



# Earl Nightingale Lead the Field Programme

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the Balance

## Destiny in the Balance

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.

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.

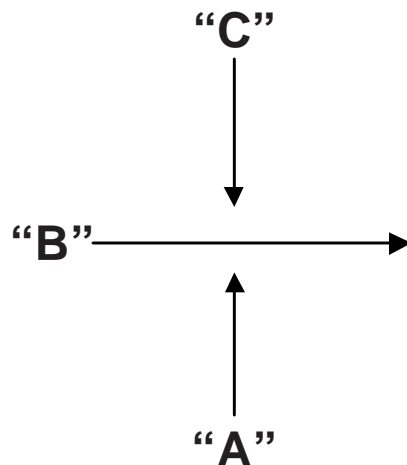
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Sir Isaac Newton gave us the law, and it goes like this: “A body in motion tends to remain in motion until acted upon by an outside force.” When the workers stepped off the back of the speeding truck, they were going the same speed as the truck itself. 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.*

*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*

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*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 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.*

*I truly like the image Earl Nightingale builds for us as he continues to elaborate on the law*

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*which Ralph Waldo Emerson referred to as the “Law of Laws.” Earl said ...*

I like to think of this law in the form of a giant apothecary scale—the kind with the cross arm from which hang two bowls on chains. One of the bowls is marked, “REWARDS;” the other is marked, “SERVICE.” Now whatever we put into the bowl marked, “SERVICE”—the world will “match” in the bowl marked “REWARDS.”

How we think, work, talk, and conduct ourselves is what we have to put into the bowl marked “SERVICE.” And the extent and nature of our service will determine our rewards.

If any person alive is discontented with their rewards, they should examine their service. Action—reaction. “As ye sow, so shall ye reap”; what you put out will determine what you must get back in return.

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

*It is fairly obvious this Law can be applied in any area of your life, because in truth, it governs your entire life. Since you don't have to be sick to get better, let me suggest that you pick a couple of areas, one in your business and one in your personal relationships where you can apply this Law. Think of two things that you could do and if you did them repeatedly you would turn them into a habit—for someone you love and someone with whom you do business. Make a commitment to act on these two ideas until they **do** become habits.*

*My signature is my commitment to act on these two ideas until they become a habit.*

*Two things you can do for someone in business.*

1. \_\_\_\_\_

2. \_\_\_\_\_

*Two things you can do for someone you love.*

1. \_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_ *Date*                      \_\_\_\_\_ *Signature*

If a business is not expanding to the quick and exciting tempo of the times, it must examine its contribution—its service. If a person is unhappy with their income, they must examine and re-evaluate their service.

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



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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.

*"You've got to do it by yourself  
and you can't do it alone."*

*Martin Rutte*

*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.*

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.

## Destiny in the Balance *(continued)*

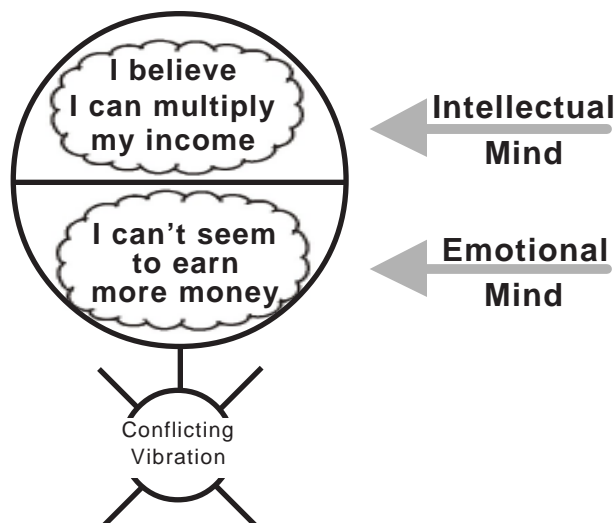
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We can see this frustration on every side. We can see it in the tense, strained and nervous faces, in the mountains of tranquilizers which are consumed every day, and we can also see it in the slack, bovine-like faces of those who have found the whole 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.*



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*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 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.

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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.

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.

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.

*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.

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*

## Destiny in the Balance (continued)

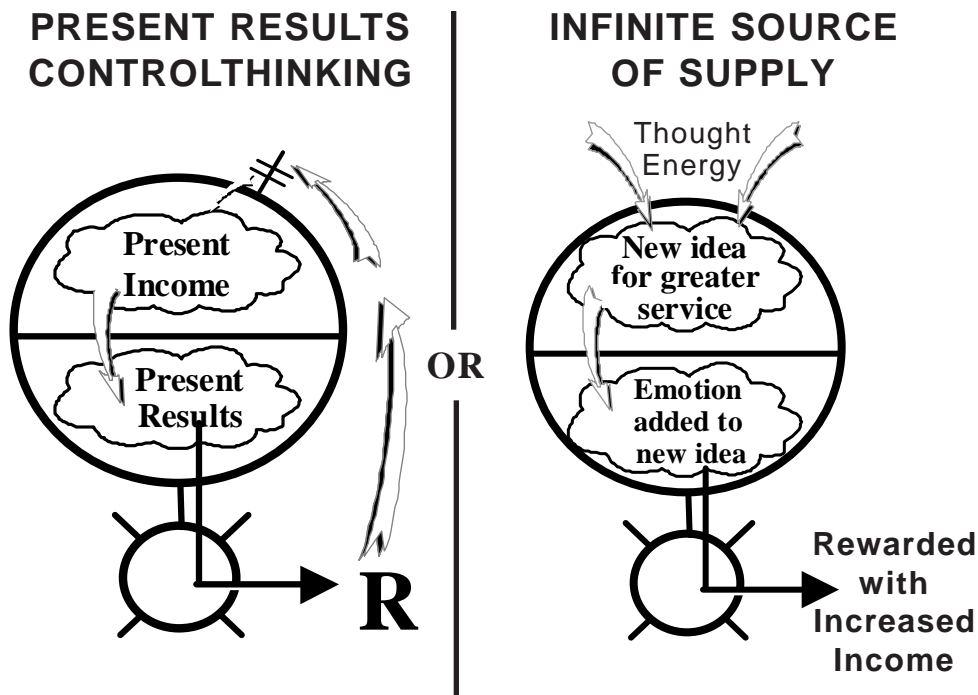
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days. Although you will find your mind wandering when you are listening, the repetition of the ideas going into your subconscious mind over a prolonged period of time on a regular basis will eventually form part of your habitual way of thinking. The 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.

Don't sit in front of the empty fireplace and ask for heat; you're asking for the impossible. Pile in the wood—first—and the heat will come as a result.





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*Focusing on increasing your service when your income is low may be one of the most difficult tasks you will ever perform. HOWEVER, when you turn it into a habit, the universe will habitually reward you.*

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

In William James' 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, "the human individual thus lives usually *far within his limits*; he possesses powers of various sorts which he habitually fails to use. He energizes below his maximum, and he behaves below his optimum."

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.

"Excitements, ideas, and efforts in a word, are what carry us over the dam."

All right. 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'll be yours—they are yours—the moment you realize this TRUTH!

*You will find on the following page a brief description of all seven Laws. These laws should be studied and understood by everyone. Each of them are dealt with in greater detail in The Science of Getting Rich which you will find in the Nightingale-Conant catalogue and which*

*is taught as an open seminar and can be found at [www.bobproctor.com](http://www.bobproctor.com).*

## **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.

### **NATURAL LAWS (cont'd)**

#### **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.