



Earl Nightingale Lead the Field Programme

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Destination

A Worthy Destination

It's almost impossible to pick up a daily paper without reading about a person who has achieved some unusual accomplishment. And almost invariably, these stories include the overcoming of what, at one time, appeared to be virtually insurmountable handicaps. A boy whose legs were terribly burned, and who seemed destined to a life as a cripple becomes one of the world's outstanding track stars.

A poor boy amasses a fortune.

A woman, blind and deaf from birth, becomes one of the most inspirational personalities of all time.

Every day, a new and dramatic story appears somewhere—obstacles overcome—outstanding success achieved. They're too numerous to mention.

But, how and why? These people do far more than the "unhandicapped" to overcome obstacles that seem insurmountable and achieve the success they seek. "Why?"

The answer, if fully understood, will bring you and me anything we really want ... and it's deceptively simple.

THESE PEOPLE HAVE GOALS. That is, they fix in their mind a point they have to reach: something that's more important than the effort and time that have to be expended in its achievement; a dream, seen only in the mind and felt in the heart, that's too big to be denied; a dream which rises before their eyes when they awaken in the morning ... and is the last thing they think about as they drop off to sleep at night.

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

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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.

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.

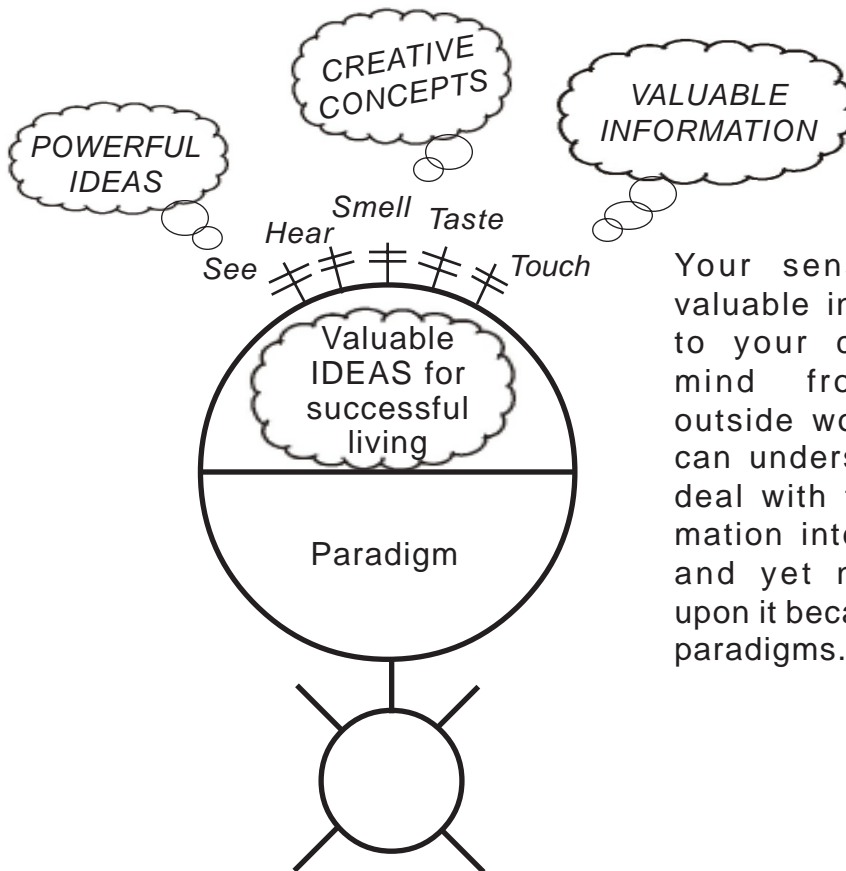
To truly understand why there is such a ridiculously small number of people who take the time to sit down, decide what they want and establish it as their goal, you will have to go back and revisit the idea of paradigms. Paradigms can have a tremendous influence over our thinking and, if permitted, will 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.

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(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.

*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.

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

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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 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.**

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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.”

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:

I am so happy and grateful now that _____

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?*

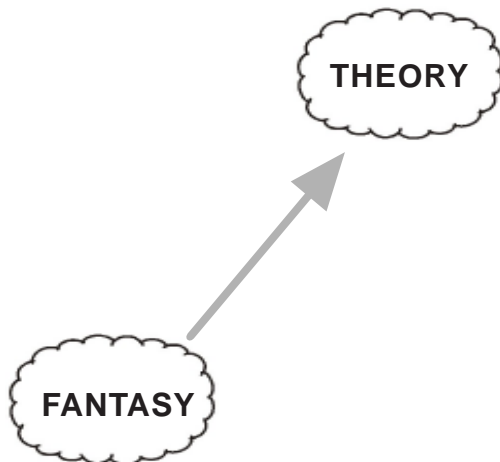
Taking these questions one at a time, you have to ask yourself, "Am I able to receive, in my material world, anything that I seriously want." If you are not already able to say yes to that first question, you certainly will be before you finish this program. It was Napoleon Hill who stated that you will 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

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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.



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.

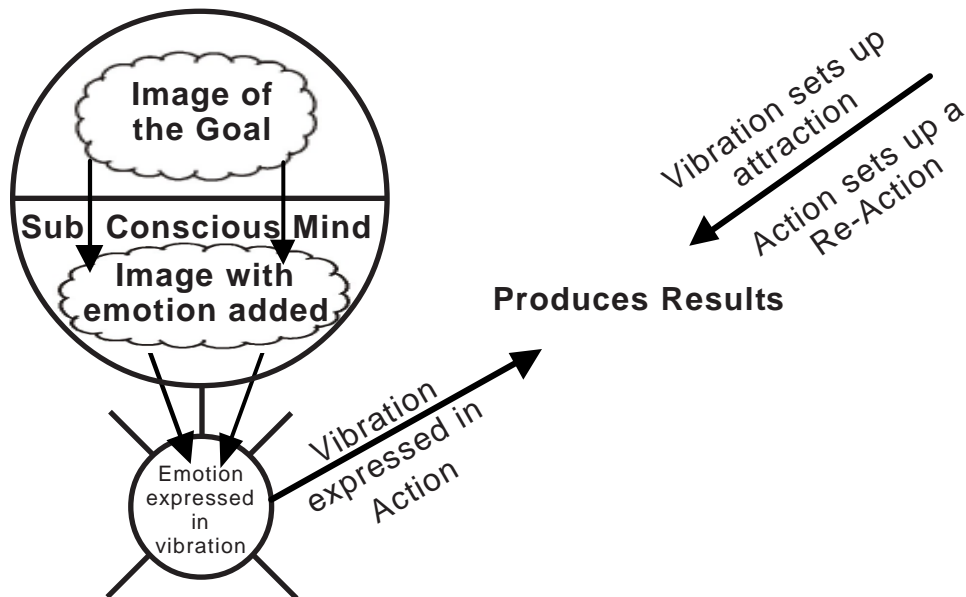
You see, you are, at this moment, nothing more than the sum total of your thoughts to this point. Similarly, you'll be—next year—five years from now, and so on—what you think about from this point onward.

That's why establishing a goal is vital to success. Unless we're thinking about the thing we wish to accomplish, our thinking is erratic, confused—jumping first from one thing to another, with the result that we accomplish nothing, arrive nowhere, travel in circles.

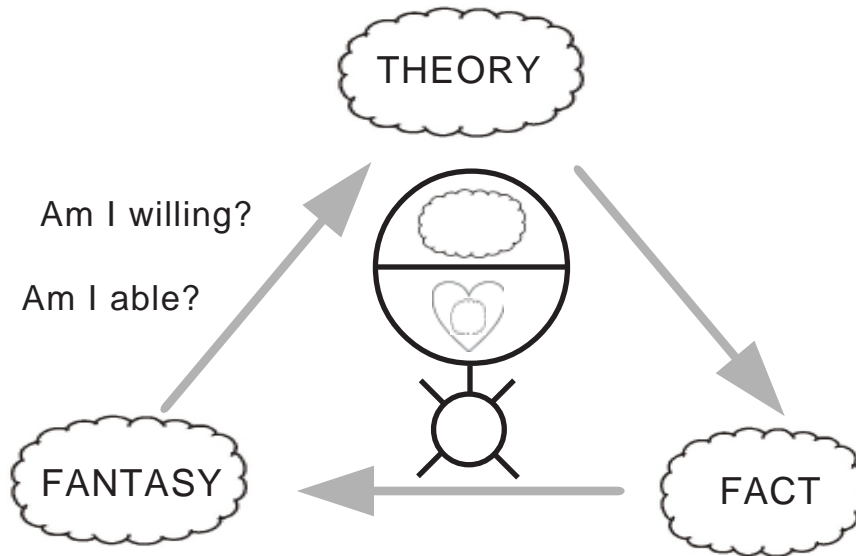
By thinking every morning, every night, and as many times during the day as we can about the single goal we've established for ourselves, we actually begin moving toward it, and bringing it toward us. When we concentrate our thinking, it's like taking a river that's twisting and turning and meandering all over the countryside, and putting it into a straight, smooth channel. Now it has power, direction, economy, speed. It's the same with our mind.

When Earl Nightingale suggested that we actually begin moving toward our goal, bringing it toward us, that is exactly what happens. And, I would like you to understand how that happens. Begin by understanding that mind is movement and your body is the physical manifestation of that movement. We will explore the mind and the laws which govern the mind in another lesson. For the purpose of this lesson, we will focus on one law, the Law of Vibration. The Law of Vibration decrees that nothing rests, everything is in a constant state of movement. Your physical body is a mass of molecules in a high state of vibration. It is moving so fast, it appears to be still. The truth is it is casting off and recreating millions of cells per second. Your body vibrates so fast it glows.

The Russian photographer, Simeon Kirilian, perfected Kirilian photography back in the 30s. The energy from your body is so potent, it will penetrate the camera, penetrate the film and you can actually photograph it. As you alter the images in your mind, the density and the color of the energy being expressed from the body changes. Every cell of your body has a positive and a negative pole. The image in your mind will dictate the vibration that you are in at any given time and, of course, as the image changes, the vibration changes. Negative image—negative vibration; positive image—positive vibration. Holding an image in your conscious mind has no effect on your life. However, when the image you are holding is turned over to your sub-conscious mind, your whole world will begin to change.



The above graphic illustrates exactly what happens in an orderly universe. The conscious mind impresses the image upon the sub-conscious. Whatever's impressed must be expressed. The sub-conscious mind expresses itself through its polar opposite—the physical body in emotion. This emotion alters the vibration of the mind/body (vibration on a conscious level is referred to as feeling). The vibration expresses itself in action; your body literally moves into action. Every action sets up an equal and opposite re-action. Then, when you take into consideration that there is an attractive force at work in the universe and the only thing that you can attract to you is energy that vibrates in harmony with you. If you are in a negative vibration, you definitely will not attract positive people or situations into your life. They will, in fact, be repelled. However, if you are in a positive vibration, then everything of a like nature moves in your direction. As we proceed through the various lessons in this program, we will elaborate on this magnificent orderly process that is referred to as life.



This illustration graphically communicates the completion of the creative cycle. The second the image of your goal is planted in your heart, instantly and automatically, it begins to move into physical form. The first law of the universe is the transmutation of energy. Andrew Carnegie told Napoleon Hill that any idea held in the mind that was emphasized, either feared or revered will begin at once to clothe itself in the most convenient and appropriate physical form that was available. The theory moves into a physical form and the experience you have of taking pure unadulterated energy, building a fantasy, turning it into a theory, planting that image then in your heart, causes it to move into physical form. Observing the good that you have done, you have raised your level of conscious awareness which takes you right back to the first stage of the creative process, only now you are better equipped to build bigger, more beautiful, more effective fantasies. Buddha said that our work was to find our work and then give our heart to it.

Once we know where we're going, we know why we get out of bed in the morning—we know why we're working—and why it's important to do the very best work of which we are capable. We know why it's vital that we cut ourselves away from the big, sluggish river of people who are drifting without purpose, and cut the channel straight and clear to the number one dream in our heart.

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.**

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.

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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.”

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

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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.”