable of living, you are rich. You cannot have all you want without plenty of money. Life has advanced so far and become so complex that even the most ordinary man or woman requires a great amount of wealth in order to live in a manner that even approaches completeness. You naturally want to become all that you are capable of becoming; this desire to realize innate possibilities is inherent in human nature. Success in life is becoming what you want to be. You can become what you want to be only by making use of things, and you can have the free use of things only as you become rich enough to buy them. Therefore, an understanding of the laws of the universe and the science of getting rich is the most essential of all knowledge. There is nothing wrong in wanting to get rich. The desire for riches is really the desire for a richer, fuller, and more abundant life. And, that desire is praiseworthy. The person who does not desire to live more abundantly is uncommon. The individual who does not desire to have money enough to buy all that is desired may not be living to full potential.



There are three motives for which we live: We live for the body, the mind, and the soul. No one of these is better or holier than the other. Each is desirable, and neither body, mind, nor soul can live fully if one of the others is cut short of full life and expression. It is not right or noble to live only for the soul and deny mind or body. It is wrong to live for the intellect and deny body and soul.

We are all acquainted with the loathsome consequences of living for the body and denying both mind and soul. We see that real life means the complete expression of all that a person can give forth through body, mind, and soul. We cannot be really happy or satisfied unless our bodies are living fully in every function and unless the same is true of our mind and our soul. Wherever there is an unexpressed possibility or an unperformed function, there is an



unsatisfied desire. Desire is possibility seeking expression or function seeking performance. A person cannot live fully in body without good food, comfortable clothing, warm shelter, and freedom from excessive toil. Rest and recreation are also necessary to one's physical life.

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A person cannot live fully in mind without books and time to study them, without opportunity for travel and observation, or without intellectual companionship. To live fully in mind, one must have intellectual recreations and must be surrounded by all the objects of art and beauty one is capable of using and appreciating.

To live fully in soul an individual must have love. And the expression of love is often frustrated by poverty.

Our highest happiness is found in the bestowal of benefits on those we love. Love finds its most natural and spontaneous expression in giving. When we have nothing to give, we cannot fill the place as a spouse or parent, as a citizen, or as a human being. It is in the use of material things that a person finds full life for one's body, develops the mind, and unfolds the soul. It is, therefore, of supreme importance to be rich.

It is perfectly right that you should desire to be rich. If you are a normal man or woman you cannot help doing so. It is perfectly right that you should give your best attention to the science of getting rich because it is the noblest and most necessary of all studies. If you neglect this study, you are derelict in your duty to yourself, to God, and to humanity. You can render God and humanity no greater service than to make the most of yourself.

CHAPTER ONE

QUESTIONS

1. Explain how the right to life includes the right to be rich.

2. Is it right to be content with poverty? If not, why not?

3. Explain what a complete life is and why riches are essential to complete living.

4. In which department of your life — body, mind, or soul — do you feel the greatest lack? (Your results will guide you to the answer.)



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER TWO

THERE IS A SCIENCE OF GETTING RICH

**“The only things you can attract to you
are those things that are in harmonious
vibration with you.”**

Bob Proctor

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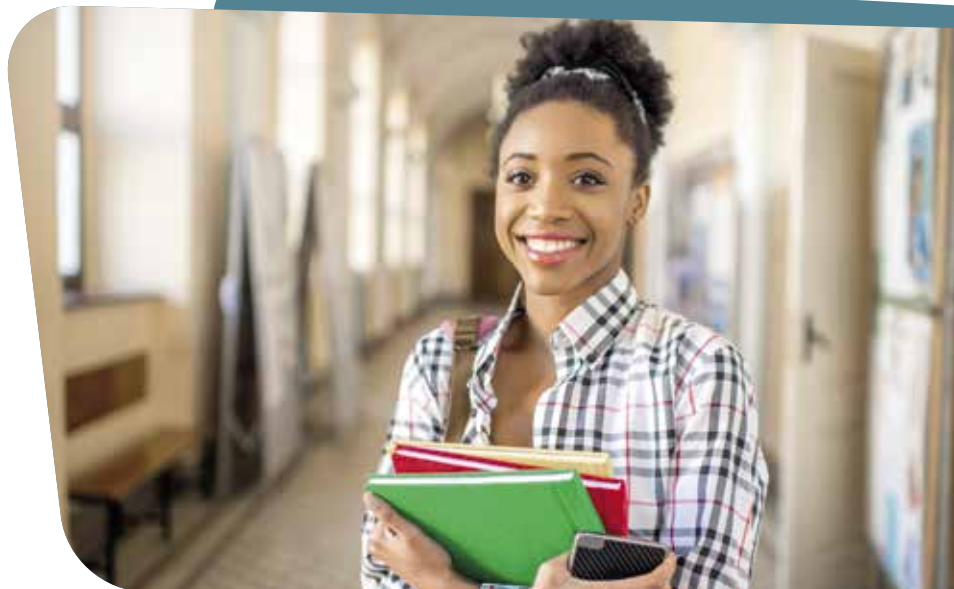
The ownership of money and property comes as a result of doing things in a certain way (by law). Those who do things in this certain way, whether on purpose or accidentally, get rich. Those who do not do things in this certain way, no matter how hard they work or how able they are, remain poor.

It is a natural law that like causes always produce like effects. Therefore, any man or woman who learns to do things in this certain way will infallibly get rich.

That the above statement is true is shown by the following facts.

Getting rich is not a matter of environment. If it were, all the people in certain areas would become wealthy. The people of one city would all be rich, while those of other towns would all be poor. The inhabitants of one state would roll in wealth, while those of an adjoining state would be in poverty.

We frequently see rich and poor living in the same environment and often engaged in the same vocations. When two people are in the same locality and in the same business — and one gets rich while the other remains poor — it shows that getting rich is not primarily a matter of environment. Some environments may be more favorable than others, but when two people in the same business are in the same neighborhood — and one gets rich while the other fails — it indicates that getting rich is the result of doing things in a certain way.



And, furthermore, the ability to do things in this certain way is not due solely to the possession of talent, because many people who have great talent remain poor, while others who have very little talent get rich.

If we study people who have gotten rich, we find that they are an average lot in all respects. It is evident that they do not get rich because they possess unique talents and abilities. They get rich because they happen to do things in a certain way.

NOTES

It is true that you will do best in a business which you like. And, if you have certain talents which are well developed, you will do best in a business which calls for the exercise of those talents.

Also, you will do best in a business which is suited to your locality. An ice cream parlor would do better in a warm climate than in Greenland. A salmon fishery will succeed better in the Northwest than in Florida where there are no salmon.

But, aside from these general limitations, getting rich is not dependent on your engaging in some particular business, but on your learning to do things in a certain way. If you are now in business — and someone else in your locality is getting rich in the same business, while you are not getting rich — it is because you are not doing things in the same way that the other person is doing them. Lack and abundance are in the same locality.

No one is prevented from getting rich by lack of capital. True, as you get capital, its increase becomes easier and more rapid. But, no matter how poor you may be — if you begin to do things in a certain way — you will begin to have capital. The getting of capital is a part of the process of getting rich. It is a part of the result which invariably follows the doing of things in a certain way.



You may be the poorest person on the continent and be deeply in debt, but if you begin to do things in this certain way, you must infallibly begin to get rich. Because like causes must produce like effects, you will get rich even if you do not have any friends, influence, or other resources. If you have no capital, you can get capital. If you are in the wrong business, you can get into the right business. If you are in the wrong location, you can go to the right location. You can do so by beginning in your present business and in your present location to do things in a certain way which causes success. You must begin to live in harmony with the laws that govern the universe. Clearly remember, these Laws are always working ... they never rest.

**Think it ... feel it ... do it ... and you will attract it.
This is "The Great Secret of Life."**



CHAPTER TWO

QUESTIONS

1. Which Law causes the attraction of money?

2. Explain how and why attraction works.

3. Explain why getting rich is not a matter of environment.

4. Explain why getting rich is not the result of superior talent.

CHAPTER TWO

QUESTIONS

5. Explain why getting rich is not the result of saving or thrift.

6. Explain why getting rich is not the result of doing things that are neglected or overlooked by others.

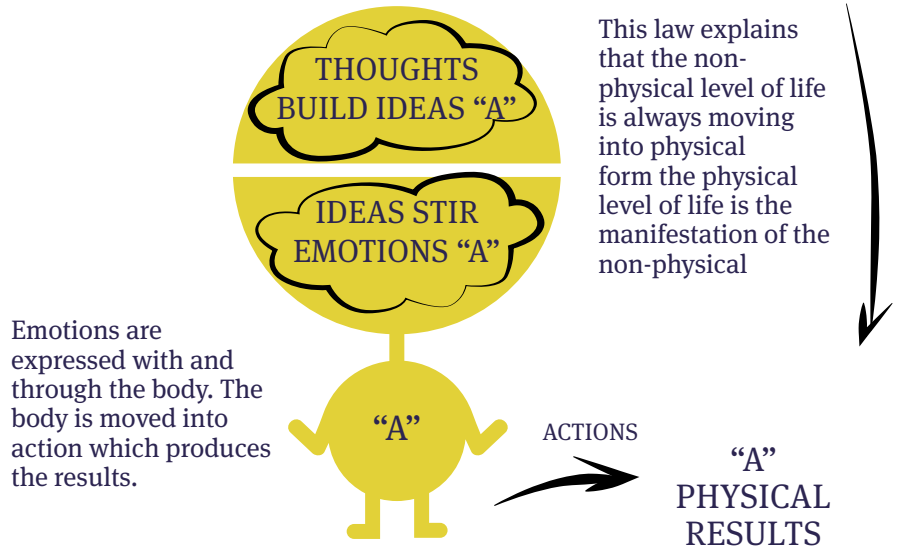
7. Explain why doing things in a certain way is not too difficult to follow.

NOTES

THE LAW OF PERPETUAL TRANSMUTATION

This law explains that everything in the universe that we can see, hear, smell, taste, or touch, together with our emotions, is the manifestation of energy in various levels of vibration. The universe as a whole, and in its parts, has its existence in an ocean of motion. Motion is the only thing that is constant. Change is energy's only attribute that is apparent to our material senses. Energy is in a constant state of transmission and transmutation. It is the cause and effect of itself and can be neither created nor destroyed.

THOUGHT ENERGY—NON-PHYSICAL—ENERGY-SPIRIT-THOUGHT



THIS LAW EXPLAINS THE CREATIVE PROCESS.

IT ALSO EXPLAINS PRAYER.

PRAYER IS THE MOVEMENT THAT TAKES PLACE BETWEEN SPIRIT AND FORM WITH AND THROUGH YOU.

THE CERTAIN WAY

Your ability to earn money is directly and indirectly affected by the manner in which you work with THE LAW. In so far as money is concerned, how do you plan to work with each of these laws? What changes will you make?

Read from line 20 through line 45 in the chapter, twice, before you answer those questions.

NOTES

THE LAW OF VIBRATION AND ATTRACTION

Everything in the Universe vibrates... nothing rests. "We really do live in an ocean of motion." This truly contains The Great Secret of Life. You are always moving toward something and it is always moving toward you ... it's action and attraction. This is where your intuitive factor is (or should be) used. You can use it to pick up other people's vibrations. When you consciously become aware of vibrations, you call them feelings. When you feel bad, you can change your feelings by thinking good thoughts. When you pick up a bad feeling from another person ... you know they must be thinking disturbing thoughts. You must not let their negative vibrations affect your way of thinking.

Your thoughts are vibrations that you send off into the universe. When you concentrate, the vibrations are stronger. Your thoughts are cosmic waves of energy that penetrate all time and space (vibrations). Thought is the most potent vibration, and remember that you can think ... that makes you a very special creation (Nature's greatest masterpiece). You should always be delighted with yourself. (All creation begins in thought.) Your thought controls the vibration your physical body is in. Disease is a body that is not at ease. Health is a body at ease.

1. Your conscious awareness of vibration is referred to as "feeling"... therefore, when you say, "I feel bad," or "I feel great," you are declaring that you are in either a negative or a positive vibration.
2. Mind is movement. The law of vibration decrees that everything moves, nothing rests.
3. The brain is the instrument you use to move your entire being into a different vibration. The brain is your vibratory switching station.
4. Your brain will not think, but you think with your brain. Your brain is something you have to use to improve your life.
5. When you say you "think" or you say you are "thinking something," what you are really doing is choosing to activate certain brain cells. They, in turn, affect your central nervous system and you move into whatever vibration those particular cells govern. The Law of Attraction immediately goes to work delivering whatever you are thinking about.
6. Brain cells are where you store mental pictures or images. If the cells you activate have sad or negative images, you will move into a negative vibration and feel bad. If they have happy images, you will move into a positive vibration and feel good. Choose happy pictures and you must feel good. Vibration is everything.

The sound of nature evolves through the Law of Vibration. Ignore logic and follow that "gut feeling." God is speaking to you.



NOTES

THE LAW OF POLARITY

Everything in the universe has its opposite. There would be no inside to a room without an outside. If you referred to the side of this sheet of paper these words are written on as the top, then the other side would be the bottom. You have a right and left side to your body, a front and back. Every up has a down and every down has an up. The law of Polarity not only states that everything has an opposite ... it is equal and opposite. If it was 3 feet from the floor up on to the table, it would be 3 feet from the table down to the floor. If it is 150 miles from Manchester to London, by law it must be 150 miles from London to Manchester; it could not be any other way.



If something you considered bad happens in your life, there has to be something good about it. If it was only a little bad, when you mentally work your way around to the other side, you will find it will only be a little good.



Permit the line above to represent any situation in life. Realize that every situation JUST IS; you make it negative or positive by virtue of how you choose to think about the situation. When you look at the situation one way and it is negative, you can change your perspective and look at it from the opposite viewpoint, and find it will be positive.

NOTES

THE LAW OF RHYTHM

1. The Law of Rhythm embodies the truth that everything is moving to and fro, flowing in and out, swinging backward and forward. There is a high and a low tide. Everything is flowing, both in and out, in accordance with this law. There is always a reaction to every action. Something must advance when anything retreats; something must rise when anything sinks. This law governs the movement of the planets in their orbits and also manifests in the mineral and vegetable kingdoms. Men and women can observe this law in their mental, physical and emotional states. The Law of Rhythm is universal. This can be observed in the rising and setting of the sun and moon, ebb and flow of the tides, coming and going of the seasons, and in the rhythmic swing of consciousness and unconsciousness.



2. You are not going to feel good all of the time; no one does. If you did, you wouldn't even know it. The **LOW FEELINGS** are what permit you to enjoy the **HIGH FEELINGS**.
3. There will always be highs and lows in life. **REASON** gives us the ability to **CHOOSE** our thoughts (**THAT IS FREE WILL**). Even when you are on a natural down swing, you can choose good thoughts with your **FREE WILL** and continue to move up toward your goal.



NOTES

THE LAW OF GENDER

The Law of Gender manifests in ALL things as masculine and feminine. It is this law that governs what we know as creation. The word creation is often erroneously used, for, in reality, nothing is ever created. All new things merely result from the changing of something that was, into something else that now is. The Law of Gender manifests in the animal kingdom as sex. It also manifests in the mineral and vegetable kingdoms. Without the dual principle of male and female in all things, there could not be a difference of potential, perpetuation of motion, nor a regeneration. This Law is the one which finally closes the cycle and completes the circle of the Seven Subsidiary Laws under the One Great Law.



This is, in truth, the Creative Law. This Law decrees that everything in nature is both male and female. Both are required for life to exist.

This law also decrees that all seeds (ideas are spiritual seeds) have a gestation or incubation period before they manifest. In other words, when you choose a goal or build the image in your mind, a definite period of time must elapse before that image manifests in physical results.

BE PATIENT!

**ALL IDEAS MOVE INTO FORM
IN THE RIGHT TIME.**

EXERCISES

THERE IS A SCIENCE OF GETTING RICH

"The only things you can attract to you are those things that are in harmonious vibration with you."

Bob Proctor

There are a number of great lessons in this chapter. What three lessons stand out most in your mind? How will you begin to employ them so you will benefit from these laws in a greater way.

1. _____

2. _____

3. _____



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

1. _____

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER THREE IS OPPORTUNITY MONOPOLIZED?

**“Getting rich is the result of doing things
in a certain way.”**

Wallace D. Wattles

NOTES

Everything you see on earth is made from one original substance, out of which all things proceed. New forms are constantly being made and older ones are dissolving, but all are shapes assumed by one thing.

There is no limit to the supply of formless stuff or original substance. The universe is made out of it, but it was not all used in making the universe. The spaces in, through, and between the forms of the visible universe are permeated and filled with the original substance — with the formless stuff, with the raw material of all things. Ten thousand universes can still be made, and even then, the supply of universal raw material will not be exhausted.



No person, therefore, is poor because nature is poor or because there is not enough to go around.

Nature is an inexhaustible storehouse of riches. The supply will never run short. Original substance is alive with creative energy and is constantly producing more forms. When the supply of building material is exhausted, more will be produced. When the soil is exhausted so that foodstuffs and materials for clothing will no longer grow upon it, it will be renewed or more soil will be made. When all the gold and silver has been dug from the earth — if human beings are still in such a stage of social development as to need gold and silver — more will be produced from the formless. The formless stuff responds to the needs of humans; it will not let them be without any good thing.

This is true of man collectively. The race as a whole is always abundantly rich. If individuals are poor, it is because they do not follow a certain way of doing things which makes the individual person rich.

CHAPTER THREE

QUESTIONS

1. Explain why opportunity cannot be monopolized.

2. Explain why the world's workers have their future in their own hands.

3. What is meant by the "invisible supply"?

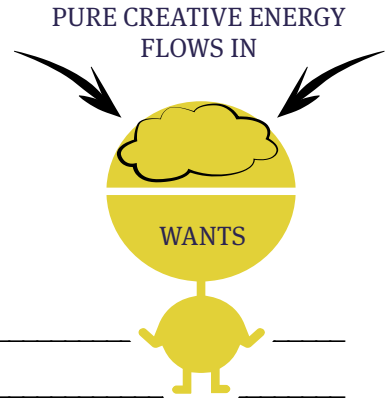
4. How would you explain "the Law of Vibration and Attraction" to a stranger who is ignorant of this great truth?



ALL THINGS ARE POSSIBLE

If opportunity is not limited, and you can have anything you desire, list on this sheet **what** you want ... what you seriously want, that money will buy.

Deciding “what” is your responsibility; how it’s going to happen is God’s responsibility.



- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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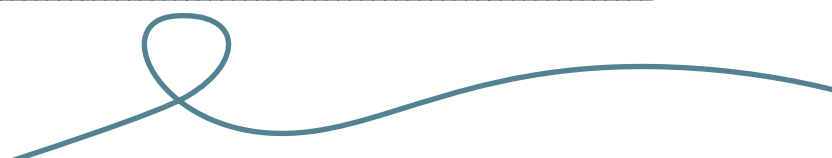
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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER FOUR THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

**“To think what you want to think is to THINK
TRUTH regardless of appearances.”**

Wallace D. Wattles



THE FIRST PRINCIPLE IN THE SCIENCE OF GETTING RICH

NOTES

Thought is the only power that can produce tangible riches from the formless substance. The stuff from which all things are made is a substance which thinks. A thought of form in this substance produces the form.

Original substance moves according to its thoughts. Every form and process you see in nature is the visible expression of a thought in the original substance. As it thinks of a form, it takes that form; as it thinks of a motion, it makes that motion. That is the way all things were created. We live in a thought world, and this world is a part of a thought universe.



The original thought of a moving universe first extended throughout the formless substance. The thinking stuff resulting from that thought, took the form of systems of planets and continues to maintain that form. Thinking substance takes the form of its thought and moves according to the thought. Holding the idea of a circling system of suns and worlds, it took the form of these bodies, and moved them accordingly.

Although centuries may be required to do the work, by thinking the form of a slow growing tree, the formless substance produces the tree. In creating, the formless substance seems to move according to the lines of motion it has established. The thought of an oak tree does not cause the instant formation of a full grown tree, but it does start in motion the forces which will produce the tree along established lines of growth.

Every thought of form, held in thinking substance, causes the creation of that form — but always, or at least generally, along lines of growth and action already established.

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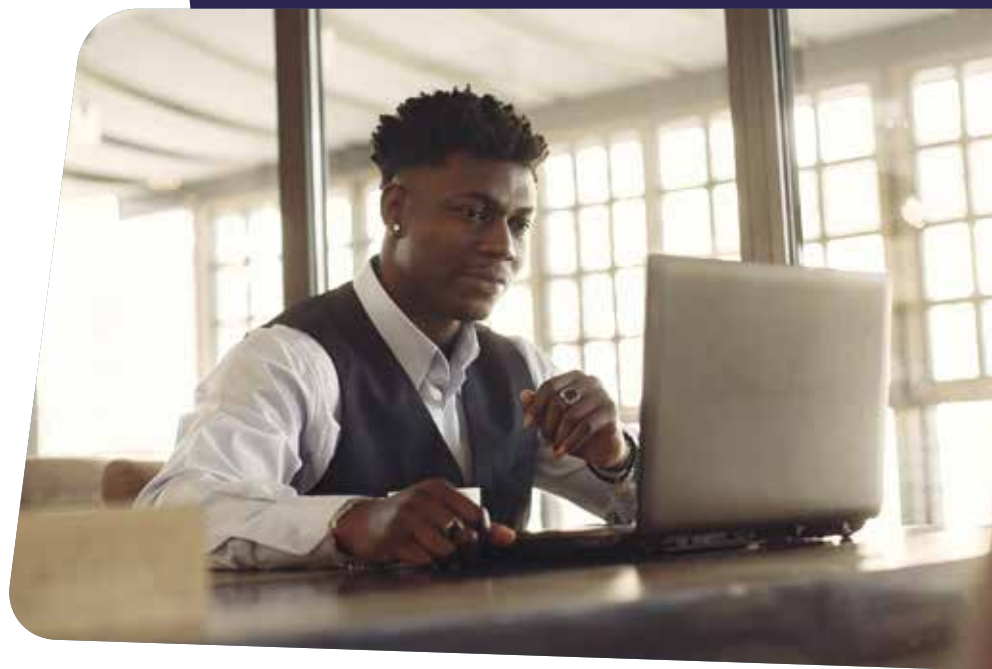
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If the thought of a house of a certain construction were impressed upon the formless substance, it might not cause the instant formation of that house. But, it would cause the turning of creative energies already working in trade and commerce into such channels as to result in the speedy building of the house. And, if there were no existing channels through which the creative energy could work, the house would be formed directly from primal substance — without waiting for the slow processes of the organic and inorganic world.

No thought of form can be impressed upon the original substance without causing the creation of that form.

A human being is a thinking center and can originate thought. All the forms that a person fashions with his or her hands must first emerge from thought. An individual cannot shape a thing until that same individual has thought that thing.

And, so far the human race has confined its efforts wholly to the work of its hands, it has applied manual labor to the world of forms — seeking to change or modify already existing forms. Our human race has never thought of trying to cause the creation of new forms by impressing thought upon the formless substance.



When individuals have a thought form, they take material from the forms of nature and make an image of the form which is in the mind. They have, so far, made little or no effort to cooperate with the formless intelligence — to work “with the Father.” They have not dreamed that they can do what they have seen the Father doing. Mankind reshapes and modifies existing forms by manual labor. We have not considered the question of whether we could produce things from the formless substance by communicating our thoughts to it. I propose to prove that we may do so, to prove that any man or woman may do so, and to show how. My first step will be to lay down three fundamental propositions.

First, we assert that there is one original formless substance from which all things are made. All the seemingly many elements are only different



presentations of one element. All the many forms found in organic and inorganic nature are only different shapes made from the same stuff. And, this stuff is thinking stuff; a thought held in it produces the form of the thought. Thought, in thinking substance, produces shapes. A human being is a thinking center, capable of original thought. If any one of us can communicate our thought to original thinking substance, we can cause the creation or formation of the thing we think about. To summarize this:

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

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

You can form things in your thought, and by impressing your thought upon formless substance, can cause the thing you think about to be created.

I can prove these statements by both logic and experience. Reasoning back from the phenomenon of form and thought, I come to one original thinking substance. And, reasoning forward from this thinking substance, I come to the individual's power to cause the formation of the thing one thinks about.

By experiment, I find this reasoning to be true, and this is my strongest proof. If one person who listens to this program gets rich by doing what I say to do, that is evidence in support of my claim. Furthermore, if every person who does what I say to do gets rich, that is positive proof until someone goes through the process and fails. The theory is true until the process fails, and this process will not fail because every person who does exactly what I say to do will get rich.

I have said that an individual gets rich by doing things in a certain way. In order to do so, you must become able to think in a certain way. Your way of doing things is the direct result of the way you think about things.

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NOTES

To do things in a way you want to do them, you will have to acquire the ability to think the way you want to think. This is the first step toward getting rich. To think what you want to think is to think truth regardless of appearances.

You have the natural and inherent power to think what you want to think, but it requires far more effort to do so than it does to think the thoughts which are suggested by appearances. To think according to appearances is easy. To think truth regardless of appearances is laborious and requires the expenditure of more power than any other work you have to perform.



There is no labor from which most people shrink as they do from that of sustained and consecutive thought; it is the hardest work in the world. This is especially true when truth is contrary to appearances. Every appearance in the visible world tends to produce a corresponding form in the mind which observes it. This can only be prevented by holding the thought of the truth.

To look upon the appearance of disease will produce the form of disease in your own mind — and ultimately in your body. Instead you must hold the thought of the truth, which is that there is no disease. Disease is only an appearance, and the reality is health.

To look upon the appearances of poverty will produce corresponding forms in your own mind. Instead, you must hold to the truth that there is no poverty. There is only abundance.

It requires power to think health when surrounded by the appearances of disease, or to think riches when in the midst of the appearances of poverty. But, when you acquire this power you become a master mind. You can conquer fate; you can have what you want.

This power can only be acquired by getting hold of the basic fact which is behind all appearances: that there is one thinking substance, from which and by which all things are made.

CHAPTER FOUR QUESTIONS

1. What is the first step toward getting rich?

2. What is mankind and what power do we have?

3. Repeat the summary. Do you understand it? Do you believe it? How can it be proved?



4. What is the basic fact behind all appearances?

5. What must you do and what must you believe if you are to practice the science of getting rich?

6. What requires the expenditure of more power than any other work a person has to perform? Why?

“To look upon the appearance of poverty will produce corresponding forms in your own mind. Instead you must hold to the truth that there is no poverty. There is only abundance.”

Wallace D. Wattles

THE 7 LEVELS OF AWARENESS

7. MASTERY

6. EXPERIENCE

5. DISCIPLINE

4. INDIVIDUAL

3. ASPIRATION

2. MASS

1. ANIMAL

“Observation is power ... judgment is weakness.”

Leland Val Van De Wall



KNOW THE TRUTH AND THE TRUTH SHALL SET YOU FREE.

THERE IS ONLY ONE THING TO BE SET FREE FROM – THAT IS IGNORANCE.

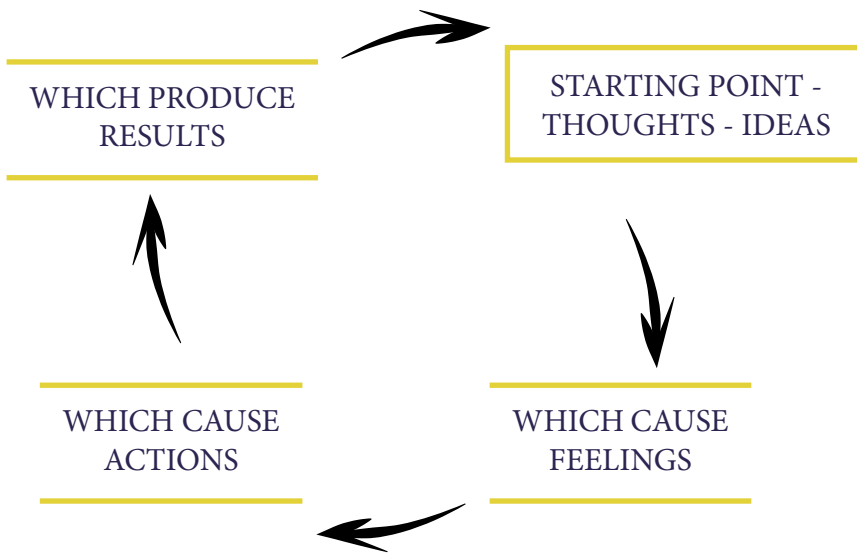
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“To think what you want to think is to THINK TRUTH regardless of appearances.”

Wallace D. Wattles

AN AWARE PERSON THINKS WHAT THEY WANT TO THINK, REGARDLESS OF APPEARANCES.

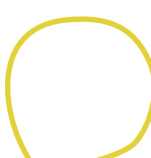


CALMNESS of mind is one of the beautiful jewels of wisdom. It is the result of long and patient effort in self-control.

Its presence is an indication of ripened experience, and of a more than ordinary knowledge of the laws and operations of thought.

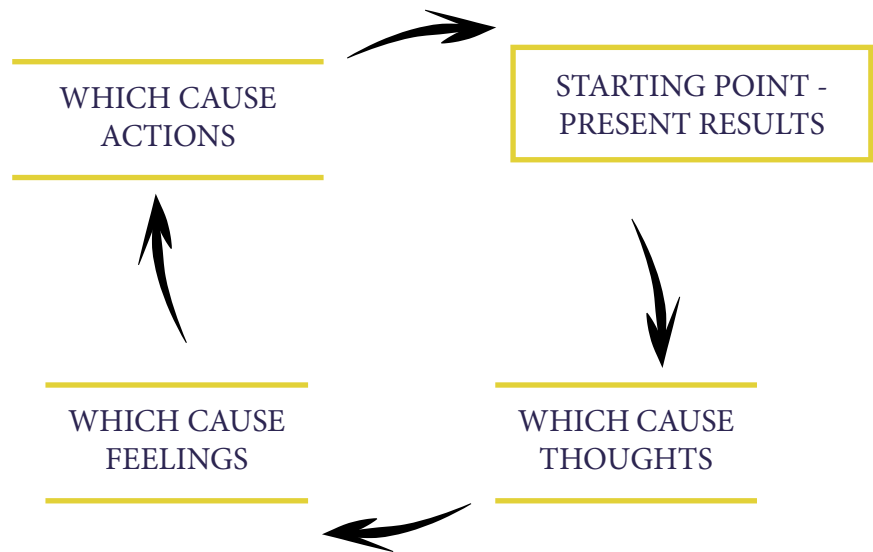
You become calm in the measure that you understand yourself as a thought-evolved being, for such knowledge necessitates the understanding of others as the result of thought, and as you develop a right understanding, and see more and more clearly the internal relations of things by the action of cause and effect, you cease to fuss and fume and worry and grieve, and remain poised, steadfast, serene.

James Allen (Circa 1903)



NOTES

A SELF-FULFILLING CYCLE OF DOOM

AN IGNORANT PERSON PERMITS THE APPEARANCE OF THINGS
TO CONTROL HIS OR HER THOUGHTS

The average individual's mind is busily engaged in a hodge-podge of totally unrelated ideas, the likes of which you would have difficulty finding outside of a common encyclopedia. Their mind is being dazzled through their senses, by moving objects, flashy colors, wild and weird sounds. Order, vision and focus are near impossible because of the mental state they permit themselves to be in during their waking hours. They believe themselves to be a Physical Thing in a world of Things. They are clutched by an unseen enemy. The lack and limitation being expressed in their present results have captured their conscious control. They concentrate all of their mental energy on their limited supply, thereby creating more of the same.

"The only thing that can grow is the thing you give energy to."

Ralph Waldo Emerson



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER FIVE INCREASING LIFE

“An educated person is a person who has so developed the faculties of their mind that they can acquire anything they want or its equivalent without violating the rights of others.”

Napoleon Hill



INCREASING LIFE

NOTES

You must get rid of the last vestige of the old idea that there is a deity whose will it is that you should be poor or whose purposes may be served by keeping you in poverty. God loves you and wants you to live an abundant life. The intelligent substance, which is everything and lives in everything, lives in you. It is a consciously living substance. Being a consciously living substance, it must have the natural and inherent desire of every living intelligence for the increase of life. Every living thing must continually seek for the enlargement of its life because life — in the mere act of living — must increase itself.

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A seed, dropped into the ground, springs into activity, and in the act of living, produces a hundred more seeds. Life, by living, multiplies itself. It is forever becoming more; it must do so to continue to exist.

Intelligence is under this same necessity for continuous increase. Every thought we think makes it necessary for us to think another thought. Consciousness is continually expanding. Every fact we learn leads us to the learning of another fact. Knowledge is continually increasing. Every talent we cultivate brings to the mind the desire to cultivate another talent. We are subject to the urge of life. In seeking expression for this urge, we are impelled to know more, to do more, and to be more.

In order to know more, do more, and be more, we must have more. We must have things to use because we learn and do and become only by using things. We must get rich so that we can live more.

The desire for riches is simply the capacity for larger life seeking fulfillment; every desire is the effort of an unexpressed possibility to come into action. It is power seeking to manifest that which causes desire. That which makes you want more money is the same as that which makes the plant grow. It is life, seeking fuller expression.

NOTES

The one living substance must be subject to this law for all of life. It is permeated with the desire to live more; that is why it is under the necessity of creating things. Because this substance desires to live more in you, it wants you to have all the things you can use.

It is the desire of God that you should get rich. He wants you to get rich because he can express himself better through you if you have plenty of things to use in giving Him expression. He can live more in you if you have unlimited command of the means of life.

The universe desires you to have everything you want to have. Nature is friendly to your plans. Everything is naturally for you. Make up your mind that this is true.

It is essential, however, that your purpose should harmonize with the purpose that is in everything. You must want real life, not mere pleasure or sensual gratification. Life is the performance of function, and the individual really lives only when he performs every function, physical, mental, and spiritual, of which he is capable, without excess in any way.

You do not want to get rich in order to live swinishly for the gratification of animal desires. That is not life. But, the performance of every physical function is a part of life, and no one lives completely who denies the impulses of the body a normal and healthful expression.



You do not want to get rich solely to enjoy mental pleasures, to get knowledge, to gratify ambition, to outshine others, or to be famous. All these are a legitimate part of life; however, the person who only lives for the pleasures of the intellect alone will only have a partial life. He will never be satisfied with his lot.

You do not want to get rich solely for the good of others. Nor do you wish to lose yourself for the salvation of humanity or to only experience the joys of philanthropy and sacrifice. The joys of the soul are only a part of life. They are no better or nobler than any other part.

NOTES

You are to become a creator, not a competitor. You will become a creator by employing the higher faculties with which you have been endowed: Perception, Reason, Will, Memory, Imagination and Intuition. No other form of life was given these creative faculties. You are going to get what you want, but in such a way that when you get it every other person will have more than he has now.

I am aware that there are people who acquire a vast amount of money by proceeding in direct opposition to the directions in the preceding paragraph. Those of the plutocratic type, who become very rich, sometimes do so purely through their extraordinary ability on the plane of competition. However, sometimes — for example, in their contribution to the growth of industry — they unconsciously harmonize with substance in its movement toward the betterment of humanity. Rockefeller, Carnegie, Morgan, et al., have been the unconscious agents of the Supreme Power in the necessary work of systematizing and organizing productive industry. Their work has contributed immensely toward increased life for all. They helped to organize production and were soon succeeded by the agents of the multitude, who organized the machinery of distribution.



The multimillionaires are like the monster reptiles of prehistoric eras. They play a necessary part in the evolutionary process, but the same power which produced them will dispose of them. And, it is well to bear in mind that they have never been really rich. A record of the private lives of most of this class will show that they have really been the most abject and wretched of the poor.

Riches secured on the competitive plane are never satisfactory and permanent. They are yours today and another's tomorrow. Remember, if you are to become rich in a scientific and certain way, you must rise entirely out of competitive thought. You must never think for a moment that the supply is limited. You drop into the competitive mind the moment you begin to think that all the money is being "cornered" and controlled by bankers and others and that you must exert yourself to get laws passed to stop this process. Your power to cause creation will temporarily disappear, and what is worse, you will probably arrest the creative movements you have already instituted.

CHAPTER FIVE

QUESTIONS

1. Prove that God wants you to get rich, and explain why.

2. What is the purpose of the Supreme Power? Why is it essential that your own purpose should harmonize with this purpose?

3. Why can you help others more by making the most of yourself than in any other way?



4. What is the difference between creation and competition?

5. Why don't riches gained on the competitive plane cause happiness?

6. How can you prevent yourself from falling into the competitive mind?

“An educated person is a person who has so developed the faculties of their mind that they can acquire anything they want or its equivalent without violating the rights of others.”

Napoleon Hill



Perception

Reason

Will

Memory

Imagination

Intuition

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER SIX HOW RICHES COME TO YOU

“If a person advances confidently in the direction of their dream and endeavors to live the life they have imagined, they will meet with success unexpected in common hours.”

Henry David Thoreau



HOW RICHES COME TO YOU

NOTES

When I say that you do not have to drive sharp bargains, I do not mean that you do not have to drive any bargains at all or that you are above the necessity for having any dealings with other people. I mean that you will not need to deal with them unfairly; you do not have to get something for nothing. You can give to every person more than you take from them.

You cannot give a person more in cash value than you take from them, but you can give them more in use value than the cash value of the thing you take from them. The paper, ink, and other material in this book may not be worth the money you paid for it. But, if the ideas in this book bring you thousands of dollars, you have not been wronged by those who sold it to you. They have given you a great use value for a small cash value.

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Let us suppose that I own a picture which in any civilized community is worth thousands of dollars. I take it to Baffin Bay, and by "salesmanship" induce an Eskimo to give a bundle of furs worth \$500 for it. I have really wronged him because he has no use for the picture. It has no use value to him, it will not add to his life.

But, suppose I give him a gun worth \$50 for his furs. Then he has made a good bargain. He has use for the gun; it will get him more furs and much food; it will add to his life in every way; it will make him rich.

When you rise from the competitive to the creative plane, you can scan your business transactions very strictly. If you see that you are selling a person anything that does not add more to his life than the thing he gives you in exchange, you can afford to stop it. You do not have to beat anybody in business. And, if you are in a business which does beat people, get out of it at once.

Give people more in use value than you take from them in cash value. Then, you are adding to the life of the world with every business transaction.

NOTES

If you have people working for you, you must take from them more in cash value than you pay them in wages. But, you can organize your business so that it will be filled with the principle of advancement. Thus, each employee who wishes to do so may advance a little every day.

You can make your business do for your employees what this book is doing for you. You can conduct your business so that it will be a ladder by which every willing employee may climb to riches himself. And, it is not your fault if they do not accept the opportunity.

Even though you can cause your riches to come out of the formless substance which permeates all of your environment, it does not follow that your fortune will immediately take shape from the atmosphere and come into being before your eyes.

If you want a sewing machine, for instance, I would suggest that before you impress the thought of a sewing machine on the thinking substance, you first make sure the image of the machine is clearly formed in your mind. If you want a sewing machine, hold the mental image of it with the most positive certainty that it is being made or is on its way to you. After once forming the thought, have the most absolute and unquestioning faith that the sewing machine is coming. Never think of it or speak of it without feeling confident that it will arrive. Claim it as already yours.



It will be brought to you by the power of the Supreme Intelligence, acting upon the mind of mankind. If you live in Maine, it may be that a person will be brought from Texas or Japan to engage in some transaction which will result in your getting what you want. If so, the whole matter will be as much to that person's advantage as it is to yours.

Do not forget for a moment that the thinking substance is in everything, communicating with everything, and able to influence everything. The desire of the thinking substance for more life and better living has caused the creation of all the sewing machines that have ever been made, and it can cause the creation of millions more.



NOTES

It will do so whenever people set it in motion by desire and faith and by acting in the certain way.

You can certainly have a sewing machine in your house. You can have anything you want, as long as you use it for the advancement of your own life and the lives of others. You need not hesitate about asking largely. "It is your Father's pleasure to give you the kingdom."

The original substance wants to live as much as possible in you; it wants you to have all that you can or will use for the living of the most abundant life.

Your faith becomes invincible if you fix upon your consciousness the fact that the desire you feel for the possession of riches is one with the desire of the Supreme Power for more complete expression.

Once I saw a little boy sitting at a piano and vainly trying to bring harmony out of the keys. I saw that he was grieved and provoked by his inability to play real music. I asked him why he was unhappy, and he answered, "I can feel the music in me, but I can't make my hands go right." The music in him was the urge of the Original Substance, containing all the possibilities of all life. All that there is of music was seeking expression through the child.

God, the One Substance, is trying to live and do and enjoy things through humanity. He is saying, "I want hands to build wonderful structures, to play divine harmonies, to paint glorious pictures. I want feet to run my errands, eyes to see my beauties, tongues to tell mighty truths and to sing marvelous songs."

All that is possible is seeking expression through human beings. God wants those who can play music to have the instruments they need — to have the means to cultivate their talents to the fullest extent. He wants those who can appreciate beauty to be able to surround themselves with beautiful things. He wants those who can discern truth to have every opportunity to travel and observe. He wants those who can appreciate dress to be beautifully clothed and those who can appreciate good food to be luxuriously fed.

He wants all these things because He enjoys and appreciates them. It is God who wants to play and sing and enjoy beauty and proclaim truth and wear fine clothes and eat good foods.

"It is God that worketh in you to will and to do."

The desire you feel for riches is the Infinite, seeking to express Himself in you as He sought to find expression in the little boy at the piano.

You need not hesitate to ask largely. Your part is to focus and express the desires of God.

Dotted lines for taking notes.

NOTES

This is a difficult point with most people. They retain something of the old idea that poverty and self-sacrifice are pleasing to God. They look upon poverty as a part of the plan, as a necessity of nature. They have the idea that God has finished His work and has made all that He can make — that the majority of humanity must stay poor because there is not enough to go around. People hold to this erroneous thought so much that they feel ashamed to ask for wealth. They try not to want more than a very modest competence — just enough to make them fairly comfortable.

I recall now the case of one student who was told that he must see in his mind a clear picture of the things he desired so that the creative thought of them might be impressed on the formless substance. He was a very poor man, living in a rented house and having only what he earned from day to day. He could not grasp the fact that all wealth was his. Therefore, after thinking the matter over, he decided that he might reasonably ask for a new rug for the floor of his best room and an anthracite coal stove to heat the house during the cold weather. Following the instructions given in this book, he obtained these things in a few months. Then it dawned upon him that he had not asked enough. He went through the house in which he lived and planned all the improvements he would like to make in it. He mentally added a bay window here and a room there. He continued until it was complete in his mind as his ideal home. And, then he planned its furnishings.



Holding the whole picture in his mind, he began living in the certain way and moving toward what he wanted. He owns the house now, and is rebuilding it according to his mental image. Now, with still larger faith, he is proceeding to get greater things. It has been given unto him according to his faith, and it is so with you and with all of us.



CHAPTER SIX

QUESTIONS

1. Explain the difference between use value and market value, and describe how one can make a profit without robbing another.

2. If you have wage earners in your employ, what can you do to atone for the unfairness of the wage system?

3. Can you cause things to be formed directly from the atmosphere by thought?

4. How can you cause creation? Explain the process.

5. Is it a mistake to ask for a modest competence when you can use more?



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MSI TECHNOLOGY

Multiple Sources of Income (MSI) is a technology which will permit you to multiply your present income by providing service beyond that which you are presently providing at your primary source of income. ADDITIONAL SERVICE – ADDITIONAL INCOME.

MSI is a concept which has been adopted by almost all very wealthy people.

Multiple Sources of Income is exactly what it says it is:

INCOME FROM MULTIPLE SOURCES

MSI is not another JOB.

MSI is not a better JOB.

MSI is not even a JOB.

MSI is a way of adding a new dimension of excitement and fun to your everyday life, while you are becoming very wealthy.

An MSI is an idea with which you are in harmony.

An MSI is an idea which enables you to provide service to humanity in a lawful manner for which you will be fairly compensated.

The compensation you receive from each MSI could be minimal or it could be millions of dollars per year.

An MSI should not interfere with, nor cause you to jeopardize your position at your primary source of income.





EXERCISES

HOW RICHES COME TO YOU

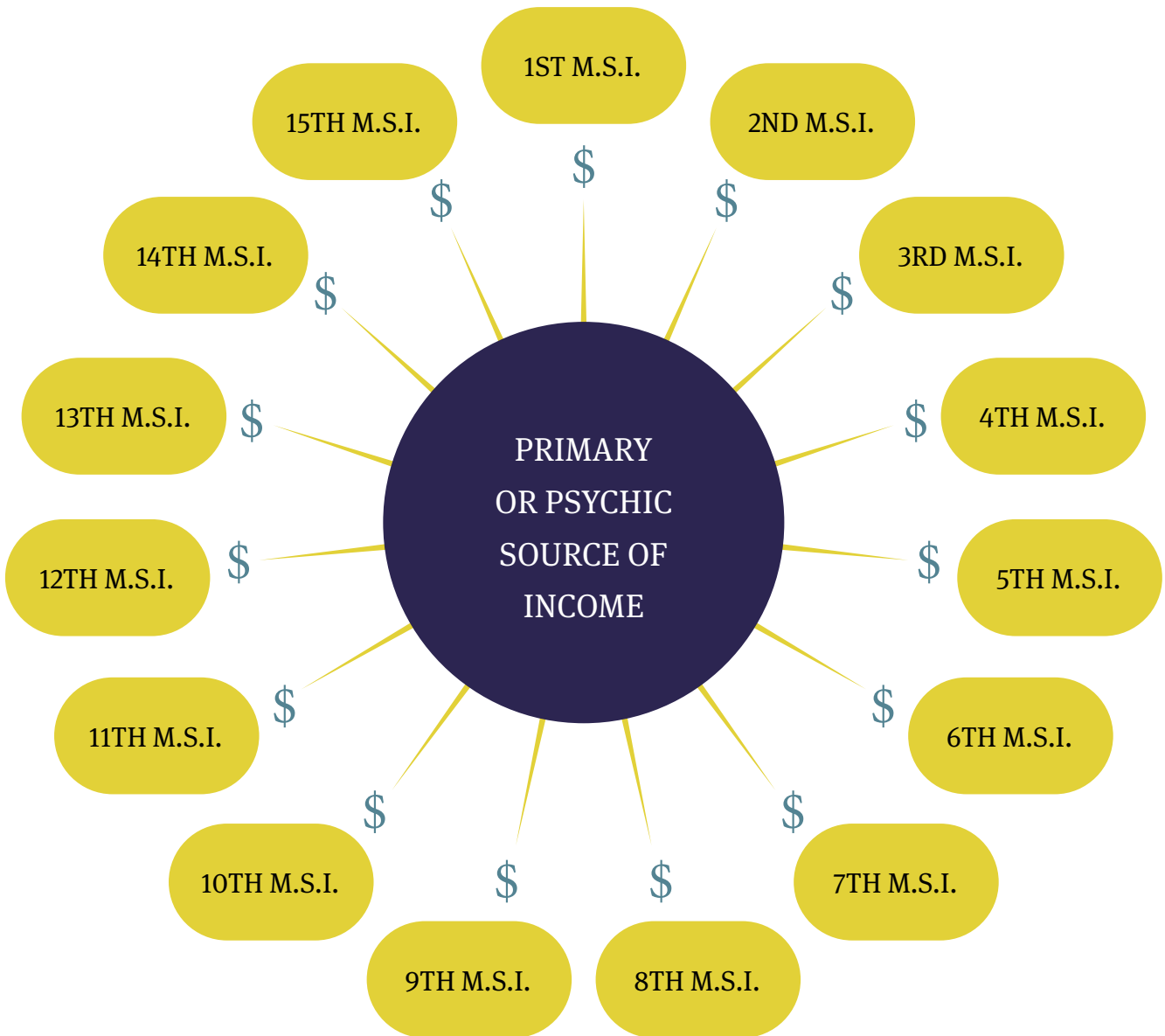
“The accumulation of great fortune calls for power, power acquired through highly organized and intelligently directed specialized knowledge, but that knowledge does not necessarily have to be in the possession of the person who accumulates the fortune.”

Napoleon Hill

“If a person advances confidently in the direction of their dream and endeavors to live the life they have imagined, they will meet with success unexpected in common hours.”

Thoreau

YOU DECIDE ON THE NUMBER OF MSIs YOU WILL HAVE





RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER SEVEN GRATITUDE

**“Draw nigh unto God, and He
will draw nigh unto you.”**

**That is a statement of
psychological truth.**

NOTES

When good things come to us, the more gratefully we fix our mind on the Supreme Power, the more good things we will receive — and the more rapidly they will come. The reason for this is simply that the mental attitude of gratitude draws the mind into closer touch with the source from which the blessings come.

If it is a new thought to you that gratitude brings your whole mind into closer harmony with the creative energies of the universe, consider it well, and you will see that it is true. The good things you already possess have come to you because of certain laws. Gratitude will lead your mind out along the ways by which things come. And, it will keep you in close harmony with creative thought and prevent you from falling into competitive thought.



Gratitude alone can keep you looking toward the Infinite and prevent you from falling into the error of thinking that the supply of riches is limited — and to think that would be fatal to your hopes.

There is a law of gratitude, and if you are to get the results you seek, it is absolutely necessary that you should observe this law.

The law of gratitude is the natural principle that action and reaction are always equal and in opposite directions. The grateful outreaching of your mind in thankful praise to the Supreme Power is a liberation or expenditure of force; it cannot fail to reach that to which it is addressed. And, as a result, God responds with an instantaneous movement toward you.

“Draw nigh unto God, and He will draw nigh unto you.” That is a statement of psychological truth.

NOTES

Also, faith is born of gratitude. The grateful mind continually expects good things, and expectation becomes faith. The reaction of gratitude upon one's own mind produces faith. Every outgoing wave of grateful thanksgiving increases faith. The person who has no feeling of gratitude cannot long retain a living faith. And, as we will see in the following chapters, without a living faith you cannot get rich by the creative method.



It is necessary, then, to cultivate the habit of being give thanks continuously. And, because all things have contributed to your advancement, you should include all things in your gratitude.

Do not waste time thinking or talking about the shortcomings or wrong actions of plutocrats or trust magnates. Their organization of the world has made your opportunity. All that you have received really has come to you because of them.

Do not rage against corrupt politicians. If it were not for politicians we should fall into anarchy, and your opportunity would be greatly lessened.

God has worked a long time and very patiently to bring us up to where we are in industry and government. And He is going right on with His work. I believe that He will do away with plutocrats, trust magnates, captains of industry, and politicians as soon as they can be spared. But, in the meantime, they are very necessary. Remember that they are helping to arrange the lines of transmission along which your riches will come to you. Be grateful to them. This will bring you into a harmonious relationship with the good in everything and the good in everything will move toward you.



CHAPTER SEVEN

QUESTIONS

1. What are the three steps by which you enter into relationship with the Supreme Power?

i.
ii.
iii.

2. Explain why and how gratitude keeps you in close touch with God.

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3. Explain the operation of the law of action and reaction.

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4. Why should you fix your mind on the best?

5. Explain the relation between gratitude and faith.

6. Explain why and how all things are good.



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER EIGHT THINKING IN THE CERTAIN WAY

“We cannot think into manifestation a different sort of life to that which we realize in ourselves. As Horace says, ‘Nemo dat quod non habet.’ We cannot give what we have not got.”

Thomas Troward

NOTES

It is not necessary to take exercises in concentration, nor to set apart special times for prayer and affirmation, nor to “go into the silence,” nor to do occult stunts of any kind. These things are well enough, but all you need is to know what you want and to want it enough so that it will stay in your thoughts.

Spend as much of your leisure time as you can in contemplating your picture. Remember that you do not need to take exercises to concentrate your mind on a thing which you really want. It is the things you do not really care about that require effort to fix your attention upon them. Unless your desire to get rich is strong enough to hold your thoughts to the purpose — as the magnetic pole holds the needle of the compass — it will hardly be worthwhile for you to try to carry out the instructions given in this book.

The methods I am presenting here are for people whose desire for riches is strong enough to overcome mental laziness and the love of ease.

The more clear and definite you make your picture, and the more you dwell upon it, the stronger your desire will be. And, the stronger your desire, the easier it will be to hold your mind fixed upon the picture of what you want.



However, something more is necessary than merely seeing the picture clearly. If that is all you do, you are only a dreamer and will have little or no power for accomplishment. Behind your clear vision must be the purpose to realize it, to bring it out in tangible expression. And, behind this purpose must be an invincible and unwavering faith that the thing is already yours — that it is at hand and you have only to take possession of it.

Live in the new house mentally until it takes form around you physically. In the mental realm, enter at once into full enjoyment of the things you want.

“Whatsoever things ye ask for when ye pray, believe that ye receive them, and ye shall have them.”



See the things you want as if they were actually around you all the time; see yourself as owning and using them. Make use of them in imagination just as you will use them when they are your tangible possessions. Dwell upon your mental picture until it is clear and distinct. Then, take the mental attitude of ownership toward everything in that picture. Take possession of it in your mind in the full faith that it is actually yours. Hold to this mental ownership; do not waver for an instant in the faith that it is real.

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And, remember what was said in Chapter Seven about gratitude: be as thankful for it all the time as you expect to be when it has taken form. When you can sincerely thank God for the things which you own only in imagination, you have real faith. You will get rich; you will cause the creation of whatsoever you want.

You do not need to pray repeatedly for the things you want.

It is not necessary to tell God about it every day. "Use not vain repetitions as the heathen do," said Jesus to His pupils, "for your Father knoweth that ye have need of these things before ye ask Him."

Your part is to intelligently formulate your desire for the things which make for a larger life and to get these desires arranged into a coherent whole. You must then impress this whole desire upon the formless substance, which has the power and the will to bring you what you want.

You do not make this impression by repeating strings of words: you make it by holding the vision with unshakable purpose to attain it — and with steadfast faith that you will attain it.

The answer to prayer is not according to your faith while you are talking, but according to your faith while you are working.

NOTES

You cannot impress the mind of God by having a special sabbath day set apart to tell Him what you want — and then forgetting Him during the rest of the week. If you do not think of your prayer until the hour of prayer comes again, you cannot impress Him by having special hours to go into your closet and pray.

Oral prayer has its effect in clarifying your vision and strengthening your faith, but it is not your oral petitions which will get you what you want. In order to get rich you do not need a “sweet hour of prayer.” You need to “pray without ceasing.”

And, by prayer, I mean holding steadily to your vision – with the purpose of causing its creation into solid form and the faith that you are doing so.

“Believe that ye receive them.”

Once you have clearly formed your vision, the whole matter turns on receiving. When you have formed it, it is well to make an oral statement by addressing the Supreme Power in reverent prayer. From that moment on you must receive in your mind what you ask for.

Live in the new house; wear the fine clothes; ride in the automobile; go on the journey; and confidently plan for greater journeys. Think and speak of all the things you have asked for in terms of actual present ownership. Imagine the exact environment and financial condition you desire and live all the time in that imaginary environment and financial condition. Mind, however, that you do not do this as a mere dreamer and castle builder. Hold to the faith that the imaginary is being realized and to the purpose required to realize it. Remember that it is faith and purpose in the use of the imagination which make the difference between the scientist and the dreamer. And, having learned this fact, it is here that you must learn the proper use of the will.





CHAPTER EIGHT

QUESTIONS

1. What is the most important thing to do to make an impression on the thinking substance?

2. What is the difference between the dreamer and the person who uses the imagination scientifically?

3. Give your idea as to what constitutes a scientific use of the imagination.

4. Are you working with faith and purpose?



EXERCISES

HOW TO USE THE WILL

“We cannot think into manifestation a different sort of life to that which we realize in ourselves. As Horace says, ‘Nemo dat quod non habet.’ We cannot give what we have not got.”

Thomas Troward

Collected Essays of Thomas Troward

Make a very clear statement (in the present tense) of what you want.

Write a statement of gratitude for receiving it.

RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER NINE HOW TO USE THE WILL

“Every person who becomes rich by competition, kicks down the ladder by which he rises and keeps others down. But, every person who gets rich by creation opens a way for thousands to follow him and inspires them to do so.”

Wallace D. Wattles



HOW TO USE THE WILL

To set about getting rich in a scientific way, you do not try to apply your will power to anything outside of yourself.

You have no right to do so anyway. It is wrong to apply your will to other men and women in order to get them to do what you wish done.

It is as flagrantly wrong to coerce people by mental power as it is to coerce them by physical power. If compelling people by physical force to do things for you reduces them to slavery, compelling them by mental means accomplishes exactly the same thing. The only difference is in the methods. If taking things from people by physical force is robbery, then taking things by mental force is also robbery. In principle there is no difference.

You have no right to use your will power upon another person – even “for his own good” – because you do not know what is for his good.

The science of getting rich does not require you to apply power or force to any other person, in any way whatsoever. There is not the slightest necessity for doing so. Indeed, any attempt to use your will upon others will only tend to defeat your purpose.

You do not need to apply your will to things for them to come to you. That would simply be trying to coerce God and would be foolish and useless, as well as irreverent.

NOTES

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NOTES

You do not have to compel God to give you good things, any more than you have to use your will power to make the sun rise. You do not have to use your will power to conquer an unfriendly deity or to make stubborn and rebellious forces do your bidding.

The thinking substance is friendly to you and is more anxious to give you what you want than you are to get it. To get rich, you need only to use your will power upon yourself.

When you know what to think and do, you must use your will to compel yourself to think and do the right things. That is the legitimate use of the will in getting what you want — to use it in holding yourself to the right course. Use your will to keep yourself thinking and acting in the certain way.



Do not try to project your will or your thoughts or your mind out into space to act on things or people. Keep your mind at home. It can accomplish more there than elsewhere. Use your mind to form a mental image of what you want and to hold that vision with faith and purpose. Use your will to keep your mind working the right way.

The more steady and continuous your faith and purpose, the more rapidly you will get rich because you will make only positive impressions upon formless substance. You will not neutralize or offset them by negative impressions.

The formless substance receives a picture of your desires and allows this picture to penetrate to great distances — perhaps, throughout the entire universe.

As this impression spreads, all things are set moving toward its realization. Every living thing, every inanimate thing, and the things yet uncreated are stirred toward bringing into being that which you want. All force begins to be exerted in that direction. All things begin to move toward you. The universal mind is influenced toward doing the things necessary to fulfilling your desires. And, it works for you unconsciously.



But you can check all this by starting a negative impression in the formless substance. Doubt or disbelief is as certain to start a movement away from you as faith and purpose are to start one toward you. By not understanding this, most people fail when they try to make use of "mental science" to get rich. Every hour and moment you spend in giving heed to doubts and fears, every hour you spend in worry, every hour in which your soul is possessed by disbelief — sets a current away from you through the whole domain of the intelligent substance. "All the promises are unto them that believe, and unto them only." Notice how insistent Jesus was upon this point of belief. Now you know the reason why.

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Dotted lines for taking notes.



Since belief is all important, it behooves you to guard your thoughts. And, as your beliefs will be shaped to a very great extent by the things you observe and think about, it is important that you focus your attention. Here the will comes into use, because by means of your will, you determine the objects of your attention.

If you want to become rich, you must not make a study of poverty. Things are not brought into being by thinking about their opposites. Health is never to be attained by studying disease and thinking about disease. Righteousness is not to be promoted by studying sin and thinking about sin. And, no one ever got rich by studying poverty and thinking about poverty.

Medicine as a science of disease has increased disease. Religion as a science of sin has promoted sin. And, economics as a study of poverty will fill the world with wretchedness and want.

Do not talk about poverty. Do not investigate it or concern yourself with it. Never mind what its causes are. You have nothing to do with them. What concerns you is the cure. Do not spend your time in charitable work or charity movements. All charity only tends to perpetuate the wretchedness it aims to eradicate.

NOTES

I do not say that you should be hard-hearted or unkind and refuse to hear the cry of need. But, you must not try to eradicate poverty in any of the conventional ways. Put poverty behind you, put all that pertains to it behind you, and "make good."

You cannot hold the mental image which is necessary to make you rich if you fill your mind with pictures of poverty. Do not read books or papers which give accounts of the wretchedness of the tenement dwellers or of the horrors of child labor. Do not read anything which fills your mind with gloomy images of want and suffering. You cannot help the poor in the least by knowing about these things. The widespread knowledge of the circumstances of the poor does not tend at all to do away with poverty.

What tends to do away with poverty is not the getting of pictures of poverty into your mind, but getting pictures of wealth into the mind of the poor.

You are not deserting the poor in their misery when you refuse to allow your mind to be filled with pictures of that misery.

Poverty can be done away with, not by increasing the number of well-to-do people who think about poverty, but by increasing the number of poor people who succeed in getting rich through the exercise of faith and purpose.

The poor do not need charity. They need inspiration. Charity only sends them a loaf of bread to keep them alive in their wretchedness or gives them an entertainment to make them forget for an hour or two. But, inspiration will cause them to rise out of their misery. If you want to help the poor, demonstrate to them that they can become rich; prove it by getting rich yourself.

Get rich. This is the best way that you can help the poor. The only way in which poverty will ever be banished from this world is by getting a large and constantly increasing number of people to practice the teachings of this book.

People must be taught to become rich by creation, not by competition.

Every person who becomes rich by competition kicks down the ladder by which he or she rises and keeps others down. But, the person who gets rich by creation opens a way for thousands to follow and inspires them to do so.

You are not showing hardness of heart or an unfeeling disposition when you refuse to pity poverty or to think or talk about it or to listen to those who do talk about it. Use your will power to keep your mind off the subject of poverty and to keep your mind fixed with faith and purpose on the vision of what you want.



CHAPTER NINE

QUESTIONS

1. Explain, in your own language, why you have no right to apply your will power to other people.

2. Can you compel the things you want to come to you by exerting will power? If not, why not?

3. Explain how positive and negative impressions are made on the formless substance.

4. What should your attitude be toward poverty?

EXERCISES

HOW TO USE THE WILL

“Every person who becomes rich by competition, kicks down the ladder by which he rises and keeps others down. But, every person who gets rich by creation opens a way for thousands to follow him and inspires them to do so.”

Wallace D. Wattles

Name six creative income earning opportunities you have been made aware of in the past year.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER TEN FURTHER USE OF THE WILL

**“Listen to the quiet voice within
that is telling you the way to go.”**

Wallace D. Wattles

NOTES

No matter how horrible the apparent conditions may be in certain countries, sections, or places, you waste your time and destroy your own chances by considering them. You should interest yourself in the world's becoming rich.

Think of the riches the world is coming into, instead of the poverty it is growing out of. And, bear in mind that the only way in which you can assist the world in growing rich is by growing rich yourself through the creative method — not the competitive one.

Give your attention wholly to riches; ignore poverty. Whenever you think or speak of those who are poor, think and speak of them as those who are becoming rich — as those who are to be congratulated rather than pitied. Then they and others will catch the inspiration and begin to search for the way out.

Because I say that you are to give your whole time and mind and thought to riches, it does not follow that you are to be sordid or mean.

To become really rich is the noblest aim you can have in life because it includes everything else.

On the competitive plane, the struggle to get rich is a godless scramble for power over other people, but when we come into the creative mind, all this is changed.



All that is possible in the way of greatness and soul unfoldment — of service and lofty endeavor — comes by way of getting rich. All is made possible by the use of things.

If you do not have physical health, you will find that its attainment is conditional on your getting rich. Only those who are emancipated from financial worry and who have the means to live a carefree existence and follow hygienic practices can have and retain health.

NOTES

The very best thing you can do for the whole world is to make the most of yourself.

You can serve God and your fellow humans in no more effective way than by getting rich. That is, if you get rich by the creative method and not by the competitive one.

Another thing. I assert that this book gives in detail the principles of the science of getting rich. You do not need to read any other book upon the subject. This may sound narrow and egotistical. However, there is no more scientific method of computation in mathematics than by addition, subtraction, multiplication, and division. No other method is possible. There can be only one shortest distance between two points.

There is only one way to think scientifically, and that is to think in the way that leads by the most direct and simple route to the goal. No person has yet formulated a briefer or less complex system than the one I am describing here. It has been stripped of all nonessentials. When you begin this method, lay all others aside. Put them out of your mind altogether.



Read this book every day. Keep it with you. Commit it to memory. Do not think about other systems and theories. If you do, you will begin to have doubts and to become uncertain and wavering in your thought. Then you will bring negative thought to the formless substance.

After you have made good and become rich, you may study other systems as much as you please. But, until you are quite sure that you have gained what you want, do not read anything else on this subject except the authors mentioned in the preface.



Only read the most optimistic comments on the world's news, just those that are in harmony with your picture.

Also, postpone your investigations into the occult. Do not dabble in theosophy, spiritualism, or kindred studies. It is very likely that the dead still live and are near. But, if they are, let them alone. Mind your own business.

Wherever the spirits of the dead may be, they have their own work to do and their own problems to solve. We have no right to interfere with them. We cannot help them. It is very doubtful whether they can help us or whether we have any right to trespass upon their time if they can. Let the dead and the hereafter alone. Solve your own problem; get rich. If you begin to mix with the occult, you will start mental crosscurrents which will surely bring your hopes to shipwreck. Lastly, this and the preceding chapters have brought us to the following statement of basic facts:

There is a thinking stuff from which all things are made, and which in its original state permeates penetrates, and fills the interspaces of the universe.

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

You can form things in your thought, and by impressing your thought upon formless substance, can cause the thing you think about to be created.

In order to do this, you must pass from the competitive to the creative mind. You must form a clear mental picture of the things you want. And, you must hold this picture in your thoughts with the fixed purpose to get what you want, and the unwavering faith that you will get what you want — closing your mind against all that may tend to shake your purpose, dim your vision, or quench your faith.

And, in addition to all this, we shall now see that we must live and act in the certain way.

FURTHER USE OF THE WILL

EXERCISES

**“By thought, the thing you want is brought to you.
By action, you receive it.”**

Wallace D. Wattles

In Chapter Nine, you wrote a description of the image of wealth you are going to practice holding with your will every day. Mentally put yourself in a very quiet and relaxed vibration, then read your written image two or three times. When you have done that, be aware of the action steps you feel you should now take.

1. _____

2. _____

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**“Listen to the quiet voice within that
is telling you the way to go.”**

Ralph Waldo Emerson



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER ELEVEN

ACTING IN THE CERTAIN WAY

**“The imagination is the most marvellous,
miraculous, inconceivably powerful force
the world has ever known to work for you.”**

Napoleon Hill



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In the preceding chapters, I have fully explained the action of thought in getting rich. You must use your faith and purpose to positively impress your vision upon the formless substance, which has the same desire for more life than you have. And, this vision, received from you, sets all the creative forces at work in and through their regular channels of action, but directed toward you. It is not your part to guide or supervise the creative process.

All you have to do with that is to retain your vision, stick to your purpose, and maintain your faith and gratitude.

But you must act in the certain way so that you can appropriate what is yours when it comes to you — so that you can accept the things in your picture and put them in their proper places.

You can readily see the truth of this. When things reach you, they will be in the hands of other people who will ask an equivalent for them.

You can only get what is yours by giving the other person what is theirs.

Your pocketbook will not become bottomless; it will not always be full of money without effort on your part.

Receiving is the crucial point in the science of getting rich — right here, where thought and personal action must be combined.

There are many people who, consciously or unconsciously, set the creative forces in action by the strength and persistence of their desires. However, they remain poor because they do not provide for the reception of the thing they want when it comes.

By thought, the thing you want is brought to you. By action, you receive it.



NOTES

Do not try by occult or mystical means to act on people or things that are out of your reach.

Do not wait for a change of environment before you act. Cause a change of environment through action.

You can act upon your present environment so as to cause yourself to be transferred to a better environment.

Hold with faith and purpose the vision of yourself in the better environment, but act upon your present environment with all your heart and with all your strength and with all your mind.

Do not spend any time in daydreaming or castle building. Hold to the one vision of what you want, and act now.

Do not cast about seeking some new thing to do or some strange, unusual, or remarkable action to perform as a first step toward getting rich. For some time to come, your actions will probably be the same as those you have been performing. But, now you will perform those actions in the certain way which will surely make you rich.



If you are engaged in some business and feel that it is not the right one for you, do not wait until you get into the right business before you begin to act. Do not feel discouraged or sit down and lament because you are in the wrong place. No person was ever so misplaced that he could not find the right place, and no person was ever so involved in the wrong business that he could not get into the right business.

Hold the vision of yourself in the right business — with the purpose to get into it and the faith that you will get into it. But, act in your present business. Use your present business as the means of getting a better one, and use your present environment as the means of getting into a better one. Your vision of the right business, if held with faith and purpose, will cause the Supreme Power to move the right business toward you. And, your action — if performed in the certain way — will cause you to move toward the business.

CHAPTER ELEVEN

QUESTIONS

1. Why are you not able to get rich by thought without personal action?

2. What must you do if you are in the wrong business or location?

3. How should an employee proceed to get a better job?

"You can only get what is yours by giving the other person what is theirs."

Wallace D. Wattles

Napoleon Hill wrote in *Think and Grow Rich*: "I will induce others to serve me because of my willingness to serve others."

Through the use of your imagination, create two ways you will improve your service to others.

1. _____

2. _____

"The imagination is the most marvellous, miraculous, inconceivably powerful force the world has ever known to work for you."

Napoleon Hill

Develop your "Intelligent Objectivity." Stand back and look at what you are doing, as a stranger might.



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

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WEALTH CREATION PROGRAMME



CHAPTER TWELVE EFFICIENT ACTION

**“The greatest discovery of my generation
is that human beings can alter their lives
by altering their attitudes of mind.”**

William James

NOTES

Every action is either strong or weak. When you are strong, you are acting in the certain way which will make you rich.

Every act can be made strong and effective by holding your vision while you are doing it and by putting the whole power of your faith and purpose into it.

It is at this point that the people who separate mental power from personal action fail. They use the power of mind in one place and at one time, and they act in another place and at another time. Thus, their acts are not successful in themselves; too many of them are ineffective. But, if you put the Supreme Power in every act, no matter how commonplace, every act will be a success in itself. Every success opens the way to other successes. Your progress toward what you want, and the movement of what you want toward you will become increasingly rapid.

Remember that successful action is cumulative in its results. When you begin to move toward a larger life, more things attach themselves to you, and the influence of your desire is multiplied. This is because the desire for life is inherent in all things.



Do, every day, all that you can do that day, and do each act in an effective manner.

In saying that you must hold your vision while you are doing each act — however trivial or commonplace — I do not mean to say that it is necessary at all times to see the vision distinctly to its smallest details. During your leisure hours, you should focus your imagination on the details of your vision in order to fix it firmly in your memory.

CHAPTER TWELVE

QUESTIONS

1. How much should you try to do each day? Why?

2. What is the cause of efficient?

3. How can you make each act efficiently?

4. Do you feel that you are acting effectively now? If not, why not?

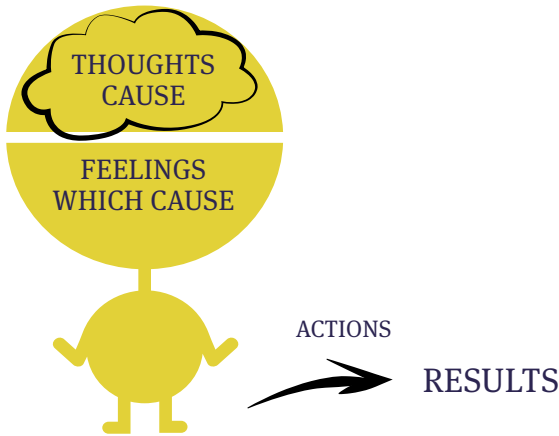
5. What is said in this chapter about the vision?



NOTES

“Getting rich is the result of doing things in a certain way.”

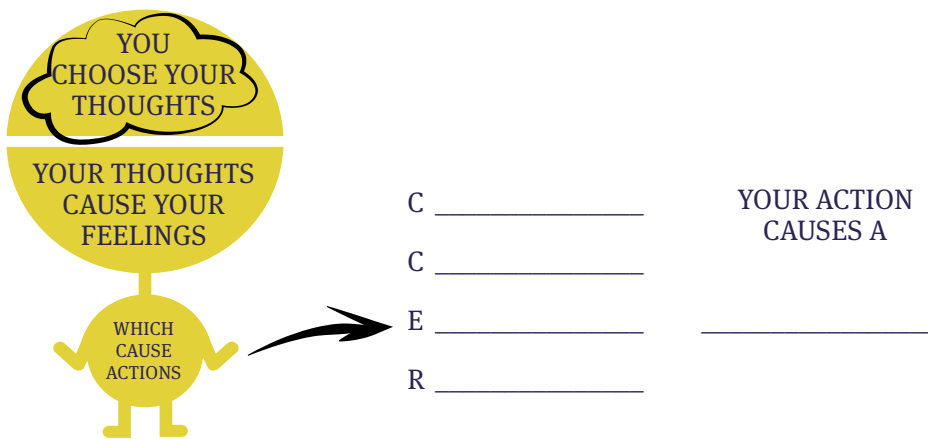
Wallace D. Wattles



You either choose your THOUGHTS or accept them from an outside source. These thoughts develop into images or ideas in your conscious mind. You then impress the images upon your sub-conscious mind causing FEELINGS or VIBRATIONS. The FEELINGS OR VIBRATIONS cause ACTIONS, and the ACTIONS cause the RESULTS you are getting in your life.

Your ATTITUDE is a composite of your THOUGHTS, FEELINGS and ACTIONS. The only way you can improve the results you are getting in life, is to take full responsibility for your ATTITUDE. Only then will you be able to improve your RESULTS.

A New Attitude is Required for New Wealth



“The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.”

William James



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

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CHAPTER THIRTEEN THIRTEEN GETTING INTO THE RIGHT BUSINESS

**“Draw nigh unto God, and He
will draw nigh unto you.”**

**That is a statement of
psychological truth.**

NOTES

which you were born. It will be easier for you to succeed in a vocation for which you already have the talents in a well-developed state. But, you can succeed in any vocation because you can develop any rudimentary talent, and there is no talent of which you have not at least a small amount.

You will get rich most easily if you do that for which you are best fitted. But, you will get rich most satisfactorily if you do that which you want to do.



Doing what you want to do is life. And, there is no real satisfaction in living if we are compelled to do something which we do not like to do and fail to do what we want to do. And, it is certain that you can do what you want to do; your desire to do it is proof that you have within you the power which can do it.

Desire is a manifestation of power.

The desire to play music is a power seeking expression and development. The desire to invent mechanical devices is also a power seeking expression and development.

Where there is no power — either developed or undeveloped — to do a thing, there is never any desire to do that thing. Where there is a strong desire to do a thing, it is proof that the power to do it is strong and only needs to be developed and applied in the right way.

All things being equal, it is best to select a business for which you have the best-developed talent. But, if you have a strong desire to engage in any particular line of work, you should select that work as the ultimate goal.



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There is a mind which knows all there is to know. And, if you have deep gratitude, you can come into close unity with this mind by faith and the purpose to advance in life. Mistakes come from acting hastily or from acting in fear or doubt or in forgetfulness of the right motive — which is more life to all and less to none.

As you go on in the certain way, opportunities will come to you in increasing numbers. You will need to be very steady in your faith and purpose and to keep in close touch with the Supreme Power through reverent gratitude. Do all that you can do in a perfect manner every day, but do it without haste, worry, or fear. Go as fast as you can, but never hurry.

Remember that in the moment you begin to hurry you cease to be a creator and become a competitor. You drop back into the old plane again.



Whenever you find yourself hurrying, stop. Fix your attention on the mental image of the thing you want and begin to give thanks that you are getting it. This exercise of gratitude will never fail to strengthen your faith and renew your purpose.

“Hurry and speed are quite different. You should speed up and calm down.”

Bob Proctor



CHAPTER THIRTEEN

QUESTIONS

1. If you have a pronounced talent for some particular business, what should you do?

2. In what way are faculties like tools?

3. What is desire?

4. How does the desire to do a thing prove that you can do the thing?

5. What should you do when tempted to act hastily?



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“There is a mind which knows all there is to know. And, if you have deep gratitude, you can come into close unity with this mind by faith and the purpose to advance in life.”

Wallace D. Wattles

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listen to Bob Proctor’s narration and explanation of this powerful paragraph and then do as he has done ... commit it to memory.

“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 cannot change its inherent nature, it must operate in the same manner in me; consequently in my 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.”

Thomas Troward

The Dore Lectures on Mental Science



EXERCISES

GETTING INTO THE RIGHT BUSINESS

"You don't have to slow down ... calm down."

Bob Proctor

Make a written commitment that you will memorize Thomas Troward's quote and repeat it numerous times daily. Along with your written commitment, write a statement of gratitude that you will also memorize and repeat daily.

MY BINDING COMMITMENT

Your Name

MY DECLARATION OF GRATITUDE



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER FOURTEEN

THE IMPRESSION OF INCREASE

**“What I want for myself,
I want for everybody.”**

Golden Rule Jones



THE IMPRESSION OF INCREASE

NOTES

Whether you change your vocation or not, you must direct your present actions to the business in which you are presently engaged.

You can get into the business you want by making constructive use of the business you are already established in — by doing your daily work in the certain way.

And, in so far as your business consists in dealing with other people — whether directly, by telephone, or by letter — the key thought of all your efforts must be to convey to their mind the impression of increase.

Increase is what all men and all women are seeking. It is the urge of the formless intelligence within them to find fuller expression.

The desire for increase is inherent in all nature. It is the fundamental impulse of the universe. All human activities are based on the desire for increase. People are seeking more food, more clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure — more life.

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Every living thing is under that necessity for continuous advancement. Where increase of life ceases, dissolution and death set in at once.

People instinctively know this, and hence they are forever seeking more. This law of perpetual increase is set forth by Jesus in the parable of the talents. Only those who gain more retain any. “From him who hath not shall be taken away even that which he hath.”

The normal desire for increased wealth is not an evil or a reprehensible thing. It is simply the desire for a more abundant life. And, because it is the deepest instinct of their natures, all men and women are attracted to an individual who can give them more of the means of life.

In following the certain way — as described in the foregoing pages — you are getting continuous increase for yourself, and you are giving it to all with whom you deal. You are a creative center from which increase is given off to all.

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Be sure of this, and convey assurance of this fact to every man, woman, and child with whom you come in contact. No matter how small the transaction — even if it is only selling a stick of candy to a little child — put into this action the thought of increase and make sure that the customer is impressed with the thought.

Convey the impression of advancement with everything you do, so that all people shall receive the impression that you are an advancing person and that you advance all who deal with you. Also, give people who you meet socially the thought of increase.



You can convey this impression by holding the unshakable faith that you are in the way of increase and by letting this faith inspire, fill, and permeate every action. Do everything that you do in the firm conviction that you are an advancing personality, and that you are giving advancement to everybody. Feel that you are getting rich, and that in so doing you are making others rich — that you are conferring benefits on all.

Do not boast or brag of your success or talk about it unnecessarily. True faith is never boastful.

Wherever you find a boastful person, you find one who is secretly doubtful and afraid. Simply feel the faith and let it work out in every transaction. Let every act and tone and look express the quiet assurance that you are getting rich — that you are already rich. Words will not be necessary to communicate this feeling to others. They will feel the sense of increase when they are in your presence, and will be attracted to you.

You must so impress others that they will feel that in associating with you they will get increase for themselves. See that you give them a use value greater than the cash value you are taking from them.

If you always take an honest pride in doing this and let everybody know it, you will always have customers. People will go where they are given increase; and the Supreme Power — which desires increase in everything and which knows everything — will move you toward men and women who have never heard



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of you. Your business will increase rapidly, and you will be surprised at the unexpected benefits which will come to you. You will be able to make larger combinations, to secure greater advantages, and go on into a more congenial vocation if you desire to do so.

However, in doing all this, you must never lose sight of your vision of what you want or of your faith and purpose. Let me here give you another word of caution in regard to motives: beware of the insidious temptation to seek power over other people.

Nothing is so pleasant to the unformed or partially developed mind as the exercise of power or domination over others. The desire to rule for selfish gratification has been the curse of the world. For countless ages, kings and lords have drenched the earth with blood in their battles to extend their dominions. They have not been engaged in an effort to seek more life for all, but to get more power for themselves.

Today, the main motive in the business and industrial world is the same. People marshal their armies of dollars and lay waste the lives and hearts of millions in the same mad scramble for power over others. Commercial kings, like political kings, are inspired by the lust for power.

Look out for the temptation to seek authority, to become a master, to be considered as one who is above the common herd, and to impress others by lavish display.

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The mind that seeks for mastery over others is the competitive mind, and the competitive mind is not the creative one. In order to master your environment and your destiny, it is not at all necessary that you should rule over your fellows. And, indeed, when you fall into the world's struggle for high places, you begin to be conquered by fate and environment and getting rich becomes a matter of chance and speculation.

Beware of the competitive mind! No better statement of the principle of creative action can be formulated than the favorite declaration of the late Golden Rule Jones: "What I want for myself, I want for everybody."

CHAPTER FOURTEEN

QUESTIONS

1. Why do all people desire increase?

2. What assurance should you seek to convey to others?

3. What temptation is spoken of in this chapter?

4. How much power do you want?

5. Why do you want power?



EXERCISES

THE IMPRESSION OF INCREASE

Think of three people who could really benefit from your assistance. In the spaces provided below, place the names of the three individuals and below each name, detail your thoughts of how you will help that person within the next 30 days.

**“What I want for myself,
I want for everybody.”**

Golden Rule Jones

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RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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Thinking

INTO CHARACTER

WEALTH CREATION PROGRAMME



CHAPTER FIFTEEN THE ADVANCING PERSON

**There is no such thing possible in this universe
as a lack of opportunities for a person who is
living the advancing life.**



THE ADVANCING PERSON

NOTES

What I have said in the last chapter applies to the professional and the wage earner as well as to a person who is engaged in mercantile business.

No matter what your profession, if you can give increase of life to others and make them sensible of this gift, they will be attracted to you, and you will get rich. Physicians who hold the vision of themselves as great and successful healers — and who work toward the complete realization of that vision with faith and purpose — will come into such close touch with the Infinite that they will be phenomenally successful. Patients will come to them in throngs.



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No one has a greater opportunity to carry into effect the teachings of this book than the practitioner of medicine. It does not matter which of the various schools this practitioner may belong to, because the principle of healing is common to all of them and may be reached by all. The advancing person in medicine — who holds to a clear mental image of success and who obeys the laws of faith, purpose, and gratitude — will cure every curable case undertaken, no matter what remedies may be used.

In the field of religion, the world cries out for clergy who can teach their hearers the true science of abundant life. A person who masters the details of the science of getting rich — together with the allied sciences of being well, of being great, and of winning love — and who teaches these details from the pulpit, will never lack for a congregation. This is the gospel that the world needs. It will give increase of life. People will hear it gladly and will give liberal support to the person who brings it to them.

What is now needed is a demonstration of the science of life from the pulpit. We want preachers who can not only tell us how, but who in their own persons will show us how. We need the preacher who is rich, healthy, great, and beloved, to teach us how to attain these things. And, when that person comes, a loyal following will transpire.

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The same is true of the teacher who can inspire the children with the faith and purpose of the advancing life. That person will never be out of a job. And teachers who have this faith and purpose can give it to their pupils. They cannot help giving it to them if it is part of their own life and practice. What is true of the teacher, preacher, and physician is also true of the lawyer, dentist, real estate person, insurance agent — of everybody.

The combined mental and personal action I have described is infallible. It cannot fail. Every man and woman who follows these instructions steadily, perseveringly, and to the letter will get rich. The law of the increase of life is as mathematically certain in its operation as the law of gravitation. Getting rich is an exact science.

The wage earner will also find this to be true. Do not feel that you have no chance to get rich because you are working where there is no visible opportunity for advancement — where wages are small and the cost of living high. Form your clear mental vision of what you want and begin to act with faith and purpose.

Do all the work you can do, every day, and do each piece of work in a perfectly successful manner. Put the power of success and the purpose of getting rich into everything that you do. However, do not do this merely with the idea of currying favor with your employer in the hope that your employer, or those above you, will see your good work and advance you. It is unlikely that they will do so.



When you are merely a good worker — filling your place to the very best of your ability and satisfied with that — you are valuable to your employer. It is not in the employer's interest to promote you. You are worth more where you are.

To secure advancement, something more is necessary than to be too large for your place. It is certain you will advance when you are too big for your place and you have a clear concept of what you want to be — when you know that you can become what you want to be and are determined to be what you want to be.



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Do not try to more than fill your present place with a view to pleasing your employer. Do it with the idea of advancing yourself. Hold the faith and purpose of increase during work hours, after work hours, and before work hours. Hold it in such a way that every person who comes in contact with you — whether foreman, fellow worker, or social acquaintance — will feel the power of purpose radiating from you. Hold the faith and purpose so that everyone will get the sense of advancement and increase from you. People will be attracted to you, and if there is no possibility for advancement in your present job, you will very soon see an opportunity to take another job.

There is a power which never fails to present opportunity to the advancing person who is moving in obedience to law.

God cannot help helping you if you act in the certain way. He must do so in order to help Himself.

There is nothing in your circumstances or in the industrial situation that can keep you down. If you cannot get rich working for a conglomerate, you can get rich on a ten-acre farm. And, if you begin to move in the certain way, you will certainly escape from the clutches of the conglomerates and get on to the farm or wherever else you wish to be.

If a few thousand of its employees would enter upon the certain way, a company would soon be in a bad plight. It would have to give its workers more opportunity or go out of business. Nobody has to work for inadequate pay. The company can keep people in so-called hopeless conditions only so long as there are those who are too ignorant to know of the science of getting rich — or too intellectually slothful to practice it.

Begin this way of thinking and acting, and your faith and purpose will allow you to quickly see any opportunity to better your condition.

Such opportunities will speedily come because the Supreme Power, working in everything and working for you, will bring opportunities to you.

Do not wait for an opportunity to be all that you want to be. When an opportunity to be more than you are now is presented and you feel impelled toward it, take it. It will be the first step toward a still greater opportunity.

There is no such thing possible in this universe as a lack of opportunities for a person who is living the advancing life.

It is inherent in the constitution of the cosmos that all things shall be for your advancing and work together for your good. And, you must certainly get rich if you act and think in the certain way. So let wage earning men and women study this book with great care and enter with confidence upon the course of action I prescribe. You will succeed ... you will get rich.

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CHAPTER FIFTEEN

QUESTIONS

1. What impression should the professional person seek to give? Why?

2. What should a worker do when there is no visible chance for improvement?

3. What would happen to a company if a few thousand of its employees entered upon the certain way?



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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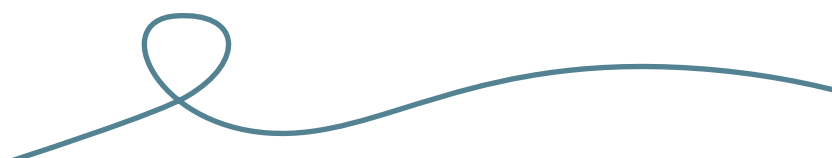
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CHAPTER SIXTEEN SOME CAUTIONS AND CONCLUDING OBSERVATIONS

**Never admit the possibility of failure or speak
in a way that implies failure as a possibility.**

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For the present, however, it is enough to know that neither the government under which you live nor the capitalistic or competitive system of industry can keep you from getting rich. When you enter upon the creative plane of thought, you will rise above all these things and become a citizen of another kingdom.

But, remember that your thought must stay on the creative plane. You are never to regard the supply as limited or to act in a competitive manner.

Whenever you do fall into old ways of thought, correct yourself instantly, because when you are in the competitive mind, you have lost the cooperation of the Supreme Power.



Do not spend any time in planning how you will meet possible emergencies in the future. You should be concerned with doing today's work in a perfectly successful manner — not with emergencies which may arise tomorrow. You can attend to them as they come.

Do not concern yourself with questions of how you will surmount obstacles which may loom upon your business horizon. Ignore these questions unless you can plainly see that your course must be altered today in order to avoid these obstacles.

No matter how tremendous an obstruction may appear at a distance, you will find that if you continue in the certain way, it will disappear as you approach it — or that a way over, through, or around it will appear.

No possible combination of circumstances can defeat a man or woman who is proceeding to get rich along strictly scientific lines. No man or woman who obeys the law can fail to get rich — any more than one can multiply two by two and fail to get four.

Give no anxious thought to possible disasters, obstacles, panics, or unfavorable combinations of circumstances. There is time enough to meet such things when they present themselves before you in the immediate present. You will find that every difficulty carries with it the wherewithal for its overcoming.

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on with a grateful mind. In a few weeks, an opportunity so much better came his way that now he would not have made the first deal on any account. He saw that a mind which knew more than he knew had prevented him from losing the greater good by entangling himself with the lesser.

That is the way every seeming failure will work out for you — if you keep your faith, hold to your purpose, have gratitude, and each day, do all that can be done that day.

When you make a failure, it is because you have not asked enough. Keep on, and a larger thing than you were seeking will certainly come to you. Remember this.

You will not fail because you lack the necessary talent to do what you wish to do. If you go on as I have directed, you will develop all the talent that is necessary for doing your work.



It is not within the scope of this program to deal with the science of cultivating talent. But, it is as certain and simple as the process of getting rich.

However, do not hesitate or waver for fear that you will come to a place where you will fail for lack of ability. Keep right on, and when you come to that place, the ability will be furnished to you. The same source of ability, which enabled the untaught Lincoln to do the greatest work in government ever accomplished by a single man, is open to you. You may draw upon the thinking mind to use in meeting the responsibilities which are laid upon you. Proceed in full faith.

Study this program. Make it your constant companion until you have mastered all the ideas contained in it. While you are getting firmly established in this faith, you will do well to give up most recreations and pleasures and to stay away from places where conflicting ideas are advanced in lectures or sermons. Do not read pessimistic or conflicting literature. Spend most of your leisure time in contemplating your vision, in cultivating gratitude, and in reading this book. It contains all you need to know of the science of getting rich. And, you will find all the essentials summed up in the following chapter.



CHAPTER SIXTEEN

QUESTIONS

1. What are you to do if what you want does not come to you when you expect it?

2. What are you to do about tasks which look too great for your ability?



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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CHAPTER SEVENTEEN

A SUMMARY OF THE SCIENCE OF GETTING RICH

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



A SUMMARY OF THE SCIENCE OF GETTING RICH

NOTES

There is a thinking stuff from which all things are made, and which, in its original state, permeates, penetrates, and fills the interspaces of the universe.

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

You can form things in your thought, and by impressing your thought upon formless substance, can cause the thing you think about to be created.

In order to do this, you must pass from the competitive to the creative mind. Otherwise, you cannot be in harmony with the formless intelligence, which is always creative and never competitive in spirit.

You can come into full harmony with the formless substance by entertaining a lively and sincere sense of gratitude for the blessings it bestows upon you. Gratitude unifies your mind with the thinking mind so that your thoughts are received by the formless substance. You can remain on the creative plane only by uniting yourself with the formless intelligence through a deep and continuous feeling of gratitude.



You must form a clear and definite mental image of the things you wish to have, do, or become. And, you must hold this mental image in your thoughts while being deeply grateful to the Supreme Power for granting you all of your desires. If you wish to get rich, you must spend your leisure hours in contemplating your vision and in earnest thanksgiving that this reality is being given to you. Too

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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 substance and the creative forces are set in motion.



The creative energy works through the established channels of natural growth and through present industrial and social order. All that is included in your mental image will surely be brought to you when you follow my instructions and when your faith does not waver. What you want will come to you through the ways of established trade and commerce.

You must be active in order to receive your own when it is ready to come to you. You must more than fill your present place. You must keep in mind the purpose is to get rich through the realization of your mental image. 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 in 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.



CHAPTER SEVENTEEN

QUESTIONS

In your own words, give a summary of The Science of Getting Rich.



RESULTS

As a result of what you have learned from this chapter, state what you intend to do in the future to ensure you begin doing things “in a certain way.”

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