



# Earl Nightingale Lead the Field Programme

7 It's Easier  
to Win

## 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 so large and complicated a question, I believe the overriding force which motivates us, as persons, is a thing I call CHOICE OF ENVIRONMENT, environment being the immediate world by which we are surrounded.

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

As an example, consider the statistics regarding the financial condition of men and women over age 65: The median income of people over 65 is less than \$50 a week—far below the poverty level.

Yet ... if a working person saved only a dime out of each dollar they earned, and if that person never made more than \$6,000.00 a year in their entire life, they'd save \$24,000.00 by the time they reached age sixty-five. At very average interest rates, it would amount to \$58,909.80. This sum of money would certainly represent financial independence to the average worker at age sixty-five. Add adequate life insurance to this amount, and they will also have provided financial independence for their spouse.

Now, why, according to statistics, do only about three people out of a hundred achieve financial independence during their lifetimes? Why are only three motivated to achieve FINANCIAL INDEPENDENCE—something which almost everyone will tell you they want to achieve?

*The questions Earl Nightingale is asking here must be answered and they must be*

*answered by you if you hope to live a balanced, healthy life. While the 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.

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.*

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*Make a list of 10 or 12 business people that you associate with most frequently.*

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 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 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?*

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*I will have gained these introductions by*

\_\_\_\_\_

*(date)*

*How will you cultivate a friendship with them after you have been introduced?*

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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.

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



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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.

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—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 back-breaking 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

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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.

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*

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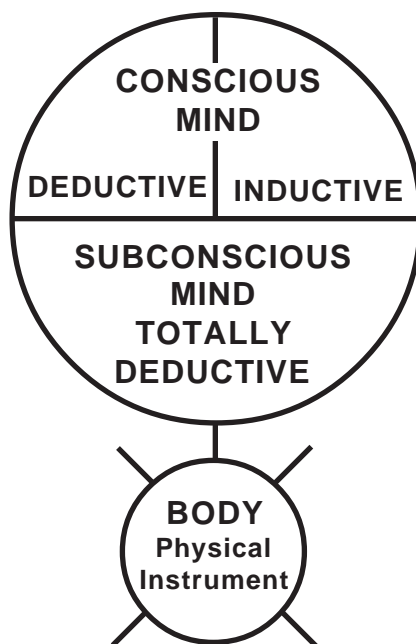
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*along as well as they do is a little surprising. From a creative perspective they're not really any better off than their pets.*

*On the first level—the animal level—it's fight or flight, putting an individual in a reactionary mode.*

*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.*

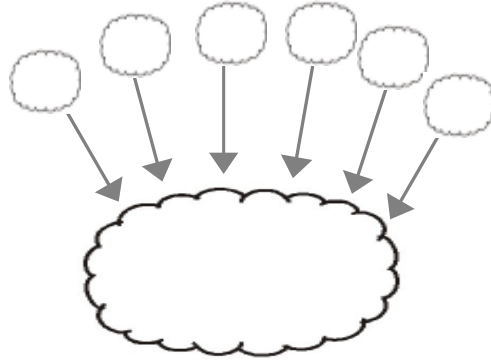
*Let's stop right here and examine what is happening from a psychological perspective. To do this it will be necessary to revisit the model of our mind.*



*The conscious mind reasons both inductively and deductively, while the sub-conscious 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*

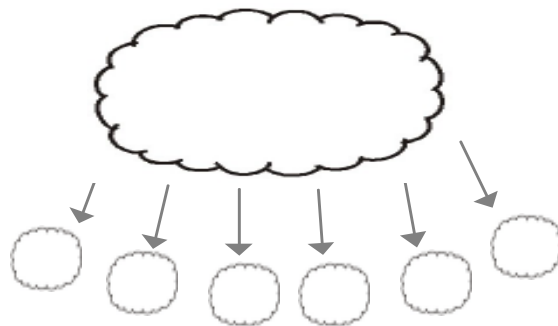
another thought, then another thought, and as we keep adding thoughts we build the idea. This is, in truth, what is referred to as thinking.

### ***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***

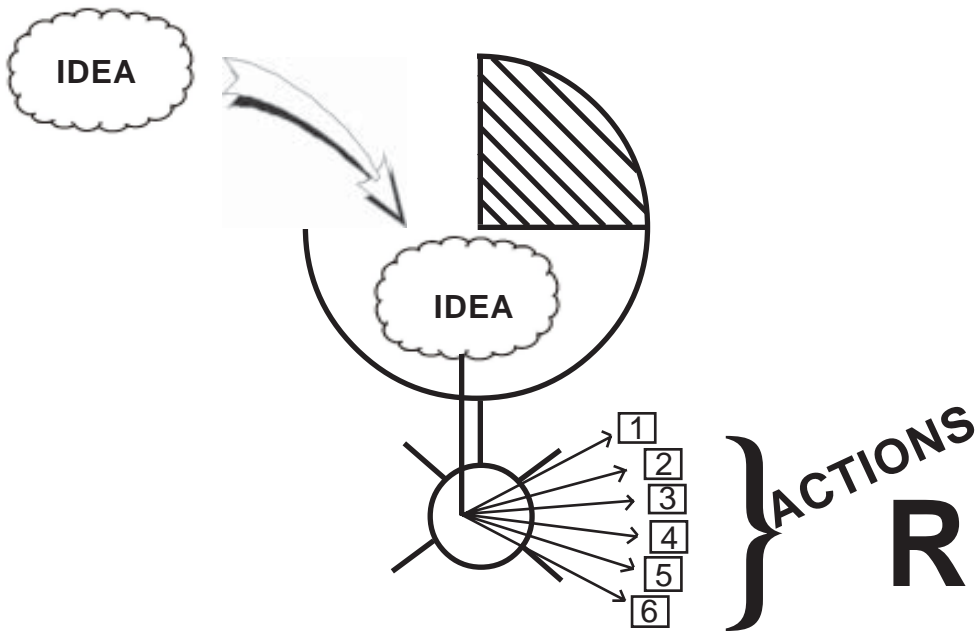


Deductive reasoning is where we go from the general to the specific. Let's imagine that you are out visiting someone, you're having a nice evening, but you or your spouse looks at your watch and realize it's time to go home. The order is given to the mind to go home. Everything that has to be done to 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

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*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. We know there are, within his job, wide fields of interest which, if he knew about them, would change his life to one of excitement—and make him a real contributor to the economy, instead of a feeder.

All too often, he walks down a narrow road. Yet right in his own job, and stretching clear to the horizon, are the rich, sunlit fields of opportunity. Between him and these fields, however, there's a tall hedge which shields them from view. This hedge is called "conformity." And until he breaks through—cuts his way through this thorny barrier—he will never see nor know the joys of LIVING FULLY EXTENDED.

But—how can we do this?

Well, FIRST, we must begin to THINK. We must look at ourselves objectively for what we really are—distinct individuals with UNLIMITED OPPORTUNITIES FOR DEVELOPMENT.

SECOND, we must ask ourselves some questions: Do I want to be like the people I'm following? Are these the people I want my children to be like? I know they're 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? 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 increasing my knowledge? Do I have a reading and study program? Or do I think I already know enough?

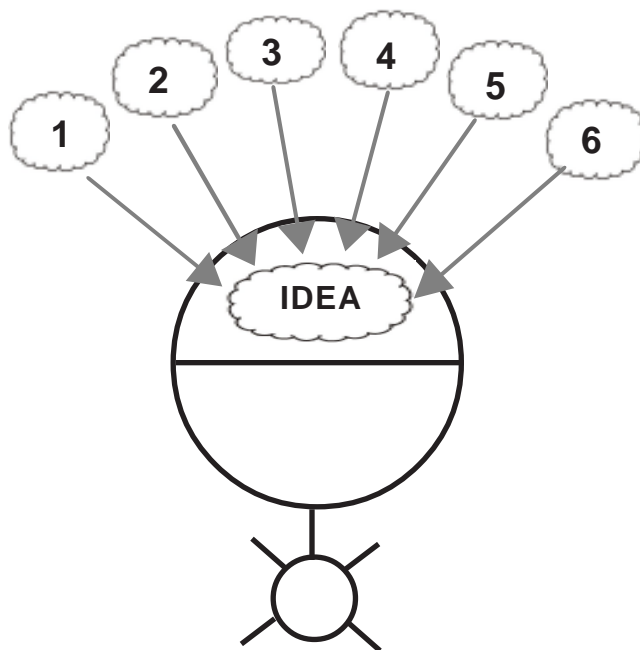
I expect my company, my community and my



country to improve with the passing of each year. But what am I doing—personally—to keep pace with this improvement—or to exceed it? Have I thought much—and told my children—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 at 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 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***

## It's Easier to Win *(continued)*

### Notes

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.