



Earl Nightingale Lead the Field Programme

1 The Magic Word

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.

1. SPIRITUAL - NON PHYSICAL	THOUGHT ENERGY
2. INTELLECTUAL	IDEAS
3. PHYSICAL	THINGS OR RESULTS

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 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.

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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.

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.

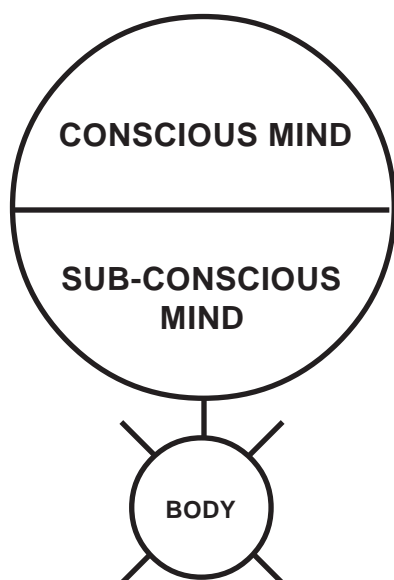
The person in question will agree and they desperately want the good that is promised to them. What is the problem? Attitude is a mind/body thing, and we were given no image of the mind.

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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.



(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,

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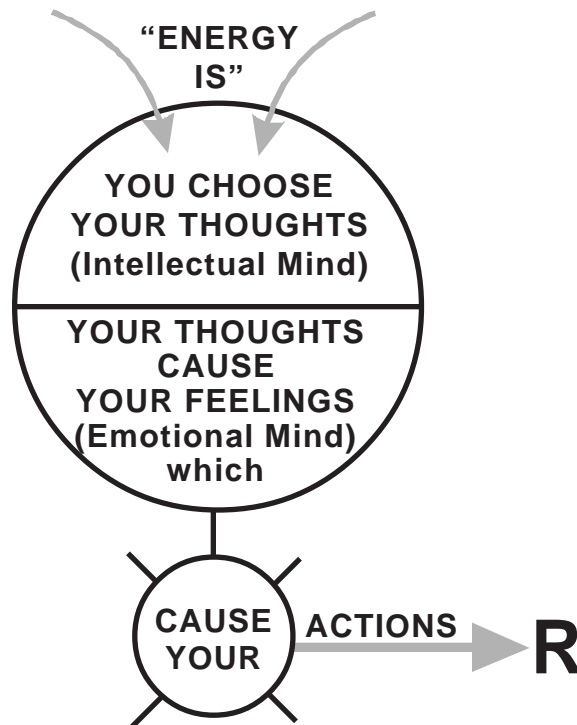
feelings and actions. Keep it simple.

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.

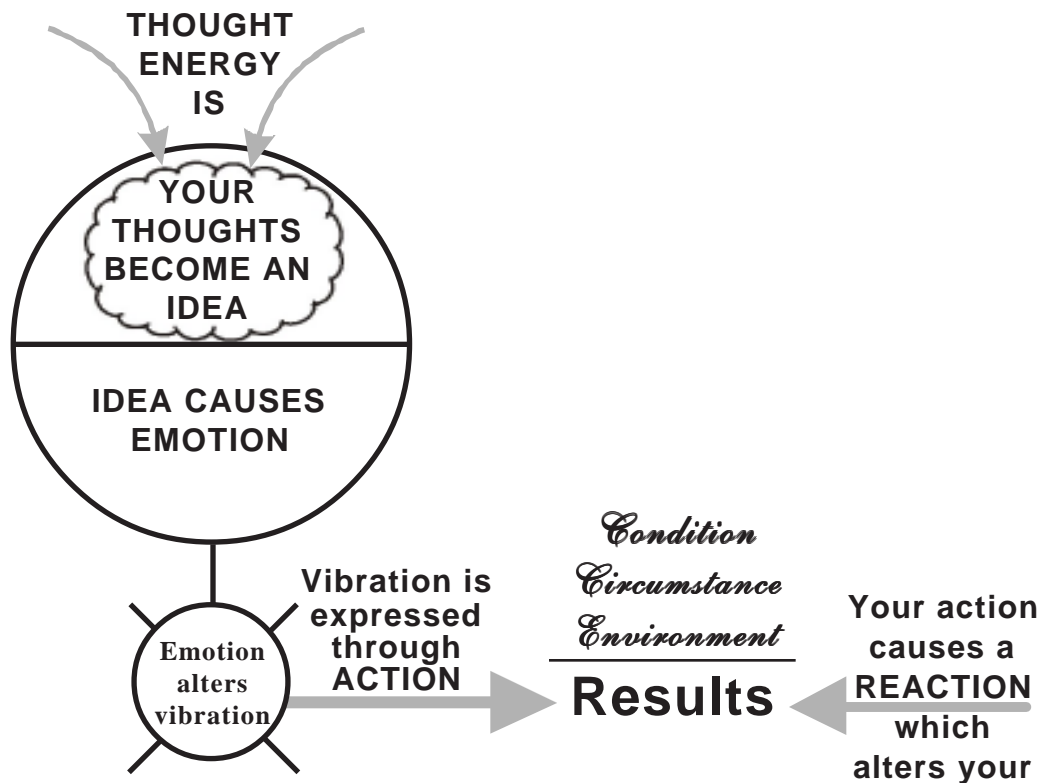
Our environment, the world we've created around ourselves, is really a mirror of our attitudes. If we don't like our environment, we can change it by changing our attitudes. The world plays no favorites; it's impersonal. It doesn't care who succeeds and who fails; nor does it care whether we change or 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,

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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."

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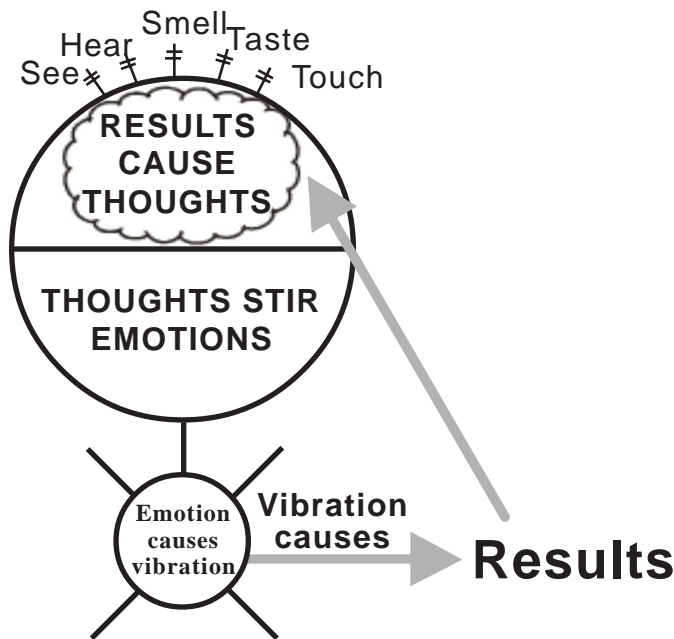
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You must first become mentally ... from an attitude standpoint ... the person you wish to be.

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.

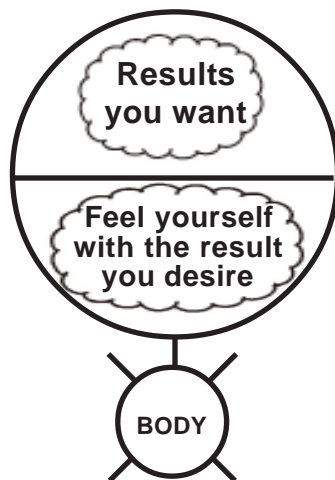
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If you will conscientiously go about the test I'm going to recommend, and concentrate on it every day, you'll find yourself beginning to join this small, happy, and extremely productive group of people. You'll find yourself becoming "lucky," as they 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 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:

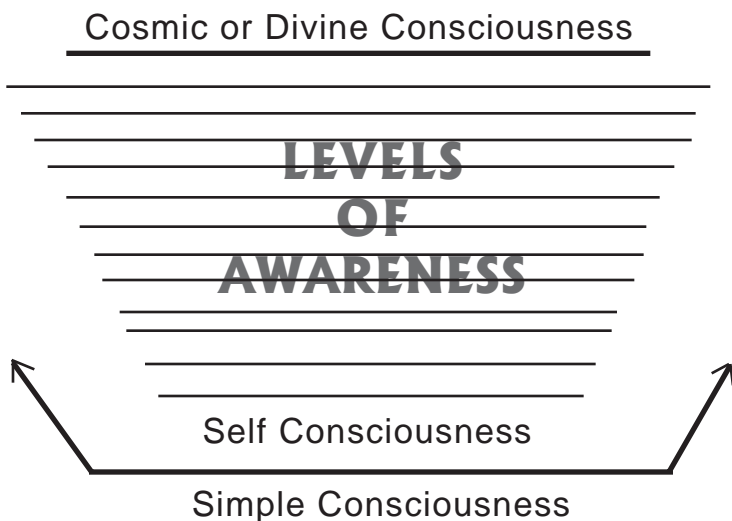
1. As far as a person is concerned, he or she is the most important person on earth.
2. Because this is the way human beings ought to treat each other.
3. By treating everyone this way, we form an important habit.

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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.

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.

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*

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*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, 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.

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.

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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 it the rest of your life.