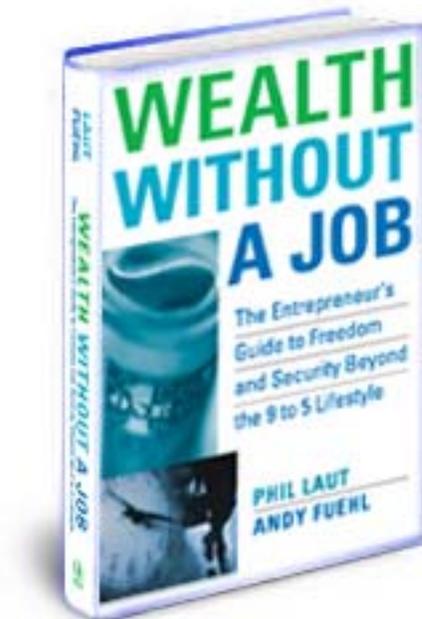


# **Wealth Without a Job: The Entrepreneur's Guide to Freedom and Security Beyond the 9 to 5 Lifestyle**

**By Andy Fuehl and Phil Laut**



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## **Chapter-by-Chapter Outline**

### **Chapter 1 Earning the Income You Want from Work You Love**

The devastating effects of doing work you don't like, just for the money. Work you don't like may feed you, but it will never nourish you. Working just for the money produces people who feel cheated, people who know the cost of everything and the value of nothing. Earning the income you want from work you love is an act of defiance--it defies both parental conditioning and societal conditioning.

### **Chapter 2 The Old Methods No Longer Work in Today's Economy**

The nasty truth about jobs and wages. American wages have been declining in purchasing power for more than 20 years. If the American dream is doing better than your parents, then the prospects of fulfilling this dream with a job are far slimmer than they once were. Why it is so difficult to make ends meet in an economy that is supposedly recovering.

This Chapter offers a brief historical perspective of today's economic conditions to inspire you with a sense of urgency.

Today there is little public awareness of the broad-based, gradual decline in the purchasing power of American incomes. Politicians won't address it, lest they be called upon for a solution. Labor leaders won't address it, lest it point out their weakness.

The American response to diminished incomes, more women with young children in the work force and more people working two jobs.

### **Chapter 3 What the Global Economy Means to You**

Today, events on the other side of the world affect your paycheck and prospects. The globalization of the economy has created a single absolute standard for industrial productivity. This moves the competitive arena from the National Finals to the World Business Olympics. Freer movement of goods and services across national borders places all American workers in competition with wage earners in very low-income areas. An overall increase in the incomes from American jobs is very unlikely any time during this generation because capital and technology are far more portable

than labor. The causes behind a simultaneously booming stock market and a sagging employment rate in the U.S.

#### Chapter 4 **The Emotional Dynamics of Change**

Taking responsibility. Get yourself ready for change by learning to use the Optimal Learning State and the Five Essential Principles for success. The emotional dynamics of change that we all experience, why change is always at least a little uncomfortable and why humility and patience are essential when making changes. Change is always scary, producing fear of the unknown. The paradox of our misperceptions about risk. How do you motivate yourself? Even if your answer may be "not very well", you'll discover you don't need more motivation, but rather different motivation.

#### Chapter 5 **Three Ingredients to Effective Change: Awareness, Acceptance and Action**

Change is inevitable. The question is--Are you making the changes you want or does change seem to happen to you? Learn to use Awareness, Acceptance and Action so that changes are both favorable and the ones you choose. Examples of people who effectively used these ingredients.

#### Chapter 6 **Your Recovery from a Good Upbringing**

It's no one's fault. Blamelessness is essential if you are going to get over the limited thinking about money learned from your family. Deciding how you wish to associate with the people you grew up with. How a family is a dynamic system of rules and roles, boundaries and bonds. How this affects your financial life. Many people report that no matter their success, visiting their parents makes them feel ten years old again. Developing an adult relationship with your parents by asking them to retire. You could threaten them with Parents Anonymous if they strenuously resist this idea. Dealing with your inherited purpose. How to uncover, declare and begin to live your true purpose. Money and your purpose in life. Are your desires OK with you? Method to allow you to operate on your own permission. Upgrade your money vocabulary.

## Chapter 7 **Stop Wasting Your Energy**

Feelings are energy that is naturally produced by a challenge of any kind. They make you stronger and more alert - thus better able to deal with the challenge - but only if you give up fighting against the energy that is there to help you. Additionally, giving up the struggle and accepting the energy makes you feel better, too. Although feelings don't mean anything and they cannot be chosen, you can choose how feelings affect you. Money is more emotional than most people think. Money is not numbers, but rather numbers are the footprints that money leaves behind. End procrastination.

## Chapter 8 **Your Mind is Not a Democracy**

Psychological response to establishing a goal. Creative and analytical functions of your mind. How to use creativity to come up with innovative solutions and how this creativity had been stifled in the past. Mental dictatorship is essential if you wish to make important changes in your life. Why you must have goals. Goals are not about measurement any more. Make your goals SMART. Think about time in a better way. Gain certainty about any goal.

## Chapter 9 **Mental Flexibility for Peak Performance**

Mental rigidity makes improvement difficult, perhaps impossible. The rigid mind is absorbed in justifying the past rather than in improving the future. Using what you learn in this chapter, you will be able to prevent your negative thinking from getting the better of you. Why positive thinking alone produces results that are most often minor and temporary. Power Affirmations, a method that allows access to the unconscious thinking that is limiting success and to change it to thinking that facilitates accomplishment. Eliminate the annoying internal chatter.

## Chapter 10 **Overall Business Model**

The essential items of any business. The importance of managing yourself instead of managing time. Working with employees. Network Marketing.

## Chapter 11 **Improving Your Negotiation**

The emotional dynamics of negotiating. The skills are not taught in an adversarial fashion, nor are there any "tricks" which would become worthless if the other person had read the book, too. Why the negotiating tactics practiced as a child fail to work as an adult.

## Chapter 12 **Secrets of Compelling Communication**

Make your communication more influential by actually putting yourself in the other person's shoes. Learn to understand the internal psychology of others.

## Chapter 13 **Learn to Sell the Easy Way**

The new salesperson finds himself or herself in emotional overload. For this reason we teach you to sell in a step-by-step manner that anyone can learn. Find out why presenting from a script produces limited results. Learn to establish connections quickly with anyone. The 30 day sales training. Why job search is the most emotionally intense selling there is. Find out that learning to sell is easier than commuting to a job. The Five Step Sales Map. Cold Calling. Self Promotion.

## Chapter 14 **Putting It All Together in a Plan**

A plan is the natural mental response we experience to any challenge and learn to use creativity to develop the natural planning ability we all have. Common problems with planning and how to avoid them. Also, how to include five essential elements into your plan.

## **Appendix**

Our mind does not relate to reality directly. Instead, we interpret reality through a variety of internal prisms and filters that we refer to as internal representations. How to reclaim your power by changing these internal representations.

## Chapter 4

### The Emotional Dynamics of Change

#### Chapter Summary

*Taking responsibility is the first step to personal empowerment. Get yourself ready for change by learning to use the Optimal Learning State and the Five Essential Principles for success. Understand the emotional dynamics of change that we all experience, why change is always at least a little uncomfortable and why humility and patience are essential when making changes. Change is always scary, producing fear of the unknown. Misperceptions of risk can keep you stuck. How do you motivate yourself? Even if your answer may be "not very well", you'll discover you don't need more motivation, but rather different motivation.*

#### Cause and Effect

In order to truly achieve all the success that you desire, you must take complete responsibility for every result you get. This is a far more attractive proposition than it may seem at first. Look at the following expression:

## Cause & Effect

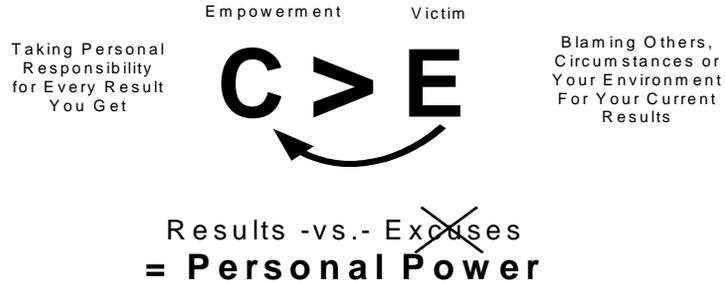


Figure 4-1

The equation states that cause is greater than effect. What does this really mean? When living our lives on the effect side of the equation, we are not taking responsibility for our results. We tend to blame others, our environment, and the circumstances around us for the results we achieved. In essence we are giving away our personal power. Conversely, when we live on the cause side of the equation, we accept full responsibility for every result we get. Whether the result was good or bad, we accept that we created that result. This is personal power. Our personal power is taking full responsibility for the results we produce instead of making excuses for what happened.

If the benefits of taking responsibility for one's life were in short supply, you would expect to see people lined up around the block to get them. Well, there really is no shortage. Whatever your current circumstances, they are the result of goals you established, consciously or unconsciously in the past. Clearly the circumstances you don't like are the result of unconscious intentions. Responsibility has nothing to do with blame or fault. Blame and fault are best thought of as legal concepts of great importance in courtrooms, but detrimental to successful accomplishment. Responsibility gives us the power to change ourselves, which is all we control anyway. Responsibility promises freedom from the pain that comes from allowing your well being to depend on factors you do not control. Additionally, responsibility exposes compulsive complainers for the irresponsible people they are.

If you use blame or fault to justify your shortcomings and, in particular, your financial lack, then, by the dynamic and highly cooperative creative power of your mind, you are bound to create more of the same. "Are you telling us that my overdue credit card

bills or (the boss who won't give me a raise) or (the stagnant post 9-11 economy) or (my low self-esteem) or (feelings of depression) are my fault?" you may ask. No, these things are not your fault. But by taking responsibility for these conditions, you empower yourself to change how they affect you. Responsibility frees you from the inevitable pain that results from allowing your well being to be determined by things you do not control. Taking responsibility is not arrogant, either. It won't make you better than people who remain stuck in blame and fault. They can take responsibility, too, if willing. But taking responsibility certainly will make you far happier and more resourceful.

People who blame their financial lack on outside circumstances find progress difficult or impossible. If you believe your lack is caused by factors beyond your control, such as your age, sex, upbringing, height, or race, then it could be that you are "right." If you blame your financial lack on past choices you have made; such as your spouse, ex-spouse, weight, or credit card debt, then you may be "right" again. Would you rather be rich, or would you rather be right?

### What Does This Mean to You?

It is almost impossible to solve a problem with the same mindset that created it. For this reason, most effective solutions occur after you shift your thinking. Responsibility is the perspective that you are the creator of events and circumstances. So, in order to improve external events, results, and circumstances, the first step is to change the emotional and psychological dynamics that created them. If you keep thinking the same way, then you will keep getting the same results.

In this book, you will be learning a wide variety of methods to change your internal ways of thinking, feeling and perceiving yourself and the world. We have designed these methods and tools for daily use taking you far beyond the momentary jolt a motivational speech provides.

Perhaps you are not completely convinced you are the cause of the internal and external circumstances in your life. "You guys just don't understand," you might be thinking, "I've got some real problems." We know about the real problems. We have seen the lines at the unemployment office and people having their vehicles repossessed.

You already control your results, whether you take responsibility or not. So why not take the position that you are responsible for how things turn out and start shaping your life the way you prefer?

Responsibility is not about blame. Taking responsibility is not necessarily the truth, either. Instead it is a perspective that

empowers us. True winners in life live on the cause side of the equation. They take full responsibility for everything that happens to them. Even if someone cuts them off on the expressway, they take responsibility for that. Winners say they could have been more aware of what was going on around them. They may say, that the other diver must be in a hurry because their spouse or child is in the hospital. They believe that they have attracted the situation to them through their thoughts. They do not make excuses and blame the other person for cutting them off. This is true personal power. Which side of the equation do you live on now? Have you ever blamed your environment or circumstances for where you are today? Which side of the equation do you believe is more empowering?

The key to personal empowerment is to move from the effect side of the equation to the cause side to become empowered and produce the results desired. It doesn't matter where you are now. It only matters where you are going. What new actions are you going to take to succeed? Make the commitment now to move yourself over to the cause side of the equation. Living there is much more fulfilling and rewarding. Don't be surprised, though, if your friends and family don't follow you there. Living on the cause side of the equation puts you in the top 10 percent of achievers.

Throughout this book we will show you how to move yourself to the cause side of the equation. Will you take the action necessary to move there? Only you can answer this. In the rest of the book, you will be learning to run your mind in such a way that operating from the cause side of the equation becomes a daily experience, not just an intellectual concept. Take responsibility for everything that happens in your life today. Notice what a difference it makes inside yourself.

## How to Reliably Produce Results You Do Not Want

Knowing how to create results you do not want is much more useful than it appears at first, because conscious awareness of the process that produces such results enables you to avoid the behaviors that create them. If you have results that you don't like, if you are broke, depressed and upset, knowing what you do to create this result could be an important step to changing things. Obviously, the following strategy is not resourceful way to run your mind. It illustrates the unlimited creative power you are using to create and maintain these unpleasant conditions.

Most of us experience periods of lack, depression and upset. For some, these periods last a few minutes; for others several decades. There is a definite strategy that produces these unfavorable results. This counterproductive strategy in general

terms, so that you may choose a different course and different results. Gaining awareness of the precise nature of your personal unconscious negative thinking is an extremely valuable resource because you can change what you know about and cannot change what you don't know about.

The strategy for poverty, depression and upset is easy to remember because each component begins with the letter "P". In summary, take everything that happens personally and then perceive it to be pervasive and permanent.

### Take it Personally

Take everything that happens personally. At the extreme, conclude that everything happens is an indictment of you. Assume that people who reject you have it in for you. See the world and the people in it as hostile or, at least, uncaring. Blame your condition on external circumstances. Blame puts you at effect of external circumstances and renders you helpless. Compare yourself to others frequently and unfavorably. Complain about the people around you to anyone who listens and to some who don't. Rely on this complaining as a temporary respite from misery and as an opportunity to justify unhappiness or lack of accomplishment. Stay at work you don't like and expect the money to make up for the dissatisfaction. Assume it is your responsibility to fix things that are beyond your control, including the feelings of others. Avoid asking for what you want.

### Consider It Pervasive

Allow the negative attitude created by taking things personally to pervade other areas of your life. For example, allow setbacks at work to affect your close relationships and allow upsets in your family to detract from your performance at work. Increase the pervasiveness even more by listening to country western music or rap, so that your negative thinking gains rhythm and melody, thus becoming easier to remember. Then, seek to re-enforce this thinking by associating with like-minded individuals who drain your energy and complain to you about their own plight.

Use the words "always" and "never" frequently in your conversation and in your own internal dialogue.

## Make It Permanent

Make all of this permanent by thinking it will never change, by thinking you are too old to change or that you will change after you have more education, a better job, get married, get divorced, have children, move to California, or the children grow up. In your relationships, refuse to give other people what you know they want until you get what you want from them.

These three P's are an excellent strategy to follow; if you want to become broke, depressed and upset. Surely all of us engage in the three P's some of the time. We presented this explanation so you can catch yourself doing these things more quickly than before.

## Learning More Effectively – The Optimal Learning State

Being a good learner is far more valuable than being a good student. A good student can repeat back on the exam paper what he or she has been taught. A good learner applies lessons in his life for maximum benefit. We want you to become the best learner possible before going any further.

The Optimal Learning State increases your awareness of everything that is going on around you while you are learning. We show you how to use this at this point because it will be very useful for you to know when we get to the information about making changes and self-motivation later in this Chapter. It takes advantage of your photographic memory that you may not realize you have. The Optimal Learning State uses both the conscious mind and the unconscious mind. Learning occurs when new information enters the mind through our five senses. Then, we contrast and compare the new information to the information already stored in the unconscious mind and the new information is added to the unconscious mind. Optimizing your learning state increases the access that your conscious mind has to your unconscious mind. This produces two highly valuable results:

1. Your retention is greatly increased.
2. Your mind naturally absorbs more.

The conscious mind is the part of your mind that reasons and thinks logically. The unconscious mind is where everything is stored and is the real horsepower. Think of your unconscious mind as your super computer. Right now this super computer is processing more than a billion instructions every second. Your unconscious mind records everything: what you see, hear, feel, smell and taste during all your waking moments. The amount of information stored is phenomenal and we can have access to all of it.

Our mind did not come with an instruction manual at birth. Use the Optimal Learning State each and every time you are ready to learn something new. For example, if you are in school, go into the learning state at the start of each class. When you are working with this book, go into the learning state each time before you start reading or performing any method. This ensures that you retain and comprehend the material optimally. Your unconscious mind will organize it for easy and effortless retrieval later.



Take the time and do the method now. Don't put it off!

To enter the Optimal Learning State, find a comfortable chair. Sit up straight in the chair and make sure your head and eyes are pointed forward, looking at the wall. Now, pick a spot on the wall about 45 degrees above eye level. Do not tilt your head back. Move your eyes only. For most people 45 degrees above the horizontal is as far up as you can see without moving your head. For one to two minutes focus on the spot you picked. After a short period you will notice more and more awareness of your peripheral vision. Continue to stare at the spot until you can see approximately 180° using your peripheral vision. To check this, place your hands at eye level, about one foot from the side of your head. Now, move your hands slowly forward from behind your ears, keeping them a foot from your head. Notice where your hands come into view. The Optimal Learning State increases the range of your peripheral vision and in general raises sensory awareness. When you can see approximately 180° in your peripheral vision, you are in the Optimal Learning State.

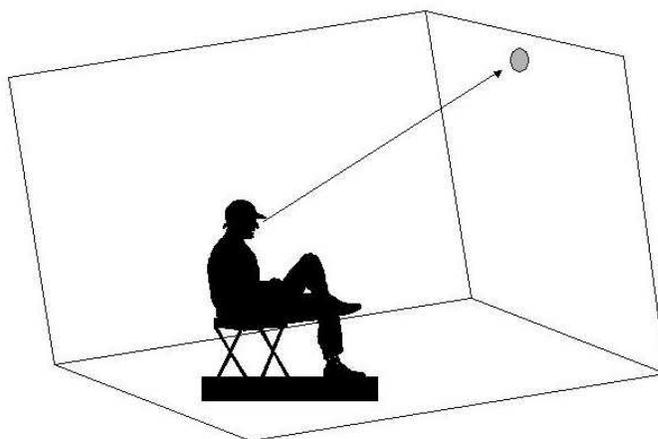


Figure 4-2

I (AF) have noticed that when I use the Optimal Learning State it is much easier for me to remember what I learned. I have

even used the Optimal Learning State before driving. To my amazement, I was much more aware of what was going on around me and was able to anticipate potential hazards. The awareness of my surroundings made driving much safer for me. I could detect vehicles coming up on the side of me without having to look in the mirrors or out the windows. This is very useful on busy freeways.

This is also a great technique to teach your kids. Their grades will go up by at least one grade point. I must caution you, though--their teachers may think that they are not paying attention when they are in the learning state. If you get complaints from teachers, just tell them that this is the way your child learns best and everything will be fine.

### Four Steps to Mastering Anything

This book does not offer a magical, get-rich-quick solution. Learning the skills to be a wealthy entrepreneur is a process, much like other skills you have already mastered and now take for granted, such as walking, talking, driving and proper use of knife and fork. No one was born knowing these things.

Understanding the learning process is essential to gaining mastery in any area. If you are not currently earning the income you want from satisfying work, then this is a skill you can master, just as you learned the use of knife and fork.

What are the actions required to move from being a rookie to being a master in any area, so that the thinking and actions required to produce the results you desire become automatic and instinctive?

# The Learning Process

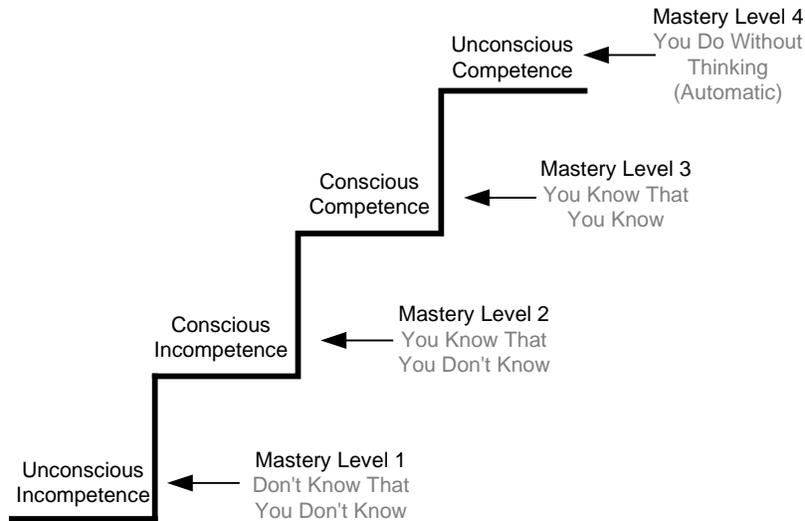


Figure 4-3

Let's examine the four step learning diagram.

Mastery Level 1 is called Unconscious Incompetence. At this point the individual does not acknowledge that he or she lacks the necessary knowledge. As far as knowledge about creating financial security, perhaps many of the people you know are at this point. They are relying on a job and still believe it to be an adequate pathway to financial security. In some cases there may even be vehement denial about the current job situation and almost always a strong reliance on hope. Other people may think they know it all and would not consider doing something new until the circumstances become so severe that there is no choice.

AWARENESS is all that is required to move from Mastery Level 1 to Mastery Level 2. Thus, the awareness that we don't know (referred to as Mastery Level 2 Conscious Incompetence) is a powerful position and the doorway to mastery. At this point there is the useful awareness that you don't know yet. If you are reading this book, you have most certainly arrived at Mastery Level 2. Learning the material in this book takes you to Mastery Level 3.

INFORMATION takes the learner from Mastery Level 2 (Conscious Incompetence) to Mastery Level 3 (Conscious Competence). Remember driving education class in school? You learned the rules of the road and the mechanics of operating a car. Most people can remember how nervous they were their first

time driving on the road. Back then 100% of your attention was required to operate the car safely. This is Mastery Level 3 (Conscious Competence). You were able to do it, but the majority of your conscious awareness was required.

PRACTICE takes the learner from Mastery Level 3 (Conscious Competence) to Mastery Level 4 (Unconscious Competence). Continuing with the driving example, after years of driving most people have so much practice at it that they can (perhaps regrettably) drive and simultaneously eat lunch, talk on the phone and apply makeup, indicating that the skill of driving has been so installed in the unconscious mind that 100% of awareness is no longer required to do it. Using the material and methods in this book takes you to Mastery Level 4.

## Five Principles for Achieving Success

In order to achieve true success, you must understand the following five key principles. If you are missing any one of them, the chances of success are greatly reduced. All great achievers have used these principles to achieve the outcomes they desired and so will you. The five principles for achieving success are:

1. Know your outcome.
2. Develop sensory acuity.
3. Develop mental and behavioral flexibility.
4. Operate from a physiology and psychology of excellence.
5. Take massive action.

### 1. Know Your Outcome

If you don't know what you want, then how will you know whether you have it or not? Because of childhood conditioning, some people have greater awareness of what they don't want and only identify, with difficulty, what they do want. We motivate ourselves all the time in two ways: to move toward pleasure and to move away from pain. If your motivation is solely based on moving-away from what you don't want, then there is a tendency to be primarily reactive to outside conditions, rather than motivated to take the initiative that would produce your internal desires. In Chapter 8, you will learn how to formulate goals that serve your purpose so you motivate yourself to move toward what you want rather than react to circumstances.

### 2. Develop Sensory Acuity

This means paying attention to what is going on around you. When challenges or obstacles surface, you must be in tune with your senses to determine your next course of action. The obstacles come up not to stop you from achieving success, but to show you that you must think in a different way to move ahead. If

you view challenges as learning experiences, instead of getting frustrated and upset, you will achieve success much more quickly and easily. Become aware of what people say, how they say it, and be aware of every result you get. They are all clues for you to use.

Notice what you are thinking, saying and feeling. A simple, but effective description of our mind is to say that it consists of two parts the Thinker and the Prover. The Thinker thinks and the Prover proves whatever the Thinker thinks to be true. Now, the Prover does not care what the Thinker thinks. The Prover will just as happily prove positive thoughts as negative thoughts. Proving the truth of what the Thinker thinks is the only thing that the Prover can do and it does just that 24 hours per day 7 days per week, just as reliably as gravity. Keep in mind that whatever you say comes out of your mouth and into your ear. The Thinker hears it and immediately the Prover goes to work proving it to be true.

By using the skills in the Chapter about selling, you will be able to interpret what people actually mean by their communication and know how to design your own communication to make rapid connections with others.

### 3. Develop Mental and Behavioral Flexibility

When you notice that things are not going the way you intended, you must have the behavioral flexibility to achieve your outcome. Behavioral flexibility is all about changing what you are doing currently to produce a different result. Some people think that by doing the same thing over and over again they will produce different results. This is one definition of insanity. To achieve different results you must change your strategy and behaviors to produce the results you desire. You are about to learn a method that will build a moving-toward motivation into your neurology and take you beyond survival to peak performance and contribution.

### 4. Physiology and Psychology of Excellence

This means that to achieve our desired results, we must run our minds and bodies in a peak state. If you are depressed or lethargic, we guarantee that you will not achieve your goals unless, of course, your goals are miniscule. Your goals should be big and worth pursuing. Since your goals are big, you must be in a peak mental and physical state in order to produce the desired results.

Thomas Edison was a person who knew and used the five principles for achieving success. Known as the “Wizard of Menlo Park”, he set the record with 1,300 patents registered in his name. He was an entrepreneur. While in his twenties, he set up a laboratory employing fifty engineers. His best-known inventions

include the phonograph, an automatic telegraphy machine, the stock ticker machine, the kinoscope motion picture machine, and the incandescent light bulb, all of which owed their success to his work in the storage and transfer of electricity.

The invention of the light bulb was definitely Edison's greatest achievement. It also had the most obstacles to overcome. Edison made over 10,000 attempts to invent the light bulb before he succeeded. Can you imagine doing anything over 10,000 times to produce the desired result? Most people would have given up long before, but not Edison. After Edison completed his 9,999<sup>th</sup> attempt to invent the light bulb, a reporter asked him if he was going to try again and possibly fail a 10,000<sup>th</sup> time. Edison replied, "Son, I have not failed, I have figured out 9,999 ways not to invent the light bulb." He used his failures as feedback to learn from. He used laser-sharp focus and was always positive.

Edison was very clear on the outcomes he wanted to achieve. He took constant massive action to achieve his outcomes; otherwise he never would have won 1,300 patents and changed the world the way he did. Edison had great sensory acuity, always observing what his results were. No matter what they were he recorded them in his journal for future use. Then he used his behavioral flexibility to make the changes necessary. He kept changing until he achieved the outcome he desired. And lastly, he operated from a physiology and psychology of excellence. If he didn't he would have given up long before he ever achieved his greatest success, the light bulb. Imagine what life would be like had he given up. How different would your world be if you used these principles like Thomas Edison did?

## The State of Excellence

The following graph locates the state of excellence.

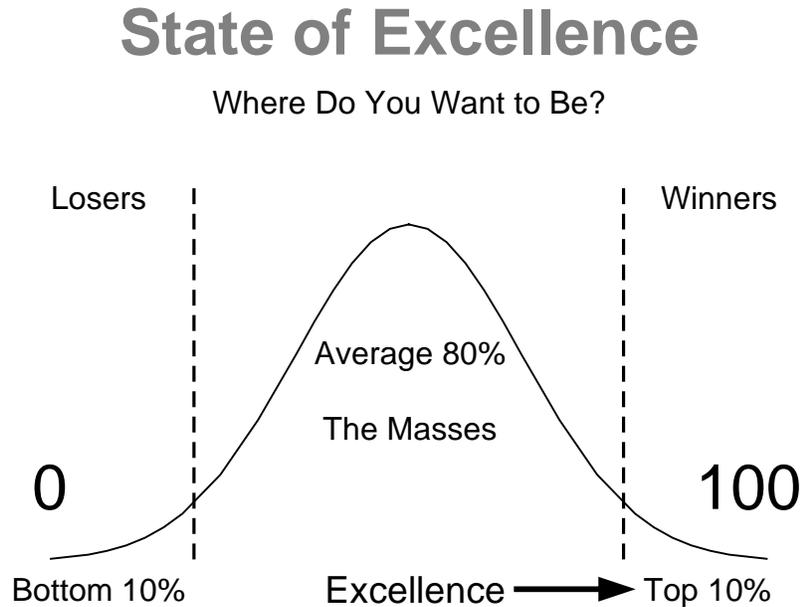


Figure 4-6

On the left side or bottom 10% is where the losers of the world live. They expect handouts and are not willing to do anything for themselves. They expect that everything should be given to them just because they exist. The middle section or middle 80% is where most people are. The middle of the road, just existing but not feeling satisfied. On the far right side or top 10% is where the winners of the world live. They always strive to achieve at the 100% level. They believe that if it's going to be, it's up to me. They do not look for handouts or charity. They work hard and strive to be the best. They continually improve themselves in order to achieve what they desire in life. This is the difference between the winners and the whiners, the champs and the chumps. Ask yourself now: where do you live on this graph? More importantly, where do you want to place yourself? I'm sure that since you are reading this book you are already on your way to the state of excellence. Remember, simply reading this book will do you no good unless you take massive action.

We can achieve the state of excellence through either physiology or psychology. Let's start with physiology. The state of excellence through physiology is how you sit, how you stand, how you breathe, how you hold your head, and where you focus your eyes. We can produce the state of excellence anytime we wish. We are in control of our bodies and, therefore, our state.

For example, you are about to enter an important meeting or you have an important phone call to make. You're feeling anxious and upset or maybe even depressed. You already know how to produce this state. So let's go through this consciously so you can see what you do now to produce this non-resourceful state. Then, we will show you how to change it.

## Physiology of Excellence Method



Do this method now. Do not skip ahead until you understand what you are doing now.

Find a comfortable place to sit. Find a chair that does not recline. Just relax and take a few deep breaths. Now, slump your shoulders and body forward. Hold your head down and look at the floor. Breathe hard and sigh several times. Now, how do you feel? I bet you're not feeling so well right now. Maybe even a bit depressed. You're probably thinking to yourself: "That's great; now you've got me all depressed. Thanks a lot." This state is a result of what you are doing currently with your body. Become consciously aware of how you use your body and how you feel. This is part of sensory acuity.

Enough of that state. Now, let's take the physiology of excellence. Sit up straight in your chair. Put your shoulders all the way back and hold your head up. Look up toward the ceiling, smile and take a deep breath. Now, how did this feel? I bet that you are feeling much more resourceful and feel like you're ready to take action. Did you experience both states? Which state did you prefer? The important point is you can change your internal state of being at any time by changing your physiology. From use your physiology to be in a peak state. Imagine how much better life will be when you feel good all the time.



Let's do one more method to help you understand the importance of using your physiology. First, stand up straight with your shoulders back. Now, look up at the ceiling, tilting your head all the way back. Stare at the ceiling. Now try to be depressed. What did you experience? Most people I know will start to smile or even laugh. Did that happen to you? In this state, it is impossible to become depressed, because of the way our brains are constructed.

Why is this so important? You have experienced how you can change your state instantly through your physiology. So which state felt more resourceful to you? Which state do you believe will produce better results for you? By using your physiology you can produce the state that will assist you in achieving the outcomes you desire and deserve.

## 5. Take Massive Action

It's great to have goals. However, if you do not take action to achieve these, they are merely dreams. So action is an integral part of your success. We like to use the phrase, massive action, which is eloquently promoted by Tony Robbins. This means doing more than is required and leaving behind the mentality of just doing enough to get by. Massive action means being focused and continually taking action no matter what happens. There will always be challenges and obstacles that get in your way. These are there for learning. Thus, there is no failure except failure to learn. Many people give up just before they achieve success. Then, someone else goes a little further and gets the rewards. That is why you must continually take massive action to achieve the success you desire.

Herein lies the importance of loving the work you do. Massive action will feel like drudgery if you don't like your work or barely tolerate it. For people who love their work, massive action is a delightful challenge.

We stress the importance of goals repeatedly in this book for good reason. As soon as you commit to a goal that will make you stretch, two very important things happen to facilitate your accomplishment of that goal. First, your mind begins to attract to you and also cause you to notice the resources required for accomplishment. Second, your mind promptly brings to your attention the thoughts it has been thinking in the past that will prevent you from achieving your goal. This is very, very important information and useful, too, if you know how to use it. Let's say you are accustomed to earning \$7,500 per month and as a result of reading this book, you decide you can do better for yourself and your family, so you commit to your new goal of earning \$12,000 per month before 30 June 2006. As soon as you do this, your mind will report to you those thoughts that stand in the way of accomplishing this goal. For example, you may hear your mind saying, "My parents told me to take what I was given and not ask for more" or "What do I need this for? I will only have twice as many worries." This is highly valuable information. Your mind is dutifully reporting to you what it has thought in the past that needs to be changed so you can accomplish this goal. None of the limiting thoughts like these that spontaneously bubble

up in response to your new goal mean that you cannot accomplish it. Instead, you will accomplish your goal by realizing that your mind is simply doing its job and reporting to you the thoughts you must change to accomplish your goal.

## Changing Your Motivation--From Inconsistent to Unstoppable

Our nervous system is naturally wired to motivate us at a very basic level: to move toward pleasure and away from pain. Your nervous system is already doing this 24 hours per day, whether you think about it or not. Such motivation comes without effort or intention. Imagine if you use this essential unconscious motivation to obtain and achieve your consciously intended goals.

The moving-toward and moving-away motivation are instinctive and unconscious. You don't have to do anything to get them. This means everyone can do this. You will be using motivation that circumvents the conscious mind and its intellectual, sometimes conflicting, messages. You won't need willpower any more, nor will you have to talk yourself into doing the things you don't want to. Even animals use such motivation. You'll be learning to use your natural instinctive resources to move yourself toward whatever you desire. That animal instinct is based on motivation that moves toward pleasure and away from pain indicates how unconscious and therefore reliable this way of motivating yourself is. It originates in our unconscious mind, the same source of commands that cause our heart to beat 100,000 times per day, reliably, day after day without thinking about it.

The other day I watched a squirrel in my backyard. He spotted an acorn and bounded toward it (moving-toward pleasure motivation). Before he got to the acorn, he spotted the neighborhood cat lurking behind a fence. Immediately he changed direction and scurried up the nearby oak tree (moving-away from pain motivation). We humans possess these same resources to motivate ourselves and you are about to learn how to use them in your life whenever you want to.

## Limitations of Relying Solely on Moving-away Motivation

We all use moving-away motivation. It helps us avoid danger, unpleasant people and a wide variety of things that are not good for us. It is essential to understand that moving-away motivation has some very serious limitations. Moving-away motivation ensures survival. You run much faster when a bear is chasing you than when you chase a bear. This is natural. However, the fact that you are reading this indicates that you desire far more from life than survival. To be a peak performer, a person

who makes a contribution to the world based on his or her personal values must use moving-toward motivation.

If you are only motivated by the bear chasing you, then once you have evaded the bear (perhaps he got tired or found something else easier to catch), your motivation is gone, so you slow down. For most people, this reliance on moving-away motivation represents the underlying cause of inconsistency. If you experience roller coaster finances or just getting by, some introspection may reveal that these ups and downs are caused by relying primarily on moving-away motivation. In extreme cases, relying on moving-away motivation produces behavior that avoids any sort of action that would improve your situation until things become so bad as to be unmanageable. People familiar with Twelve Step Programs are aware of this concept as "hitting bottom". Most addictions are the result of moving-away motivation. The addictive substance moves addicts away from pain, causing them to accept the obvious painful side effects, which are, at least temporarily less painful than the pain they are trying to suppress with the addictive substance. When the pain from the side effects gets bad enough, addicts become willing to give up their addiction. Exactly when things get bad enough is an individual decision. Some people never make it.

Some people began relying on moving-away-from-pain motivation in childhood as a way to escape abusive situations at home. In some cases reliance on this motivation was reinforced by punitive educational systems, where the intensity of pain associated with punishment for mistakes and infractions was far higher than the intensity of pleasure associated with rewards for excellence and achievement.

Moving away motivation requires an external crisis, or at least impending danger, to produce action. For this reason, the action that results from it typically lacks the consistency required to produce excellent results. Once the external crisis or danger has passed, the motivation to act disappears. By comparison, moving toward motivation produces the consistent behavior required for excellence, because it is generated from internal desires, which you control.

## Emotional Motivation Strategy

Change requires conscious intention and purpose-driven mental energy. For example, if you drive to work every day on the same route, you don't need to think about this anymore. You can get into your car in the morning and daydream about your upcoming vacation all the way to work and you will get there with very little conscious effort. This is because the usual route has been grooved into your neurology by the many times you have used it in the past. If you decide you wish to use a different route, then this will require greater conscious effort--at least until it is grooved into your neurology.

How do you really motivate yourself at the emotional level? Do you let your emotional dynamics stop you from achieving success? You can change your programming by changing your way of motivating yourself.

There are two sources of motivation: external motivation and self-motivation. External moving-toward motivation occurs, for example, when you listen to a motivational speaker; you might get the idea that you'd be better off with MORE motivation. Unfortunately, the boost from such talks usually lasts until you get to the parking lot. Such an experience leads to the conclusion that more motivation is not the answer but rather different motivation.

External moving-away motivation occurs, when your boss tells you to produce better results or you will be dismissed. As you may have noticed, if you have ever had this experience, threats based on moving-away motivation tend to produce improvements that are temporary, which is what requires that the threats be repeated in order to be effective.

Relying on motivation that moves you away from pain can produce good results for people working in organizations. The hierarchical structure ensures everyone has a boss to set standards and enforce rules. Military organizations provide the most graphic example of the use of moving-away motivation, an appropriate management style for the situation, which requires that people follow orders, even under combat conditions, where survival instinct would normally act toward self-preservation rather than following orders that conflict with it.

I (PL) had the honor and privilege to serve as Commanding Officer of two Coast Guard patrol boats, one on Cape Cod and the other in Vietnam. Traditionally, the captain has ultimate responsibility for everything that happens on the ship and is therefore granted considerable latitude of judgement in exercising this responsibility. The reward and punishment system relied primarily on moving-away motivation. People have been going to

sea for centuries, resulting in unwritten rules that are often stronger than the written ones. These unwritten rules say that the three mistakes the captain must avoid are collision at sea, running aground and disarray of the money allotted for the crew's mess. Any of these mistakes usually results in severe punishment, most likely court martial.

In contrast, rewards for stellar performance were far less than the potential intensity of court martial and consisted primarily of congratulatory letters in your service jacket and brightly colored ribbons to wear on your chest.

Now, a moving-away from pain motivation system such as this tends to work satisfactorily in the military or a large corporate organization where there are lots of authority figures to enforce the rules. However, as an entrepreneur there is little outside authority. For this reason, it is essential for you to "Play Baseball" as you will soon be learning as a way to develop internally generated motivation that moves you consistently toward pleasurable goals.

Self-motivation is when you are motivated without any outside influence or stimulation. This occurs when you are emotionally attached to achieving a goal--for example, going on vacation. That is self-motivation. So how can you become self-motivated to accomplish tasks you are not as emotionally attached to?

Here is how I changed my way of self-motivation. When I first became interested in the possibility of improving my motivation, I listened to pep talks by several motivational speakers. Although I felt pumped up and inspired during and shortly after their presentations, there was not a permanent effect. This experience showed me that MORE motivation was not the answer. I began to explore the possibility of DIFFERENT motivation.

First, I realized that it would be important for me to understand how I had been motivating myself. I carefully reviewed how I had motivated myself to complete projects that had been successful in the past as well as some that were not. Since writing and presenting this, many people have told me that their own motivation strategy is similar to what I had originally used.

I'll describe first the unconsciously developed motivation strategy I had originally and then the new one I now use.

When I got started on any new goal, I was excited and began moving forward. Soon after, the fear of failure set in and somehow I got over that. Then after a little while I bumped into obstacles and got frustrated and angry. But somehow I got through them. Next, I continued to move forward and lots of distractions appeared. Somehow, I moved past those. Then a combination of fear of success and the concern that the results would not be as

good as I originally thought came to awareness. Somehow, I got over these and completed the project. It looked like this:

Perhaps you have the same or similar motivation strategy. Although this way of motivation worked, I wanted a better, easier way. Here it is. Do this now! Don't put it off. You'll be surprised how quickly things change.

## Old Motivation Strategy

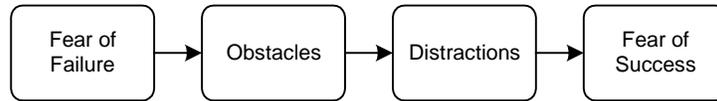


Figure 4-4

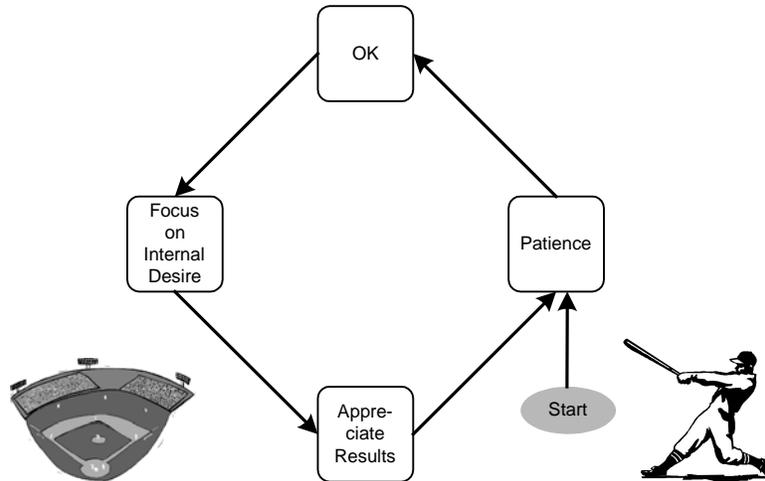


## Baseball Diamond Method

Here is a method for re-grooving your neurology. The actual movement of walking is very important, because motivation is a physical, rather than intellectual, experience. If you simply read about this method, you will gain about what you paid for the book. Getting up and actually doing it produces results worth thousands of times the price of the book. By mentally and physically moving yourself through the phases of accomplishment and instilling these new motivation factors, you will notice that your behavior related to goals will shift rapidly.

Take four blank pieces of paper. Write the word(s) PATIENCE on the first, OK on the second, FOCUS ON INTERNAL DESIRE on the third, and APPRECIATE THE RESULTS on the last. Place these four pieces of paper on the floor, in the corners of the largest room in your house, as shown in figure #4-5.

Figure 4-5  
**Developing Self Motivation**



Imagine the pieces of paper are a baseball diamond and you are going around the bases. Now, think of a goal that you want to achieve. See yourself in the experience of working on your goal and see it through your own eyes. See the pictures, hear the sounds and feel the feelings associated with achieving your goal.

Now, move through your image of achieving your goal. It is only natural that you experience some fear of failure. If you don't, then either your goal is trivial or you are denying your feelings. Therefore, consider a larger goal that offers a bigger challenge or slow down so you can focus your awareness more carefully on your present feelings, whichever is appropriate. Now, stand on first base or PATIENCE. Notice that the goal is not accomplished yet. When you are on first base, be patient. Really experience being patient and relax. Allow patience to pervade every part of your consciousness and all the cells in your body.

Once you have that, move forward in your mind again to achieving your goal. Physically walk to second base or OK. Allow yourself to notice any obstacles that could stop or slow your progress toward your goal. On second base, just imagine that everything is OK. No matter what happened or what obstacles have come up, let all of them be OK. You see, OK is the most resourceful reaction you can have to any obstacle. OK is more resourceful than fighting with obstacles, denying they exist, wishing they would go away or engaging in non-productive thinking that typically begins with the phrase "If only....." These non-productive reactions assign the power to the obstacle and take power away from you. On second base, allow the experience of

OK to pervade every part of your consciousness and all the cells in your body.

Start moving forward again toward achieving your goal. Walk to third base or FOCUS ON INTERNAL DESIRE. It is only natural for distractions to come to awareness as you progress toward any goal. The football game on TV, the person who interrupts you, or the pie in your refrigerator can prevent your accomplishment if you allow them to. Fighting with these distractions or using willpower to overcome them can consume more energy than productive work toward your goal. Instead, return your awareness to your original desire--why did you want this goal in the first place? On third base, focus on the internal desires you have about achieving your goal. Make sure to enhance the image of your goal now by changing the details of your image. Make sure your image is large, bright, and colorful, and don't forget to add sounds, feelings, smells and tastes. Just let yourself enjoy the image you have now when your goal is achieved.

Move forward again. Stand on home plate, APPRECIATE THE RESULTS. Once there, just appreciate the results you have achieved. Look back at the progress you have already made and notice how far you have come. Now, really appreciate all that you have gained in the process, no matter how large or small. It is your appreciation that continues to move you forward in achieving the success you deserve and desire.

In a real baseball game, after you run around the bases, you must sit down for a while and wait your next time at bat. Not so here. In this game you can go around the bases again right away, if you don't yet feel the passion you want after your first circuit.

How do you feel now? Do you feel more motivated to achieve your goal? Are you emotionally involved in attaining it? Can you truly appreciate where you will be when you achieve your goal? Now keep going. Don't stop here.

## What We Control

A significant waste of energy is the impossible struggle to control those things we have no control over. Therefore, a brief discussion about the things that you do control seems in order, even if elementary for some.

We control our major body movements: walking, writing and the like. Minor body movements such as blinking, digestion and perspiration are beyond our control. We control our thoughts. Regardless of the situation, we have the freedom to think whatever we like. An offensive person is possibly behaving badly with the intention to make you upset or they could just have learned that their spouse has a terminal disease. Not only will you never know the cause of their offensive behavior; you are completely free to

come to any conclusion about its cause. Even in the midst of your worst obsessive thinking, you can catch yourself doing it and decide to think about something different.

We control what we put into our mouths. Judging by the number of diet books for sale, the exercise of this choice troubles many people. We control what comes out of our mouths (also what does not). This means we are responsible for what we say and for keeping our word. Errors of omission matter also. We are responsible for the times that we neglected to speak up to ask for what we want, failed to point out injustice, or failed to say no on the occasions when we would have been better off doing so.

We also control the interpretation of our feelings. We don't control the feelings themselves, because they are stored and generated by our unconscious mind. That we feel sad related to loss, afraid related to danger and angry related to unfulfilled expectations is part of the human condition. Each of us has a personal choice about how we interpret the energy of feelings and then, based on that interpretation, how we respond.

Although it appears that many humans would wish it different, we have no control over the behavior of others, the desires of others or the weather, just to name a few things we complain about the most.

## Our State of Being and How We Can Change It

Our state of being (state for short) relates to how we feel or our internal condition. It refers to our way of being in the moment or mood. For example, we can be in a happy state, sad state, motivated state, or a depressed state. There are positive and negative states. We believe that our state determines every result we get. Depending on which state we focus on depends on the results we achieve. We also believe that we can change our state anytime we want. Each of us is in total control of our state whether we know it consciously or not. Think about the following questions: Who is in control of your thoughts? Who is in control of how you feel? Who is in control of your behaviors? Do you allow someone else to control your thoughts, feelings and behaviors? Who is at the controls? Who is flying your airplane anyway?

If you are not in control of your thoughts, feelings and behaviors then who is? Victor Frankl, who wrote a book entitled *Man's Search for Meaning*, sums this up nicely. Frankl was a Jewish psychiatrist put into a German concentration camp in World War II. He noticed that most of his comrades gave up hope and therefore died. Frankl refused to believe this. He instead chose to hold on to his dream of being free once more and to be able to tell others about this atrocity so that it could never happen

again. After many years of suffering and physical torture he was freed. The state he chose kept him alive. He chose an empowered state. He made a decision to live to tell others about the atrocity so that it could never happen again. This commitment kept him in an empowered state throughout his ordeal. He lived on the cause side of the equation and took full responsibility for every result he got. He took control of his thoughts, feelings and behaviors in appalling conditions and lived to tell the tale while others blamed their environment and died.

I (AF) had a client named Joe who lived on the effect side of the equation. Joe was a writer and had difficulty writing a manuscript. For eight months, Joe had an extreme case of writer's block. He blamed the economy, the people around him, and his roommate for his lack of achievement. Joe felt absolutely miserable. He was in a downward spiral. The longer he didn't write, the worse he felt. Any sort of productive action was impossible in his depressed state. After I explained to him that living on the effect side of the equation was nothing more than living in excuses, he took notice. When he realized that he was in charge of how he felt and what he thought about was up to him, he felt empowered. Joe dwelled on this concept for a few days and completely changed his actions. Joe placed himself in an excited and motivated state and took control of his destiny. In the next three weeks Joe produced two first draft manuscripts and had ideas for a third. He was now flying his plane.

Why is this important? In order to succeed we must live on the cause side of the equation and therefore take responsibility for our state. You may have noticed earlier when you changed your state through physiology that you had control of your state. You also may have noticed that you can change your state at will in seconds. It is completely up to you. Currently, you may be generating your state unconsciously.

## Our Internal Sensory Representations

In the physiology of excellence method, you learned that physiology determines your State of Being and how to get and keep yourself in a State of Excellence. The next Figure (#4-7) entitled, Producing Your Results, takes this a step further and shows that our state is determined not only by our physiology but also by what we focus on mentally. The box labeled Internal Sensory Representation refers to your internal mental reality. We use the phrase Internal Sensory Representation to point out that we are talking about a lot more than just your abstract thoughts. Our mind functions, responds to and reacts to information delivered to it by our Five Senses: Seeing, Hearing, Feeling, Tasting and Smelling. Additionally, the information is stored and processed

using these senses. Different people rely on one sense or another more so than other people. If someone asked you to describe your experience in the third grade, you would probably describe your visual memory of the room, furniture and occupants, your auditory memory of the teacher's voice and other sounds, the feeling or kinesthetic memory of what the chair felt like and perhaps the smell of the room on a winter day as everyone's woolen coats dried out and perhaps you could even remember some tastes from the third grade. Thus, your memory of the third grade is represented to you by your senses. The third grade is over and all you have left are these representations. This is why we call the contents of your mind Internal Sensory Representations.

The Producing Your Results diagram that follows is very dense. It presents a great deal of important information in a small area. It would be prudent to take some time and really study this information and how it relates to you. The three boxes at the left: Internal Sensory Representation, State of Being and Physiology refer to your INTERNAL reality--how your body feels and what is happening in your mind. The vertical dashed line indicates the boundary between your internal and external reality. The diagram takes into account that your mind and body are part of the same system. Change your body and your mind changes and vice versa. The two right hand boxes: Behaviors/Actions and Results refer to your EXTERNAL reality. We have direct control of our internal reality and no direct control of external reality, particularly the behavior and opinions of other people. The entire diagram exists to show you how to more effectively control your internal reality so that your external reality conforms to your intentional desires.

The arrows on the diagram indicate the direction of causation, so you can see what is cause and what is effect.

Direct your attention to the VERTICAL arrows at the left. You will notice that there are both darkly and lightly tinted arrows, pointing in opposite directions. What does this mean?

There is a two-way relationship between our state of being and our physiology and thinking. When our internal state is sufficiently intense, our state is in control. The lightly tinted arrows represent this situation. In these instances, our state of being controls thinking and physiology without conscious intention. This is not necessarily a bad thing, but rather depends on the results produced. If all of your behavior were consciously intended, you would have a life devoid of spontaneity. In order to appreciate humor or sex, for example, it is necessary to let go of conscious intention and allow instinct to control your physiology and thinking. All of us have heard stories of mothers lifting cars to free their child trapped underneath. The mother in these cases

could not have accomplished such a feat through conscious intention.

However, if you allow your state of being or mood to govern your entire behavior, you are likely to experience inconsistent accomplishment and even meaningless indulgence of your latest whim. Allowing your state to control your internal reality like this is the source of bad habits. The rage-aholic, for example, experiences such an intense emotional state of rage that, at least temporarily, it controls his thinking and physiology producing behavior that he later deeply regrets or struggles to justify.

Allowing an unchosen, intense state of being to control your physiology and thinking may be a good thing to do in appropriate instances. People who do so consistently most often become depressed or behave like the rage-aholic mentioned earlier or do not accomplish much.

When you were a child in school there were times you had an assignment or a work project due when you felt depressed, anxious, or upset. This unresourceful state served as a distraction from the work at hand and encouraged you to do just enough to get by to complete the project. You may have felt relief that it was over but you knew that it was not your best work. You knew that you could have done much better. What could you have done differently? How could you possibly change your state right then to produce results you would have been proud of?

Consciously choosing your internal state of being by choosing particular physiology and particular thinking to provide yourself with the most resourceful state possible moves you ahead in a natural way. There is no willpower required here. Why struggle to control your external reality from a less than

## Producing Your Results

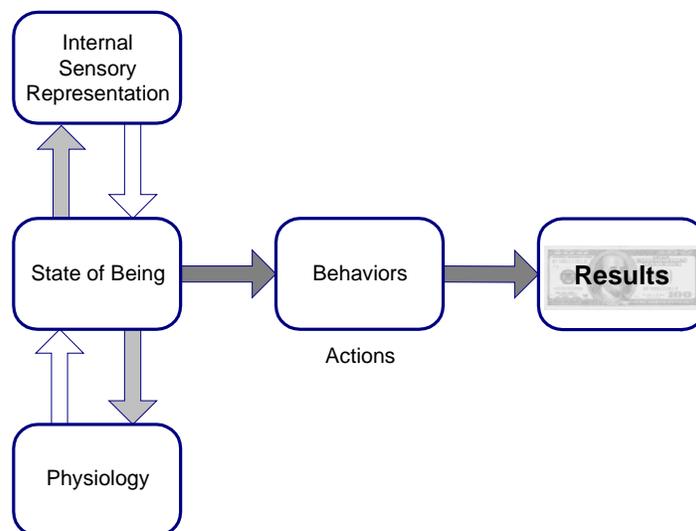


Figure 4-7

resourceful state, when you can control it far more easily by moving to a state that is most resourceful. Earlier in this Chapter, you learned how to use physiology to bring yourself to a resourceful state. Later in Chapter 8, you will be learning how to do so using your mind, as well.

### The Power of Our Perceptions

Our perceptions are our own reality. Thus, reality is different for everyone. We see the world not as it is, but as we are. Our reality may not be the truth. It is our filters and past experiences that make us think and believe that our perception is the truth. Have you ever seen a movie of a crime investigation? The detective talks to numerous people who saw the same incident, yet they all have different stories. The detective puts together the various perceptions to gain the truth of the incident. You will notice that there are never two stories exactly alike.

Since we all perceive things differently, each of us has different experiences even if we are experiencing the same event. We filter information selectively and differently from each other. That's what makes us all different and why we experience things differently. We each uniquely code the experiences that pass into our brains. These codings are called internal sensory representations that we mentioned earlier.

Why are perceptions or internal sensory representations important to us? Our perceptions determine our state. We can be in a state of depression or a state of excellence. How we filter

information determines how we represent each experience and therefore our state. Our state determines how we feel about the experience. Think back for a moment on how you were affected through the physiology method. How did that affect your state?

To illustrate this point, refer to figure 4-7. It shows that 2,000,000 bits or pieces of information or 2M bps are coming into our minds every second. This information comes in from our five senses, i.e., what we see or visual, what we hear or auditory, what we feel or kinesthetic, what we smell or olfactory, or through taste or gustatory. Each experience we have uses all five senses.

After the information comes into our mind it gets filtered. The filtering deletes, distorts and generalizes the information because the brain can only process 134 bits or pieces of information per second, or 134 bps. Information coming into our minds is 15,000 times faster than our brain can process it. If we did not filter our experiences by deleting, distorting or generalizing our experiences, we would go insane.

Consider, for example, how difficult it might be to focus on work if your brain did not automatically delete your memory of each car you saw on the way to work. Some of the filters you currently have serve you and others may not. We will be showing you how to use this natural filtering process to your benefit by choosing precisely which bits of information to focus on and which ones to ignore.

# Your Mind in Action

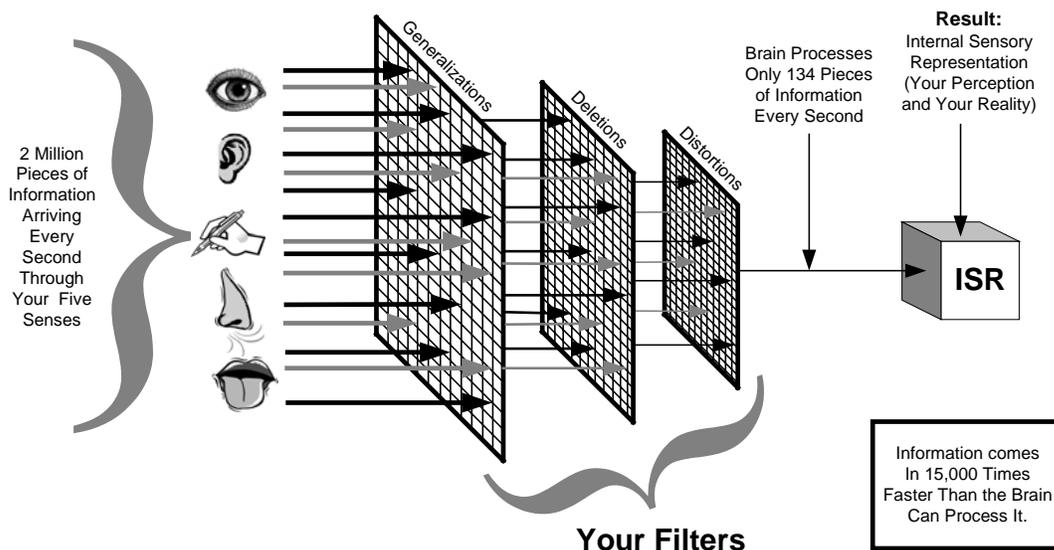


Figure 4-8

Awareness of your own generalizations, distortions and deletions provides the power to take control of your mind.  
**Generalizations**

Pay attention to your internal self-talk. Phrases and sentences that contain the word never or always are surely generalizations. Racial prejudice is an area where generalizations produce harmful results for many people. We believe that white people, black people, yellow people and red people are mostly the same, at least in the internal qualities that matter most. Some of them are delightful individuals and some of them are jerks. However, such a judgement can only be made after getting to know them a little and the appearance of the external few millimeters of their body does nothing to determine the person's inner qualities. Do you find your mind making generalizations based on irrelevant information?

## Deletions

Our mind tends to ignore or minimize the importance of information it has been conditioned to consider irrelevant. Almost everyone has had an experience like this. You purchase a make of automobile that you have never owned before. All of a sudden there seems to be three to five times as many cars of that kind on the road than you ever noticed before. Actually, the number of

cars on the road of your make has increased by only one. Instead your mind deleted as unimportant your past sightings of such cars.

## Distortions

The most damaging distortions stem from denial or avoiding the truth usually for the purpose of being right. The major financial distortion in the Developed West today stems from the belief that a good job is the foundation of long term financial security. Possibly if you have always had a job, your mind is uncomfortable considering the risks of a job--of having all of your eggs in one basket. Without a plan and without entrepreneurial skills, job loss is emotionally as well as financially devastating. This book is dedicated to eliminating the job distortion from your mind

## Addictions and Prosperity

There is nothing so expensive as a bad habit. The trouble with addictions is that they take over your life -- your life's purpose sooner or later becomes the maintenance of the addiction. Moneymaking efforts, relationships and, most of all, self-respect are sacrificed to the addiction without a second thought. Bad habits cost the victim twice. This is because an impenetrable curtain of denial prevents the addict from seeing the truth about his addiction and its resulting devastation.

The trouble with an addiction is that it provides only temporary relief from those feelings we are unwilling to acknowledge. At first the addiction suppresses uncomfortable feelings, but as a tolerance is built up, eventually the feelings we were trying to avoid return stronger than before. It's almost as though the energy in your body fights back against your unconscious attempt to kill it.

We have learned that addictions are caused by a perceived lack of power. After a while, they result in a specific lack of power over the addictive substance or activity. If you had the power to quit, you would have done so already. Right?

Since the power the addict lacks comes neither from inside him nor from other people, classical therapy methods are less than effective in treating addictions. Because addictions are caused neither by low self-esteem nor by an abusive childhood, popular psychology is less than useful for dealing with addictions. If any of this rings true for you, save time, money and misery by phoning the local Twelve-Step Program for help in dealing with any addictions you may have.

An essential element of making any change is the acknowledgement that the current situation could be improved. Room for improvement is the largest room in the world.

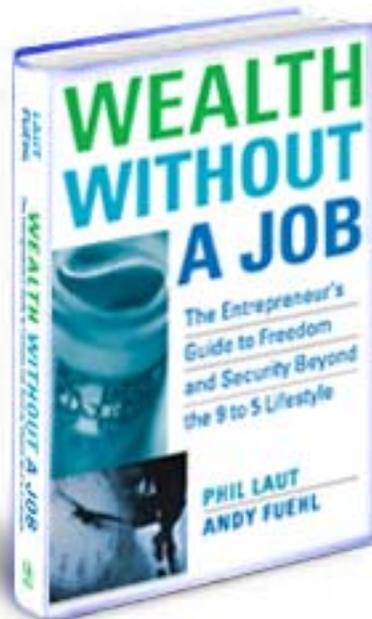
Unwillingness to see it this way leads you to think that the desire for improvement only means that there is something wrong. Such perfectionism can keep you miserable. People with this way of thinking don't make changes until the situation becomes agony. In the next Chapter, you will learn to accept things as they are (as you will learn this is actually empowering) and seek improvement rather than perfection.

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