

AWESOME SAUCE

How To Win
With Yourself
First & Live
In The Zone

**The Science of
Going Further Faster
Health, Wealth, Happiness
& Love is your Birthright**

Joseph McClendon III
Ultimate Performance Specialist

AWESOME SAUCE

How To Win With Yourself First & Live In The Zone

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IMPORTANT WARNING

Please read this first.

Awesome Sauce is the name given to the substances, hormones and chemicals that the brain and the body produces and releases when we are operating at our absolute optimum. Compounds such as adrenaline, endorphins, dopamine, oxytocin, testosterone, and a whole host of naturally occurring organic juices are constantly being manufactured and released into the bloodstream. They are a vital part of our very survival and crucial to the success of everything you have ever done and ever will do. In an instant, this powerful cocktail of pure goodness triggers every cell in your brain and body to produce energy, become more alert, focused, certain, confident, precise, and centered. This magnificent state of feeling and behaving is commonly known as “THE ZONE” and you have complete access to it 24/7.

In varying levels, we are in this state infinitely more often than we are not. Most of the time we are completely unaware of its presence, from things as simple as tying our shoes, dressing ourselves, walking, talking, or brushing our teeth, to the more complex tasks that require greater levels of skill and expertise. Every single time that we put forth an effort to do something we call upon our brain, body, and nervous system to assist us by delivering the necessary elixir to get the task at hand done.

It is what makes you who you are, and it is the defining element to your true identity. It makes you think a certain way, it makes you feel a certain way, and it makes you behave and perform a certain way. It says: “You can do this. YOU GOT THIS. You are the best, and you will, without question, win and succeed.”

This book is about you learning how to find and generate your own special “AWESOME SAUCE” at will and to embed it into your nervous system in such a way that awesomeness becomes your default. But please be forewarned that it is highly addictive, and you will become AWESOME!

So unless you are committed to being, doing, and having more in your life and going Further Faster in your endeavors, unless you want to have more energy, certainty, happiness, and abundance in your life, unless you are willing to accept the responsibility of being more effective at the things that you do and want to do, then please, for everyone's sake, PUT THIS BOOK DOWN! Go no further. Do not complete the exercises in this book. Go find a nice comfortable spot on your couch and binge-watch another television series or play video games or get lost in your pick of social network.

But, if on the other hand, you desire to go Further Faster in your life, if you want more and are willing to do more to get it, then by all means, with your permission, I would be honored to serve as your coach, guide, and mentor as we take on this new chapter in your ongoing story and Dare to Make Your Life Magnificent.

Warmest Regards,

Joseph McClendon III

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Thank You,

Joseph McClendon III

Let's Get Real...

YOU ARE AMAZING!

Without question, you are special and unique. There has never been anyone like you on the planet, and there will never be another until the end of time. The odds of you having ever been conceived are in the of billions, and the exact combination of sperm and egg that made you who you are is nothing short of magical. The trillions of events, actions, situations, and circumstances that had to and continue to happen so that you are able to draw breath each and every day are incalculable. Your brain, your body, and your spirit work in concert every split second of the day and night. That invisible spark of life, that energy that swirls through and around you, is unrelenting in its mission to keep your heart beating, your cells dividing, your curiosity piqued, your desire strong, and the world around you bending its will to serve you.

To that point, your reasons for picking up this book at this particular moment in time are evidence of those same forces at work right now. Everything that you have ever touched, tasted, felt, heard, and or smelled is hermetically sealed within your mind, body, and spirit. And now comes your opportunity to tap into those resources and allow them to help you make more magic.

So yes... You are **AMAZING**, and you are about to become even more so by your own hand.

Life is exactly what you dare to make it—and fortune favors the **BOLD**.

Introduction:

What Are You Best At?

Have you ever wondered why some people always seem to achieve more? The ball seems to always bounce in their favor. They seem happier and have more energy, and they are alive with passion. You've seen them—the ones that always seem to outperform the competition, attain more with seemingly half the effort, working with a discipline and tenacity that staggers our imagination. Are they just lucky? Think about the single mother who does it all. She began the race at the same starting line as the rest of the field, and now runs a million-dollar-company and raises great kids without ever mismatching a sock or missing a soccer game. The same can be said about the one salesperson that always seems to be the best on the team—the one who consistently outperforms everybody else and smashes all the records. We've all seen this played out everywhere from the top athlete who is always a cut above the rest to the people who start a business that skyrockets to the top, while other people with the same opportunities and the same funding slide into obscurity and disappear.

At first assessment, the key difference in those examples is that the ones who achieved at a higher lever were simply more effective than the vast majority. And when I say achieved, I don't just mean wealth or material things, I mean achievement in whatever it is that counts in their lives—what they value as being the most important. Maybe you've even been that person at least once. Perhaps you've been very successful, moved very fast, but you don't really know how you did it. Perhaps you know how to be that and do it but getting yourself into that same motivated mindset is difficult or uncomfortable. Maybe you just want to know how to reproduce that kind of success on a consistent basis and apply it to everything in your life.

There's a reason why the rich get richer, the happier get happier, and the healthier get healthier. The people who are the most effective are the ones that get results. It doesn't matter what your race, your gender, or your position is in life, you can always be more effective and pass all the rest. *Effectiveness is a skill*—it truly is.

It is a skill that can be learned and enhanced, giving you the edge. It's like supercharging your life and your lifestyle. It's like pouring **Awesome Sauce** on everything that you do.

You are Already Awesome?

Well, I submit to you that you already have *everything* you need to be, do, and have what you want and desire. I submit that you already have a mechanism within your brain that makes you great—even *awesome*—and that you turn it on and off at will whenever you need it. You possess a set of neurological triggers if you will, that turn on and light up when you need to do something that you already excel at. Said differently, if you do anything at all well, or exceptionally well, then that is proof that you can do anything else exceptionally well.

The fact is, we can borrow from that part of your life and transfer it to those areas where you are not as proficient. Think of it like installing a new app on your cell phone or updating your existing software on your laptop. Even though the phone or computer was already amazing, now it's even more spectacular, because it can do more and function at a whole new level with this new adjustment. It makes the whole system run better and do more than it used to. It's like pouring hot fudge and nuts on your ice cream, gravy on your mashed potatoes, dressing on your salad—**AWESOME SAUCE** on your life. Not to put too fine a point on it yet.

Think of it as bio-hacking into your brain and rewiring it to consistently send those very same signals of success that make you great at a particularizing *the other areas that you are not*. Giving you *immediate access to the* precise skills and feelings that you need to excel in order to achieve your goals.

So... What are you already great at? What are the things that you do best? The things that you are maybe even exceptional at? The things that you can execute without hesitation and have complete certainty that you will not only complete, but you will do it without having to psych yourself up or be uncomfortable in any way? Perhaps you have things that you aren't better than anyone else at, but you regularly do with ease and little effort. I'm not just talking about the big things, either.

Think about it. Even something as simple as playing a game, reading a book, riding a bike, or playing an instrument—anything that you have a level of mastery over and are certain of your ability to execute without fear of failure. You can probably do them without thought about the process, and it is just this side of unconscious.

And then, there are the things that you are exceptional at—the things that you do better than most. Chances are, these are things that you really enjoy and have a passion for doing. Through repetition and rehearsal, you have developed a level of skill in that area that is way beyond the average person. In these areas, there are certain elements of your behavior and thought processes before, during, and after that actually cause you to be more effective at this than other area of your life. This book is about taking the best of *who you are when you are at your best* and transferring it into the areas where you wish to become even more effective, productive, and successful.

Chapter One:

Awesome is as Awesome Does

*“Life is exactly what you dare to make it,
and fortune favors the bold. Boldly step
up and dare to make your life magnificent.”*

—JM3

When you think about it, what really sets us apart from all of the other creatures on this magnificent planet is not just our ability to reason and choose. The fact is, no matter how simple or primitive a creature is, as long as it has a heartbeat and a nervous system, it uses some sort of reasoning and logic to choose which actions to take. However, it is *how* we reason and *how* we choose that sets us apart from the rest of the animal kingdom.

You would think that with our superior brain we would have evolved to the point that the vast majority of the decisions borne of our reasoning would be good decisions—all our choices and actions would be beneficial to our health, wealth, happiness, and ability to connect with others. However, one quick look at any news channel or reality show would lead an impartial observer to the conclusion that “it just ain’t so” for the vast majority of the humans on the planet. Sadly, it is our propensity to make bad decisions in the face of overwhelming logic to the contrary that seems to plague our species.

We consistently allow our emotions to override our logic.

This uniquely human characteristic has both a reason and a place in the decision-making process. However, when it comes to achievement, growth, contribution, and even our physical well-being, this process could definitely use some improvement.

Deciding to consistently seek out and consume proper foods even though we prefer cake or French fries leads us to *awesome* health. Deciding to exercise routinely even though we may feel like squandering time on the couch leads us to an *awesome* body. Deciding to forgive someone when we are angry is what makes us an *awesome* person. Deciding to love even though we may feel scared or hurt gives us an *awesome* heart. Rehearsing something one more time even though we feel tired or sore or frustrated or defeated is what gives us an *awesome* reputation for accomplishment. Persevering with patience, enthusiasm, and diligence—even and *especially* in the face of challenge, fatigue, and frustration—gives us an *awesome* life.

The journey that you are about to embark upon is more than just taking your professional, personal, and emotional skills to the next level. The process begins with first learning exactly how you function as a human being—from your brain to your heart to your body—and then using that information, we'll apply some simple processes and tools to get the very best out of yourself, to multiply your effectiveness in key areas that will benefit you the most. The outcome will change your life—and *your lifestyle*. And perhaps one of the most unique and perpetually beneficial results is that you will be making *awesomeness* your default. You will respond and react automatically without having to consciously adjust yourself in the moment.

I call it ***AWESOME SAUCE***.

What is *Awesome Sauce*? Simply put, *Awesome Sauce* is a term I use to describe the chemicals and hormones coursing through your brain, heart, and body when you are operating at your *absolute optimum*. It's like finding the volume knob on your own personal ***Badass-ness!*** It's like pouring gasoline on an already burning fire. Think about it for a minute. When we refer to someone as being *awesome*, we are usually/generally talking about something they have done doing in their lives. Bill Gates was *awesome* because of what he has done and how he did it.

His actions and accomplishments literally changed billions of lives and forever altered the trajectory of our evolution on this planet.

Even Mother Teresa was *awesome* because of who she was, what she did, how she did it, and whom she helped.

The Wright brothers were totally *awesome* because of what they did and how they did it, and as a result, how we traverse the planet changed overnight. Rarely do we consider someone *awesome* without attaching their identity to their accomplishments and behaviors.

Awesome is what *awesome* does. It's not always that these people were doing something that no one else had ever done. It's that *they were much more effective at it* than the masses. An *awesome* person is a more effective person at whatever it is that they do.

This *awesomeness* is also known as your **Effectiveness Factor**, or your **E-Factor** for short. **E-Factor** is factoring at its core. Factoring comprises the ability to multiply, to increase, to build aptitude, and that allows you to impact and influence those around you to do the same. Now just to be clear—your effectiveness is what makes you and gives you an outstanding life.

Your effectiveness is rooted in two core elements:

1. Beneficial progressive decisions (your psychology)
2. Activity on those decisions (your consistent actions)

Always remember that what precedes any and all activity leading to effectiveness is **THOUGHT**.

Awesome Sauce is a targeted, step-by-step, hands-on, living, and breathing system designed for one purpose: to create rapid and exponential growth in the key areas of who you are and what you do.

Done correctly, it generates rapid, consistent, and sustainable change.

Imagine having the power to influence the world around you, to produce increasingly better and better results in record time. When this happens, you do something I call **Further Faster**. Ask anyone whether they prefer great results sooner rather than later, and the answer is always the same: “ABSOLUTELY HELL YEAH!!!” Increasing your effectiveness in order to go **Further**

Faster begins with decreasing the time it takes to achieve your goals while simultaneously enhancing the lives of others.

DO NOT JUST READ THIS BOOK.

“The spoils in life do not go to those who merely want and desire. The bounty of health, wealth, and happiness ultimately goes to those that consistently do the work it takes to ensure their abundance.”

—JM3

This is a process designed to produce lasting, tangible results in your life. My assumption is that you picked up this book because you desire change—a change in behavior that will produce a change in your lifestyle; a change in your emotions that will produce more joy, certainty, self-esteem, and confidence; or perhaps you are not sure what it is that you ultimately desire—you just know you want more.

If you only *read* this book, you will receive knowledge and information. It will make sense to you, and you will become wiser. But knowledge is not what changes you. Most people already know way more than they actually need to know to get what they want. Virtually everyone that is overweight and desires to become thin knows how to lose weight. But they don’t *act* on what they know. It’s that simple...

To that point, this book is a process: a step-by-step system. I will have you read and learn, and then I will have you *do something*. For the most part, it will be something as simple as listing or writing something down. Please understand that *change happens* with the physical and mental *doing of the process*. You will be systematically rewiring your brain to think differently. Subsequently, you will be causing yourself to feel differently, and that in turn will cause you to do things differently and ultimately produce better results.

It is the searching for answers and the movement of your body as you search that rewires your brain. You don’t have to understand exactly what we are doing in order to get results. **You just need to**

do it. The honeybee doesn't even know that it is pollinating the flowers as it goes from plant to plant. It just performs its process of gathering food.

Think of yourself as a honeybee collecting yummy morsels from this book but knowing there is a deeper, more powerful phenomenon taking place as you do.

This is how I know that total life transformation is possible in a short amount of time.

I've had high highs and low lows, but I don't let either define me. And yes, I've been wealthy and wildly successful in finance, but that's not what this is all about. It's about developing yourself into the person you know you were meant to be and living the life of your dreams. Each day can be filled with an unimaginable, contagious, crazy joy if you're willing to take the steps!

Oh, and just in case you are curious, the riches and well-being come along with the happiness package.

When you're rich (in mind, body, and soul) and happy, you're going to be a different person than you are right now.

So, get ready to transform yourself. *Right now.* It's time to positively impact your heart, mind, income, opportunity, and relationships forever. It won't take years of psychotherapy; there's no magic bracelet or special machine; it's not California crystals and unicorns—it's real, it's based on scientific proof, and it's right here within reach.

Your brain will change AS you read this book.

Your brain will literally grow.

The human brain has one-hundred billion neurons, and each time you learn something new, your brain generates more neurons and connects them to the others. This growth can continue as you age, contributing to your happiness, health, and longevity.

In groundbreaking new brain science, neurobiologists have been able to observe neurons through a video microscope growing and forming new dendrites. This research is revolutionary, because it shatters the myth that as we age, brain cells die and cannot regenerate. Today, we know that the brain **can rewire**, and that certain regions remain highly dynamic throughout life.

It's a myth that you can't teach an old dog new tricks.

No matter what your age, researchers have proven that you can change your brain and change your life. You can learn a new skill, hobby, or profession. I'm going to teach you how to achieve, be, do, and have more with a process that will change the blueprint of your brain (and that's a good thing)! AND you will become even happier in the process.

You picked up this book for a reason.

Maybe you're discouraged about your business, a relationship, your physique, or the way things are headed in your life. Perhaps you've been in a rut, and you're not feeling so happy right now. Or maybe you're generally fulfilled, you're healthy, happy, and wealthy beyond your wildest dreams, but you're missing that take-no-prisoners kind of joy that allows you to recognize that anything is possible! Maybe you're satisfied and happy as a box full of French Bulldog puppies on a summer day, and you just want to learn how to maximize it or sustain it or maybe even pass it on to others. Either way, you came to the right place.

We live in a world of toxic emotions. Each and every day you're bombarded with negative messages and images coming at you from every direction. Researchers have shown that by the time the average human is fifteen years old, he or she has already witnessed thousands of murders, violence, and natural disasters on television. Imagine the effect of those images as they imprint on your mind and emotional map.

“No matter what your age, researchers have proven that you can change your brain and change your life.”

—JM3

So let's throw a leash on this puppy and take it for a walk.

In order for us (you and me) to serve you best, this book has to be *more* than just a collection of interesting facts, case studies, and some great quotes.

It has to lead to somewhere, it has to grow you, and it has to produce a specific result. Since my commitment is to deliver to you the best practices, strategies, and methods of producing the result I call *progressive happiness*, this book will be a bit different from what you might normally be used to.

In order to get the most out of this venture, you **must** *engage* and *interact*—much like the man who prayed to the Lord every day for thirty years that he might win the lottery. When he passed away without ever winning, he met his maker and he asked, “Lord, I was a good man, an honest man, a good husband, and a great father. I read my Bible every day and went to church every Sunday. Lord, you know that I prayed every day to win the lottery, yet you let me pass away without ever winning. Why, Lord? Why didn't you ever answer my prayers?” The Lord simply said, “You never bought a lottery ticket.”

In order to get the most out of this book, in order to get the results that I know you desire, you **must do your part**. You must *participate* in your own rescue/rise to greatness. Having said that, here are a few things to understand in preparation. They are not rules, just simple guidelines, and when you follow them, your journey will go smoother and faster, and you will have a lot more fun along the way. And as an added extra, you will gain very cool attraction. You will become like a magnet to the people, places, and things that you desire along the way. Said differently—you will go ***Further Faster***.

If you are anything like me, I had my doubts as to whether or not I had what it takes or if things such as personal development would work for me. Sighting things like: I was too settled in my ways, or I wasn't smart enough, or I didn't have enough time, etc. In reality, all of those excuses added up to the same two conclusions and the same one result: inactivity and stagnation result in little or no productivity.

No matter who you are, where you are, how old you are, woman or man, or how much money you make, whether you are at the top of your game or you are struggling, it makes no difference. *It makes no difference.* This program is designed for *anyone* who has a desire to make a difference in their behaviors and emotions. These steps will make a difference in your life and the lives of the people around you. Meaning that as you develop the beliefs, behaviors, and actions that better serve who you want to become, the more you will impact the ones around you. Some will model you consciously, and others will respond to you in an unconscious manner. Either way, your changes will affect them, and for the most part, in a positive way that enhances the likelihood of creating the situations and circumstances that bring favorable results.

This method is not based on theory or conjecture. Over the last decade, I have been privileged to have worked with, been coached by, and even coached the likes of General Norman Schwarzkopf, Nichole Sherzinger, Malcolm Jamal Warner, Anthony Robbins, Forrest Whitaker, John Gray, and Deepak Chopra. I have been able to take what I have learned to help thousands of people find a happier existence.

Step by step, I will show you how to make positive changes and how these changes will have a cumulative effect—the more you do, the better you'll get. We will simply target areas you personally need to change in your own life. It's almost a no-brainer.

How to Get the Most Out of This Program

Before we get started, there are four agreements you'll need to commit to in order to get the absolute best out of your efforts:

Have fun! You'll learn more and do more.

Our nervous system receives and retains information through our five senses. When we are alert and in a joyful, fun state of mind, *our senses are more active and receptive.* When we are in a helpless or fearful state, our mind and nervous system is preoccupied and not as receptive to input.

Play full out.

Step outside and *stay outside* of your comfort zone. When we engage ourselves fully and do things that are sometimes uncomfortable, we grow in skill and intelligence.

As long as you are going to do this, you might as well do it full out. Since the human nervous system is designed to move away from pain and towards pleasure, anything outside our comfort zone often represents discomfort or pain, and we generally tend to respond negatively to this distress.

These negative responses surface in any number of behaviors like procrastination, lack of interest, hesitation and neglect, fear of failure, uncertainty, self-doubt, and denial. We'll be arresting these and other negative behaviors that slow us down, and we'll replace them with behaviors that will be fruitful and successful, because you deserve to see and feel how you function at your optimum level. If and when it feels uncomfortable and even hard, this is the time to dig in and realize that success is right around the corner.

Have an open mind.

For the most part, if you do what you have always done, then you will get what you have always gotten. This goes the same for our beliefs and opinions. Achieving personal/behavioral transformation will involve creating or adapting a new set of beliefs about ourselves and what is possible. You may very well have a better way of doing something and it may make all the sense in the world to you, but if you are not getting the results that you desire, then it is time to open your mind and consider other methods and understandings.

Be consistent and do the exercises.

This process is designed to be built upon, meaning that each day that you do the processes, you will be strengthening your ability to be more of what you want. As in anything that is worth having, it is *worth the effort* to achieve it. You will be given some very simple and quick things to do each day for approximately ten days. Make sure that you schedule the time to do them and do not miss any of them. You will be amazed at your results when you are consistent. If while doing the exercise you get stuck, unsure, or freak, relax and come back to it. Remember—it is the search, the thinking, that is making the change in your brain.

In the Beginning...

My first client was **ME**. At nineteen years of age, after a string of truly horrible events I found myself penniless, homeless, and depressed. I saw no way out, and I was resigned to the belief that I was worthless, unlucky, unskilled, unliked, and expendable. Even through all of that misery, I still wanted to live a fuller life. I wanted a life of something more. I saw people engaged in their work and in their families, but something always seemed missing for them. I realized that other people were yearning for—and never getting—a life that truly reflected the best they had to give. I had my own personal need to be more, do more, give more, and teach others to do the same. On my nineteenth birthday, my life changed forever, and that event started me on the road to recovery almost immediately.

In the midst of my own private hell, someone gave me a very special book to read. Ironically, the book was titled *Think and Grow Rich* by Napoleon Hill. By now, you have no doubt heard of the book, and if not, I strongly suggest you run right out and get it ASAP. True to its name, this book taught me to think differently. Perhaps the best part was that I quickly realized that if I *did* the exercises in the book, I would get results. I am of course intellectualizing it now, but at the time I had no idea what was really happening inside my head.

After I began to put this framework in place, my own life changed, and I realized some basic core principles that made this journey successful. When I began building on that sound structure to create my own business and ventures, I found success was an almost certain byproduct of any endeavor. My own ambition, discipline, and enthusiasm were important components, but I was achieving more than the average person and moving towards living the authentic life that I had hoped to realize. That is the genesis of the process that you are poised to embark on right now.

But perhaps the most outstanding part is that once I learned it for myself, I had the awesome privilege of sharing and teaching it to others. As a psychologist, people come to me because they want change in their lives. They want to feel better and do better and have better than they currently demonstrate.

Along the way, I have had the magnificent privilege of learning from some amazing mentors and teachers.

I've taken all those ideas, all that wisdom, and all that experience and refined it, presenting you with a journey that is, quite honestly, fun! This is the simple, transformative, and definitive edge in personal and professional growth. It isn't complicated, and that may be its only downside.

When we think of huge transformation, we often think that it has to be accompanied by a reciprocal outlay of effort and willpower, or that it takes some Herculean effort and time commitment. That's just not the case here. In fact, the opposite is actually true. The most achievable gains never come from colossal changes. Real and lasting growth results from small, meaningfully generated alterations. It sounds too simple, and that's why it's so often dismissed. Couple those changes with the wisdom of this process, and you will join those who achieve at the highest level—those who truly live the life they were meant to live.

What You Need for Your Journey

Since we are going to be borrowing from the things that you are already skilled or excellent at, let's begin by asking, "What am I already good at?" That's a great place to start because each of us has areas in our own lives in which we are better than average. That's not being arrogant; it's just true. There are zones in each of our lives that naturally motivate us to get up early, work longer, and strive for more. Unfortunately, we don't always have the luxury of doing that for a living, but we can learn a great deal from these areas of strength.

You can *borrow* from those areas where you are already extremely effective in a systematic and useful way. You can take the enthusiasm, motivation, and excitement you feel when you are engaged in what you love to do and what you are great at and transfer that mindset with its corresponding emotions over to an area of need. It occurs by repeating that process until you surpass the goals that you have set.

That's where transformation happens. Again, it sounds too simple to be effective, but it is. You'll look back at the way that you used to be and the way that you used to do things and shake your head.

Having said that, here is what you will need in order for the ***E-Factor*** to create immediate and lasting change in your life:

- An open mind
- A willingness to do the exercises
- A journal
- A calendar
- A cell phone

That's it. All the rest will come from you. This journey comprises more than me simply *telling* you how to do something. This is your journey, your training, and your transformation. You design your outcome and schedule your activities.

Terminology

Pro Sequences

Before we begin, I'd like to introduce some terminology that we'll use throughout the process. The first of the terms is **pro sequences**. In contrast to consequences, which are often viewed as unfavorable results of a wrong behavior, **pro sequences** are the opposite. **Pro sequences** are the wonderful, great, and fortunate events that happen as a result of the predetermined and deliberate activities that you establish to align with your goals.

Contrived Human Nature

Contrived human nature is another important term to understand as you proceed through the ***E-Factor*** journey. When we come kicking and screaming into this life, we know only a very few things instinctively. We know we need to eat, drink, and sleep. We know how to swim and cry out when we are uncomfortable, etc. For the most part, everything else we have to learn. Those instinctual behaviors and feelings can be described as human nature. They are for the most part automatic, and we don't have to think about them to execute them. *Contrived human nature* is learning in context. *Contrived human nature* is the deliberate learning of a behavior and emotion until it becomes a natural/automatic extension of our lives. It becomes our default. Much of what we learn is picked up from the social and cultural context in which we are raised.

That means that a great deal of what we absorb is gleaned without ever questioning the value or efficacy of the content. The ***E-Factor*** allows you to question *contrived human nature* and see if it really holds value in helping you achieve your goals.

Psychology

Psychology, as I use the term here, refers to nothing more than your *consistent mindset*. Said differently, the thoughts that you think over and over again are your psychology. Change your consistent thoughts and you change your life forever. It's where you are now mentally. Tuning into your immediate mindset will help you determine where you were, where you are, what you need to do, and the steps you need to take to achieve your goals.

Courage vs Bravery

While courage and bravery may seem synonymous, I'd like to differentiate them for the purposes of ***E-Factor*** training. Bravery is *temporary*. I can bravely take an injection that I know will make me better, though I hate needles. However, courage is an *element of the spirit* and profoundly deeper and more potent than mere bravery. Courage motivates us, moves us, and grounds us in our beliefs and actions. No one can give it to you, and it is one of your most powerful allies in ***E-Factor*** transformation.

Discipline

Discipline is a term with which we are very familiar. Generally, it is infused with negative connotations. Let's redefine the word and give it a much more positive connotation. In ***E-Factor*** training, discipline simply means doing. Do the prescribed activity or application no matter what even (and especially) when it's difficult or when it's inconvenient. Discipline is doing *consistently*. Rather than looking at discipline in an unfavorable light, recognize that you already have it when you are doing the things that you like—all we are going to do is transfer that trait to the things that don't currently demonstrate it. Try shifting your focus to treat those rare times as golden opportunities for overcoming old, bad habits (don't worry, I'm going to show you how to do that, too). Redefining roadblocks as opportunities will forever change the landscape of your ***E-Factor*** journey.

Coach vs Mentor

The concept of Coach vs Mentor requires some explanation and clarification, because people so often view the two words as interchangeable. However, there is a difference. Coaching requires a higher level of understanding and insight, but this does not presuppose that a person will be better at what they're coaching than you are. LeBron James and Tom Brady both have coaches who are essential to helping them master their games; however, LeBron James is obviously a better basketball player than any of his coaches and Tom Brady is certainly better at passing the ball than any of his coaches. The role of coaching is to offer insight, to examine a person's performance and recommend strategies that will help he or she perform better. A mentor, on the other hand, is someone who excels at the craft and provides the insight of a coach as well as the benefit of a great deal of experience. In the *E-Factor* journey, I will act as your mentor, guiding you through to a performance level that I have already mastered.

Practice vs Rehearsal

We have all heard the old cliché: “Practice makes perfect.” There's even another, more powerful version: “Perfect practice makes perfect.” However, the word *practice* means just doing something over and over again—like going through scales on the piano for hours on end. It may work, but it's not the most effective strategy or even the most pleasant. The best strategy for any level of repetition is to practice with purpose—to *rehearse*.

The concept of practice vs rehearsal highlights the importance of how you approach practice: you treat it like it matters. Rehearsal is not simply a repetitive act that you engage in. Powerful rehearsal puts you center stage—the pressure is on, this is the moment, your central nervous system is alive, and it's time for you to perform. You can see how that differs from the idea of practice and how approaching repetition with an attitude of *rehearsing* will help you achieve faster results.

Inspiration vs Empowerment

This is another concept that calls for a quick explanation. We have all felt inspired. The important distinction to make here is that inspiration is a *feeling*.

This feeling generally results from seeing someone else perform at a high level that we hope to emulate, or it comes from hearing or reading content that we hope to apply in order to gain similar results. Empowerment is more than a feeling. *To be empowered is to be armed with the tools, the desire, and the ability to effect change.* While feelings are powerful motivators, empowerment moves us past motivation to *targeted* application.

Creality

This one cannot be found in any dictionary anywhere...**yet.** I ran into this concept decades ago. The theory behind the concept of **creality** is simple: *we create our own reality.* When I first heard the words: “As we think, so we are,” it was like lights on for me. I learned that whatever we imagine or think about in any given moment, we would feel, and subsequently we would react and behave according to the meaning we gave to that thought. If you imagine licking a lemon, your mouth will water. If you think about your lover cheating on you, your heart will race, your blood pressure will rise, and you will feel angry and jealous. You may lash out at someone or cry or behave in any number of ways. Our thoughts *literally* change the biochemical makeup of our bodies. The blood that courses through your veins when you are thinking about something happy is different than the blood that courses through your veins when you think sad thoughts. In the moment of any thought, we actually *feel*—and on some level *believe*—that it is real reality.

Again, it’s another assessment that seems simplistic and can be easily dismissed. However, the truth of the concept cannot be so easily swept aside. Steve Jobs had an idea—one that had, at the time, no basis in any reality. From that idea, Apple’s Macintosh computer was born. The word **creality** is just crazy enough to remind us how critical it is to embrace our own crazy ideas of the reality that we want to create. The only true folly lies in tossing aside our magnificent ideas, our breathtaking dreams, and our life-changing visions because we don’t believe in ourselves enough to reach for the branch with the highest fruit. **Creality** is the ladder to the good stuff. Don’t fear the climb.

Concentration

This is a technique that should never be underestimated.

Concentration painted the ceiling of the Sistine Chapel.

Concentration calls for bringing everything you have to the game.

When your mental, physical, spiritual, and verbal acuties join together to work in concert, solve problems, or search for strategies, you're **unstoppable**. Your brain is its own magnificent computer, and when you harness that power, coordinated in the achievement of a goal, magic happens.

Lastly, I'd like to clarify the use of the word *skill*. For our purposes, skill comprises the ability to reproduce an activity consistently, producing the same or enhanced results. Remember that all skills are learned, and all skills can be improved through practice and rehearsal. We can all become better at anything quickly. Most of us take for granted the fact that we are highly skilled at countless things already because of social influence, media, and our own lack of appreciation of ourselves. We forget that at one time we couldn't walk or talk or tie our shoes or any one of those literally hundreds of thousands of things we no longer have to think about as we do them. And we do them extremely well—*every time*. Things that were once difficult and seemingly impossible to you are now done with unconscious ease and flawless expertise. You are in fact *awesome* at these things. The good news is that you have done it before—you can and will do it again.

That's the last one.

So, let's get going!

Chapter Two:

Human Beings 101 (How You Function)

In this very short chapter, I'm going to teach you the fundamental basics of everything that you need to know about how you function as a human being. What makes you **do** or **don't do**. What makes you feel and what makes you think. Naturally, there are multitudes of other elements of the human experience, but for the purposes of getting the best out of this process and producing rapid results, this is all that you'll need to know. It is from this foundation that you will build your new and improved you. This simple model is the actual flow of energy from the outside world into your brain, through your body, and exiting as results and outcomes. Don't overcomplicate it, and trust that you have already been operating this way for the entire term of your life, so you can't screw it up.

So first, here are the three main components of you as a human BEING.

1. Mind
2. Spirit
3. Body

In that order.

The Mind

You no doubt have heard of the mind-body-soul/spirit connection, and that is all well and good. It serves as a reminder that we are connected to our souls and everything works in concert to produce the life that we live. But for what you are about to do, it is important that you know that this is more than a spiritual/metaphysical saying or tenet.

In this case, when I say *mind*, I actually mean the physical mass of fatty tissue in your head. Your brain is, for all practical intents and purposes, an organic, mechanical organism that runs on electricity, oxygen, and nutrients. It's influenced by the input from your five senses. It continuously sends directive signals to the rest of your body and can be programmed to function in very predictable patterns. I'll be getting into the actual programming in a bit more detail shortly. But for now, just think of your brain as a receiving and transmitting hub that houses the basic operating system of your life. Similar to the operating software in your computer and or smart phone. And just like your computer or smart phone, you need the right username and password to change how it functions.

The Spirit

Instead of thinking of your spirit as an intangible, invisible force, for this process I want you to think of your spirit as your heart and the emotions that it produces. That's right—that softball-sized hunk of muscle and vessels that pumps blood through your body and keeps you alive. It too runs on oxygen, electricity and nutrients not unlike the brain. But in order for the heart to do its job, it has to get its vital instructions from what your brain is *thinking*. And when it does, the heart produces FEELINGS. Now it's important to understand that all of your thoughts and emotions are not always conscious, but nonetheless, the brain is always thinking and the heart is always feeling. Your brain is always sending out signals to the heart and throughout your body.

For example, you don't have to be consciously thinking about the temperature in this moment, but your brain is constantly monitoring it and telling your heart how to feel about whatever the temperature is around you. Your brain is making millions of calculations right this very minute that you are not consciously aware of.

The heart is also the epicenter for our feelings and emotions. When you feel fear, you feel it in your heart first. Your heart races and pumps blood faster. The same is true with joy and love. We feel it in our heart first, and then in other places like our gut or our head. To this point, it is important that you look at your spirit as another word for how you are feeling in the moment. When we think of someone who is high-spirited, we think of someone that is excited, vibrant, alive, and active. This is key because as you are about to learn, your feelings/emotions/spirit is key to the third component.

The Body

Your body is everything else that you are: your physical movements, your expressions, your health, your breathing, all of your behaviors etc. All are functions of your body. Cutting to the chase in regard to our effectiveness, our achievements, activities, and physical movements, all of our movements/actions are governed by how we feel. Simply put, if we feel afraid or inhibited or upset, then we will perform accordingly. We will procrastinate, hesitate, or make excuses and do something that feels better in the moment—even if that thing is counterproductive to our wants and desires. If we feel excited, courageous, determined, and driven, we will more readily do the things that will move us in the direction of our desires and goals, even if those activities will bring us discomfort and even pain in the short run. **Our emotions will always override our logic and cause us to move accordingly.**

Here is the formula/syntax broken down to its simplest form:

- **As we think, so shall we feel**
- **As we feel, so shall we act and move**
- **As we act and move, so shall we impact the world around us and produce results**

With that in place, let's break down each component in usable terms.

What is a thought? What is thinking and what causes it to happen? Again, if this seems too elementary, it is by design and there is a reason and purpose for its simplicity. **DO NOT OVER COMPLICATE!** Remember: complexity is the enemy of execution and achievement. Overanalyzing causes *paralysis of analysis*.

What is a thought?

A thought is nothing more than a combination of images and sounds/words that we have in our head.

If I say to you “flower,” you either have to make a picture in your mind of a flower, and or you say something about the flower to yourself. You may see a red rose or a yellow orchid. You may say to yourself something like, “What kind of flower is he talking about?” or “Gee, that’s a great thing to think about,” or any one of countless mental conversations that you might have as a result of my saying the word ‘flower.’ Thought are simply words, sounds and images.

Thinking:

Thinking is just process of consistent thoughts about a particular subject. When we worry, we think the same or similar thoughts (images and sounds/words) about the item that we are concerned about. The same goes for excitement and virtually anything that you can focus on or you determine to be thought-worthy. When we are aware of the thoughts we are thinking, it is called conscious thought, and when we are not aware of what we are thinking it is called unconscious or subconscious thought.

Consistent unconscious/subconscious thought is called your psychology and this is what runs your life.

What causes thought and thinking?

Obviously, this is a subject that I could talk about for days and days. There are countless books, studies, and theories that go into great detail about how each and every type of thought and thought pattern is created. And if you are interested, at a later date, by all means, dive in and learn the wonders of the mind.

But for now, and for the purposes of expediency, I’d like you to adopt this simple explanation of what creates and causes thoughts and thinking.

Conscious and Unconscious Thought:

Something happens in our external world that stimulates one or more of our five senses, and we respond with images and words to describe and create a meaning for that stimulus.

You smell a rose and you think about a rose; you hear your name and you think about what that means and what to do; you see an attractive person and you think about that person, etc. Simply put, something triggers your brain to create images and sounds. We will refer to that type of thinking as conscious, stimulus-response thinking.

Not all stimulus is conscious, however. Sometimes we find ourselves thinking about something, and we can't put our finger on what caused us to think that thought. That is because we may have been triggered by something that we didn't consciously recognize: the faint smell of a certain fragrance that reminds you of your first love, the distant sound of the song that was playing when you got your heart broken for the first time, the faint taste of a certain seasoning that was in the meal that gave you food poisoning ten years ago. The possibilities and combinations are endless. We refer to this type of thinking as unconsciously triggered, stimulus-response thinking.

Now it's important to note that we can change *how* we think about things—and that is the point of this whole book—but for now, I just want you to know what our thoughts are and where they come from.

Emotions and Feelings (Spirit):

Emotions are the heart's response to specific thoughts and thinking. Did you know that the heart actually has a brain of its own? That's right. It thinks, too. Your heart actually emits electromagnetic fields that can be measured and tracked. These fields also change our emotions. Emotions can be tracked to the different chemicals, hormones, and elements that our body releases when we are stimulated to feel a certain way. When we are triggered to feel a certain way, our body releases endorphins, dopamine, and other compounds that *literally* change our biochemical makeup. The blood that courses through your veins when you are happy and excited is different than the blood that courses through you when you are sad, depressed, and angry.

For now, you know all you need to know about how you function in regard to your thoughts and emotions. Let's move on to what to do to capitalize on that knowledge and create some change.

Chapter Three:

The Further Faster, Change Your Life Syntax

For the most part, any great achievement is preceded by a great plan. And every great plan has a set of steps laid out in a particular order/syntax to make it predictable and able to be duplicated. In the case of changing your brain, the steps are simple, but not arbitrary. From start to finish, each step is designed to produce a specific result that in turn will be the foundation of the subsequent step. Each step builds on the preceding step to produce several breakthroughs and behavioral changes.

Five-step Further Faster Process

1. Find the Target (What do you want? What do you want to feel?)
2. What stops or slows you down (Fear, doubt, uncertainty, etc.)
3. Feel it NOW! (Generate the negative emotion. Associate to what you don't want.)
4. Break the seal (Interrupt the pattern)
5. Fill the Space (Recall and insert the new thought pattern/emotion.)
6. Condition the new pattern (Reward and celebrate)

Simple version: (Five simple steps to change any feeling and or behavior)

1. Feel Good
2. Feel Bad
3. Interrupt the pattern!
4. Feel Good!
5. Celebrate.

First and foremost, it is important for you to know that this process is what I refer to as the *icing on your cake*. This process is not meant to be a replacement for any of systems that you may or may not be practicing at the moment. At the very least, this process is meant to be laid on top of anything that you may be doing and whatever goals, desires, and outcomes you may have. This process is designed to enhance all aspects of your life so as to make achieving those outcomes easier, faster, and with more joy and positive expectancy.

Simply put, this process will produce measurable, exponential results and can be done quickly and easily.

In order to effectively create a desired change in yourself, first we have to determine a few key things about you personally and what pushes and pulls you. The steps/syntax we will be following are:

- **Who** (*your personal identity... How you feel about yourself*)
- **What** (*what is it that you really want and want to feel?*)
- **Why** (*the reasons that you want what you want and want to feel*)
- **When** (*the desired time line for achieving and having what you want and want to feel*)
- **How** (*what do YOU need to DO to make your desires a reality?*)
- Celebrate (*how you will condition yourself to repeat all of the above without having to consciously think about it*)

One by one, we will be spending a brief moment on the *What's* and *Whys* of each one of these steps before moving on to the next. But most importantly, there will be at least one exercise for you to do to *secure the results* and set you up for the next step.

Who

Almost every accelerated achievement program/system that promises better results starts with your outcomes, goals, and desires. Although this is good solid advice and certainly makes sense, the path to changing one's core beliefs and thoughts starts in a different, more powerful place. Outcome clarity and target specification is extremely important when it comes to material things and situations, but when it comes to human psychology and behavior, clarity of one's own identity is the foundation of what we think, do, and ultimately the lives that we live.

To this point, defining exactly who you were, who you currently are, and then who you wish to become is the first, most powerful step in changing that magnificent brain of yours. It should be obvious to you now that how and what you once thought, currently think, and will think of yourself will flavor your every move and behavior. This is essentially the main operating system that runs the entire human mechanism. Even before you even knew your own name, you had an opinion/belief about yourself. Fortunately, our creator equipped us all with a very high level of self-worth straight from the womb, but unfortunately for the vast majority of the population on the planet, through the passing of time, experiences, and outside influences, that high opinion of our self gets eroded and changed.

Personal Unconscious Bias

Despite what others think of us or what we assume they might think of us; we all have an opinion of ourselves that we play close to our vest—so close in fact that most of us barely know what it is. From guilt to shame to love and admiration, we feel certain of this opinion. After all, who but you know you better than you? You go to sleep with you, wake up with you, and virtually every single millisecond in between, you are there with you. To this point, we're definitely biased about our self-evaluation. The challenge is that most of us are unaware of those personal thoughts and where they came from, let alone what we want them to be. So, in the *Who* process, we will be exploring and answering those questions as well as creating a current and empowering identity that supports and propels you forward.

You've Already Got This One (whether you know it or not)

When I was a kid, I was quite a handful—and not necessarily in a good way, either. I was terrible student, hated to study, and waited until the last minute to do my homework. I was forgetful and had an extremely hard time focusing in class. At home, I was lazy, I half-assed my chores, and I absolutely HATED to get up in the morning. I can remember how frustrated both of my parents were with me on a daily basis. I was scatterbrained, and to be honest with you, I sported a “could care less” attitude that would make Paris Hilton look like Mother Theresa. My poor parents couldn't get me motivated to do *anything* worthwhile. Getting me up for school in the morning was like pulling teeth. And what's worse, at my core I knew it was a problem, and I really wanted to be better. I really wanted to be more responsible. I didn't like disappointing my parents and teachers. I knew better, but I just couldn't get myself to perform better.

But I loved fishing...

We lived on Oahu, just outside of Honolulu, and there was water and fish everywhere. I couldn't get up on time for school, but if you told me that I could go fishing, I'd be up at 4:30 AM without an alarm clock dressed and ready to go. I would get my chores done the day before. My homework would be neat and finished, and I would have my whole trip planned to the “T” the night before. I'd pack all of my gear neatly, sort out my lures, and even pack my own lunch for the trip. I couldn't tell you half of the fifty states, but I could tell you the names of at least one hundred different type of marine life at the drop of a hat. All of my friends used to love to go fishing with me, because I knew all the best spots and what type of bait and tackle to use to get the really big fish.

One day, while reading me the riot act for something that I failed to do or was taking my sweet time to finish, my poor frustrated mother asked me what seemed at the time a completely ridiculous question. “Why is it that when I ask you to do the things you're supposed to do around here, you drag your feet and do a poor job, but when you want to go fishing, you come to life, jump right on it, and do your very best?” I was in shock that she could not possibly see how blatantly obvious the answer was. And being the smart-mouthed youth that I was, I rolled my eyes in disbelief and sarcastically

responded with, “Because I love to go fishing, and I’m good at it. And I hate doing homework and chores.”

I thought that was the end of it, and I was ready to chock one up for me and my superior twelve-year-old wisdom. As she did countless times before, my mother changed my life with her mom-like intuition and wisdom. Instead of scolding me for my sarcasm, she just gently smiled and said, “Simple then. All we have to do now is find out how you can love the things you don’t want to do, and then you’ll be just as good at those things as you are at the things you like.” With that she kissed me on the forehead and said what she had said a thousand times before, “Look for it and you’ll find it.”

Now I would love to say that I changed my bad behaviors right there on the spot, but truth be told, it took me several more years before it really sunk in. I will say, however, the change was gradual, and in the end, my mom’s insight and advice was a huge key to my own success through the years. Once I got it, I went to work on making it an integral part of what I teach and how I operate. In that moment, my brain was rewired to think and believe differently. I changed how I did things, and although it took a few more years for it to really sink in, there is no doubt that my brain was different, and my behaviors followed suit.

The simple fact of the matter is—it’s 80 percent mindset/attitude/psychology and only about 20 percent skill and ability. If you are skilled at anything at all in your life, then *you can borrow the thinking and drive* from that thing and place it into the spots that you are lacking. You are rewiring the brain to think in the way that you choose, and in turn, your nervous system and body will respond and react. I call that *contrived human nature*.

C.Y.B. Syntax

As mentioned before, *Change Your Brain* (C.Y.B.) is a step-by-step system designed to assist you in producing a specific outcome. True to any great system, there is an order/syntax/hierarchy to the process. Each step is designed to complement and build off the previous step and create a flow facilitating each activity and creating sustainable change that grows exponentially through time.

Rewiring your Brain

When it comes to learning, human beings are really quite *simple*. All of us have the same type of brain and the way it uploads information is basic and rudimental. You are no doubt familiar with the old saying: “Monkey see, Monkey do.” Well, in its basic form, the same holds true with modern man. Not to oversimplify it but, we all have the same five senses. Whenever anyone sense or a combination of the senses is stimulated, it sends a signal to that big old brain of yours to be dealt with. If that brain already has a reference attached to that stimulus, then it will respond accordingly—most likely the same way it has in the past.

The smell of a freshly baked batch of chocolate chip cookies reminds your brain of how much you like cookies, and your body reacts with the behavior of salivating and reaching for the cookies. Just as the sight of the one you love triggers your brain to remember the feelings that you have for them, your heart skips a beat, and you may reach to embrace them.

If a stimulus is repeated often enough, then the brain will build an association to that stimulus and a *behavioral habit* will form. For these purposes, let’s consider that habit as a skill. A skill is a behavior that has become unconscious in nature. It is anything that you do without you having to deliberately and consciously think about it as you do it: tying your shoes, brushing your teeth, playing a particular video game, spelling certain words, riding a bike, playing a musical instrument. It doesn’t matter how complicated or simple the task is, as long as you can do it without having to relearn it each time. That task or behavior has become a skill.

How we learn things is really quite simple as well. The most basic of all skill-creating processes is through *repetition*. Repeat anything over and over again and that thing will become a skill. Repetitions with *rewards* hasten the process.

Repetition is the mother of all skill. Repetition with **REWARD** is the father.

Like you, I have had many people in my life that I looked up to and admired for their ability to approach certain tasks with an ease of performance that was undeniable. My earliest recollection of that involves my father.

My awesome father spent twenty-five years in the United States Air Force. He spent his last year of service to his country on the frontlines of the Vietnam war. He is the bravest man I have ever known, and I owe so much of who I am today to the things he taught me. To me, he was also the undisputed master of building virtually anything.

Whatever he wanted, he built it. He replaced the old armrest on our car, constructing another one equally professional out of plastic, leather, and stuffing. Like most parents, he was keen to teach me his skills. At six and seven years old, I would sit beside him as he attempted to explain the process of whatever he was building, and my admiration for him was matched only by my own certainty that I could not do it with the same ease and skill that he brought to the task.

The same applied to my mother. She was an artist, singer, and creator. As an opera singer, her skill was astounding. I remember thinking, “These people are very special. Other kids’ parents probably don’t do this stuff!” Even though I was their offspring, it never occurred to me that I was probably blessed with at least some of their aptitude by virtue of genetics—if for no other reason. However, I dismissed that as any kid might, thinking I would just never be that good at anything.

I backed off the idea of being my own storehouse of creative genius because the examples before me were so profoundly humbling. That belief changed, though, when I made my first good friend. When our family was stationed at the Air Force base in Hawaii, I met a kid—with a name I’ll never forget—Ritchie Robinson. He was great at everything! He could draw, paint, and create; he was an artist. He was happy, popular, picked for all the teams; he was admired. I remember thinking, “He’s just like my mom and my dad. They’re special!” We hung out together and he taught me things, but I related more to him than my folks because of our age.

I couldn't chalk Ritchie's expertise up to experience, years, or adulthood. We were ten; we were just kids. I asked my dad why he thought Ritchie was so good at *stuff*. His response was, "Well, he works at it." Something clicked in me. I started to wonder if by *working at things* and by practicing, I could get better. That realization marked the beginning of my personal conversion. So, I started to practice *Practicing*. I internalized the belief that I would get better with practice. First, I got better at sports. I focused on baseball and football, and I would keep working when other kids had stopped, going well beyond their drills and preparation.

However, the real turning point for me was not in the *practicing*. I found the catalyst for change in targeting what I already did well and applying my strength to anything that I wanted to develop and get better at. I borrowed my own natural skill and applied it with deliberate, focused awareness to an area that I wanted to enhance. In short, I developed the skill called *practicing*. I got good at practicing and brought that skill to everything that I did. That's what you're going to do now.

Now here is one of those moments where I will ask you to pay particular attention to what you just read. Because within the last few sentences lay the most important and fundamental lesson of becoming highly effective at anything you desire. And if you get this, then the whole process will become easier, faster, and more powerful. **Borrowing your own natural skill and applying it with deliberate, focused awareness to any area that you want will enhance that area rapidly.**

So, let's start the process right now. We are going to start *doing* things that will rewire your brain to adopt a new set of beliefs and learnings. This will in turn cause you to assume a new set of behaviors and skills that will serve as ***Awesome Sauces*** to your ultimate outcomes. These exercises will be simple, and while they may seem unrelated and sometimes even sophomoric, rest assured they are designed to go right to the core of your own personal psychology and *rewire your brain*. Remember, you don't have to know how electricity works to be able to turn on the light switch and get the light. You just have to know where the switch is and go do it.

Using your journal, you're going to start your first exercise. It's called, "How I Rock." Use this area to record the things that you are already good at.

There's no reason to wax poetic, or to edit, or proofread your own work. In fact, quite the opposite is true. I want you to write from the position of a child. I want you to give yourself even more latitude.

Your strengths don't have to be mired in what you think about yourself and your past achievements or accolades either. Be kind to you and give yourself the benefit of appreciating yourself and looking for what is and what was great and good. Think back to what others have said about you. Those past compliments that you dismissed as being exaggerations? Write those down. Those times when other children complimented you for something you did well, as I did with Ritchie? They need to be noted in your journal.

If you rejected a strength because it did you no good in your present position, write it down. Pull in every breadcrumb that could even remotely be construed as an asset. In our tendency to discard what we think is untrue or not useful, we fail to consider that strength is framed by circumstances. We limit ourselves by default—diminishing our options. Let's open those doors back up just for fun and take a look—not at who you think you are—but at who you might be.

REMEMBER: All of these exercises are designed to affect your psychology. What you will be doing may not always seem like it is related to the outcome, but rest assured the underlying theme is that we are training your brain and nervous system. The process of searching for a memory or creating something in your mind holds with it the opportunity to tap into what is already *awesome* about you. From a neuropsychological approach, we are utilizing the same triggers and stimulus response mechanisms that signal your nervous system to respond and reacts in specific ways. You will also be *creating new associations and triggers* that will assist you in fostering automatic responses and reactions creating the spontaneous reactions that you desire. These behaviors will become *automatic and unconscious* in nature.

Each exercise is strategically placed in the process, and it is imperative that you **do not skip ahead** without doing the exercise. They are simple and fast. No need to overthink them. Just go for it and let your brain do the work.

The first and most powerful of all of the thoughts that empower you is what you think of yourself. How you identify and describe yourself is the foundation of all of your feelings. And remember, the collection of all of your feelings, conscious and unconscious, **WILL** determine the quality of the things that you do and ultimately the quality of your life. So, let's start working on building a good solid foundation of ***badass-ness*** within your psyche.

Remember, you don't have to believe it now. **JUST WRITE IT!**

Exercise One: How I Rock!

Put fifteen minutes on the clock.

Your pen needs to move for the **entire** fifteen minutes.

List everything you've ever done or accomplished that has brought you a feeling of pride.

Write down everything that you know you can do well.

Write down anything that you rocked at or that gave you confidence in completion.

IMPORTANT: It won't take long but you may most likely start running out of things to write down. This is your signal to dig deeper. **Go simple.** Keep writing. Your pen or pencil must not stop.

Write down *easy* stuff that you do well. Things like... "I'm a great swimmer," or "I read well," or "I draw awesome flowers," etc. Don't dismiss the little stuff.

REMEMBER... **The searching process is the rewiring process of the brain. You're actually growing your brain when you search for other things to write down.**

Put your pen down and look at the list.

Say these words, "I Freaking Rock!" Really, you do.

Smile and celebrate.

Chapter Four:

Your Foundational Beliefs

*Don't let the future be such a surprise.
Go ahead and open the box and take an
early peek at it. You can still reserve to right
to act surprised when it shows up later in your life.*

—JM3

*The spoils ultimately go to those few who
not only chose to do the mental, physical,
and emotional work, but actually do the
work consistently. This is the law!*

—JM3

This section introduces the elements of how we function as human beings with the express purpose of using that information to get the very best out of ourselves. It's not critical that we know everything there is to know about how we operate in order to perform well. By comparison, you may not understand the dynamic interaction of parts and processes in your car's engine—you just turn it on and drive.

Literally, all you have known is how to operate your vehicle, hop in, turn the key, apply the past experience that you have with driving, and you're off! You do however have to have the knowledge and the skill of piloting the car through traffic.

In this case as well, we're not going to learn the intricacies of your synapse systems or dive into the way your brain works. The key knowledge that you really need here is to understand what I call the *organizing fundamentals* of how we function as human beings. Understanding these fundamentals equates to putting the key in your ignition or knowing how to shift gears. These fundamentals comprise the basic framework of how we all function.

Your personal beliefs are the bedrock of your existence. They determine the quality of your journey here on this planet. What you believe you can do, you do—and that which you believe you can't do, you don't do. It's that simple. The challenge is that most people never even consider that they can change their belief. Truth be told, most of us don't even consciously know what beliefs we have about ourselves and the world around us, let alone do something about the ones that may hinder our lives. You are the decisive ***E-Factor*** in how happy or unhappy you are, how satisfied or how dissatisfied you are, and the generation and evolution of those beliefs begins and ends with you. You wake up every morning with *complete control* over which beliefs you choose to adopt and which beliefs you put aside. The ones that you adapt to your journey will help to define the quality of your life and determine the trajectory of your personal, spiritual, physical, and professional life.

The single most important factor that influences us lies in our *primary beliefs*. What we believe about ourselves and the world we live in is ultimately at our core. Some say that we all choose what to believe, and I may agree with that, only with this very important and valid caveat: The vast majority of the people on the planet have no idea that they CAN choose what they believe, let alone the fact that *they are run by their beliefs*. Most of us don't even know what our true beliefs are and or what effects they have on our lives. So, all of that aside, here's the great news: You now are not **no longer** part of the mainstream.

Realizing that beliefs are our fundamental philosophy, most of us don't know or really understand how we came to adopt those beliefs. The beliefs that you already have fall into in two different categories: the beliefs that help you move forward and support you and the beliefs that hinder your progress and hold you back. As you rewire your thinking, I'm going to share with you some fundamental beliefs that I have gathered from mentors all around the world. These have helped me—and hopefully they'll help you as well.

Remember, our ultimate outcome is to do more than just understand but to create change.

Life is much simpler than we've been led to believe

The first and most fundamental of these beliefs is that life is much simpler than we've been led to believe. In fact, life is infinitely more straightforward than we ever considered. If you're like me, there have been instances in your life where you presupposed the outcome before you ever began an endeavor. There were times when I looked at what lay before me and said, "That's going to be hard. I'm not going to be able to understand that."

I remember the very first time I realized that I was operating this way in my adult life. It happened way back—just before personal computers became popular. When I first started hearing what they could do, and that people were finding them useful, I was—to say the least—intimidated. I remember putting off the idea of buying one because I deemed them way too complicated, thinking I was born too far behind the technology to be able to understand it.

When I finally broke down and got my first computer, it took me only one day to get the hang of it. I sat down, went to work, and realized that it was much simpler than I led myself to believe. Likewise, I remember that I almost stayed with the PC and didn't choose the Apple computer, even though it made more sense because it integrated better with the music and videos that I was working with at the time. My entire reasoning behind that decision lay in only one, slender argument: "I've been working on a PC for all of these years. Apple? That's going to be harder!" Then it occurred to me that framing my own beliefs out of choice made much more sense than allowing my choices to be dictated by faulty and often worthless prejudgments.

I resolved to just go look at the Apple computer. When I did, I quickly made up my mind to go with their operating system. Again, it took me one day to master it, and now I fly on both PC and Mac.

Dare to Think Differently

I know you've had similar experiences in the past. I want you to think about things in your life that you thought were hard, the times when you struggled a little bit in the very beginning, and then you dug in and kept going—and it eventually got *easier*. I want you to know that *life is that way*. We've all been misled into believing that in order to reach specific goals, we have to endure trials, tribulations, and hard times, bashing our head up against the same wall that others have used and learning the same lessons the same way. It's not necessarily so. There are shortcuts, if you will, that allow you to bring your goals to fruition without compromising your honesty or integrity.

However, most people are afraid to take steps to change. While you've actively embraced new prospects, there are people in your same circumstances that have the “Nah, I don't want to do that because...” mindset.

They use weak arguments such as “Motivational courses don't work” to justify an underlying fear of how their life may change if they adopt new ways of thinking. It's always tied to some misconception or illusion that keeps them from performing the specific actions that would result in positive change. I know, because as I said, I used to be that way myself. You probably have examples from your own life that are very similar. Real and positive change stems from great personal daring: daring to go look at a new computer system, daring to start your own business, or daring to wake up in the morning and adopt the belief that your life today will be exactly what you dare to make it. If you can dare it, you're one critical step closer to achieving it.

Fortune Favors the Bold.

The next belief that I want to offer is that: “Fortune Favors the Bold.” This belief encourages you to recognize the simple truth that you have to move further down the road from where you are now in order to achieve greater things.

In speaking to administrators and high-ranking leaders in education and other industries, one of the key phrases I heard over and over again was that as they continued to battle the odds and refused to give up, doors simply opened for them. It makes sense on the most basic level that if you stop moving forward, the opportunities that lay in wait down the road remain unrealized.

You Already Have Everything You Need

The third key belief that I'd like you to grasp is that you truly already have everything that you need to reach your goals. You don't need to be smarter, richer, or more charming. The tools that you need are already in your toolbox and accessible in an instant. This is about more than the wealth of information on the Internet. Yes, we have access to more knowledge than ever before, but what I'm alluding to here is a simpler, more innate knowledge. Let me explain this in another context: you have the same abilities as anybody else, give or take adjustments in specific areas. You have all the physical traits, all the mental strength, all the knowledge that everyone else can access. It's your job to take all of those pieces and put them together into your own version of success. Though your life may seem at times like an unsolvable puzzle, you have the pieces to make it whole; your goals provide you with the ultimate puzzle picture that you want to realize. Though the pieces may be scattered, you can take different pieces and put them together to make any picture that you want.

On a decidedly deeper note, you also have access to the infinite wisdom that lies inside of you. With the outer, tangible world comprised of puzzle pieces, the information and knowledge within you serves as an intuitive guide to strategically placing those pieces to create your unique picture. Listening to your gut instinct or intuition allows you to draw on a wealth of information that we internalize unconsciously. Much of what we see, feel, and hear is processed and placed aside as being unimportant at the present time. That feeling in your gut that something is the right thing to do is often just as well-informed as any Internet research you could have done, because it is a result of the myriad bits of data and subtle signals that you have unknowingly stored away in your psyche. With this in mind, you can see the immense storehouse you can draw upon: your own knowledge, the Internet, and the centuries of information evolved from the processes and decisions of all humankind and passed down to each of us by virtue of that shared humanity.

The Starting Point

You don't have to believe these things right now. I'm just giving you these fundamentals so that we can use their framework as a starting point. If they work for you right now, that's great. If you can use them to change your quality of your life, that's even better.

I'm here to tell you that after years of working with everyone from high-net worth individuals to movie stars to major sports figures to politicians—you name it—most, if not all of them, have these beliefs on some level. They might not have been able to recognize them or articulate them before they met me, but they all agree that these, and a few more like them, are their fundamental beliefs a great deal of the time. Perhaps the reason they came to me in the first place was because they were experiencing a lapse in their certainty around these beliefs.

I didn't think I could do things. I thought that life was difficult; I believed that anything wonderful required superhuman effort. I thought that my station in life predetermined that I was going to have to work twice as hard because I was just unlucky.

However, I switched those beliefs, and as soon as that shift occurred, things started to happen differently for me. That just makes sense, doesn't it? When you change something you believe, the *pro sequence* is that the results you effect change as well. Knowing as you do now the fundamental tenets that have guided great leaders and great thinkers, you can begin to analyze how to put those to work for you. You can pull in whatever already easily integrates with the views that you have and simply allow the rest of those truths to settle. I promise that if you wait with an open and objective mindset, you will arrive at the place you need to be in to profit from your efforts.

Wisdom is Applied Knowledge

We have all heard the cliché: “Knowledge is Power.” While that might be true in part, it falls short of explaining the nature of *power* and its connection to *knowledge*. While knowledge is a valuable and increasingly accessible commodity, the scope of its power lies in the individual possessing it. Then there is the other cliché: “Action is Power.” Again, this contains a partial truth.

While there is great power in action, the true power to change comes from the person engaged in the changing activities.

The best example I could use to illustrate how both of these clichés harbor partial truths is to point out that while most Americans know the breakdown of the nutrition required for a healthy diet and exercise program to achieve weight loss, few combine the knowledge and action that would almost certainly result in that change. But it will only produce short term and limited change if you don't continue to take that action.

Wisdom, on the other hand, is *applied knowledge*. Wisdom involves that combination of knowledge and action that programs your nervous system. We engage in small acts of wisdom every day. We brush our teeth and we drive safely. As inconsequential as that may sound, the opposite choices would inevitably have negative consequences at some point. We choose the path of safety by combining our knowledge with the proper, reciprocal activities that ensure success.

If you recall, I asked you to list in the previous chapter the many small things that you already do well. I'd like to point out that quite a few of the daily activities you already engage in fall into this category: simple, effective, focused choices to engage in informed activities that will almost always end fruitfully.

Exercise Two: What Do I Believe?

In this writing portion of the *E-Factor* process, you will list all of the beliefs that you already have that are great beliefs: the ones that empower you, make you feel good, and generate feelings of success and fulfillment. Remember, empowerment comes from inside. It's that certainty that you know you can do what you're asked to do. Just as in Chapter One, don't discard the seemingly small or inconsequential beliefs that may surface. They matter as much as any other belief you hold. If a belief such as "I believe that I'm a lucky person," or "I believe that people like me and I'm a likeable person" emerge, don't edit them out.

What you're trying to accomplish with this exercise more than anything is to *rewire* your discerning mind, *stop* your internal life editor, and let your brain *flow* cleanly to your pen. Anything and everything should be written down. When I say that your "pen cannot stop" for ten minutes, I'm saying don't put it down to *think* or to *choose content*. Just take a deep breath and allow your brain the freedom to delve into your belief system without being steered toward the most convenient answers.

This is an incredibly powerful exercise that will bring a great deal of information to the forefront. Like an old friend that you haven't seen in years, you'll recognize beliefs that had been forgotten along the way through your own process of prioritization. On one side, you'll list the empowering beliefs. On the other side, you'll list the beliefs that do not serve you. Phrases such as "I believe I'm unlucky," and "I believe that people don't like me" would fall under this category. Again, **don't edit** these beliefs. Go ahead and list them all the way down to the most ridiculous ones, letting the pen move past one and on to the next. When you're finished, I want you to stop and reward yourself with a pat on the back. You're already pulling the puzzle pieces together and *rewiring* your brain.

Remember that *awareness* is always the first step in making personal change. You may not know what beliefs help you or hinder you and this short exercise will certainly not find all of them.

However, it will start your mind on a search to uncover at least some of the beliefs that have had a great influence on your life. Remember what my Mamma said: “ If you look for it, you will find it.” In this case, it is the journey of looking for it that will direct your focus and give you an opportunity to determine what serves you and what doesn’t. We can then use that information to tailor a new and empowering belief structure. Keep in mind that this will only be scratching the surface and you need not spend time wondering how or why you believe what you do. All you need to do is search and write.

Put ten minutes on the clock.

Your pen needs to move for the *entire* ten minutes.

Empowering Beliefs

First, list every belief you possess that empowers you or helps you feel better about yourself and or the world around you.

Examples:

- I believe that people are generally good, and they want to help each other
- I believe that I am a hard worker, and I deserve the absolute best
- I’m blessed, and I believe that people like me
- I’m smart, and I find solutions easily.

Your turn.

Go for it. Get your journal and start now.

Denigrating Beliefs

Now do the same for those beliefs that do not and or have not served you. We all have them and granted, they are not as much fun to search for—or even admit we have them—but it is important to our outcome, so go for it. Take ten minutes to write/list any and all of the beliefs that you can think of that have held you back or stopped you or beliefs that caused you to procrastinate, hesitate, or feel unworthy.

Examples:

- I'm not well-liked, and people avoid being around me
- I'm not smart, and things don't come easily for me
- I'm not that good at being in public places
- I'm clumsy and unlucky, destined to be alone

Now it's your turn. Put ten minutes on the clock.

Go for it. Get your journal and start now.

Going Inside of Your Psyche

Navigating this human journey offers us unbounded options for experiences and choices. As adults, we decide where we are and where we want to go. If we know where we want to go, what we want to achieve, and how we will get there, how is it that we so often get derailed? If I asked you to sit down right now and, without fear or judgment, write down everything that you wanted to do, to have, to be, to influence, or to achieve, you would have a substantial list of material that was close to your heart.

If I then asked you to write down “Who do I need to be to get there?” that list would prove a little more difficult to compile. When I ask you to write out the “Where I am now?” portion, for most, the exercise becomes even more difficult. Self-doubt immediately steps in as we struggle with the cognitive dissonance or mental discomfort that results from believing how far away we are now from the things we want to achieve. In the grip of that tension, all forward motion stops. When we allow the reality of where we are now to cast a dark shadow on where we want to go, we become immobilized by the struggle between our desire to believe that we can affect change and the immediate reality that provides tangible contradictions to our goals.

What we fail to grasp is that the journey from where we are to where we want to be is just that...—a journey. That journey to achieve, transform, or accomplish something calls for a change, sometimes *radical change*, in who we are.

What we almost always fail to consider in our plan is how we will have to change in order to bring about what we want. This may not be the case for you, and if not, I congratulate you. But for most, if we dig deep, we find that there is still room for improvement. Now that doesn't mean that you have to feel bad and wallow in self-pity. When it comes to the uncomfortable stuff, just *bit it and move on*.

When we write down dreams, goals, and our vision for the future, we place that layer of change on top of the structure that we already have in place. For example, many people want an expensive, classy car. They write it down; they see themselves in it. They feel good just thinking about it. They layer that car over everything else that's already working well in their life. Rarely do they consider that having an expensive new car may call for working more, spending less time with their families, or putting more into savings and waiting until they can make a down payment. They just see the car as an addition to the way things already are. One of the reasons that people never make it to their goals is because they cannot see themselves as the *changed* person they will need to be in order to meet those goals.

That journey begins or ends with our ability to make peace with the tensions that arise along the way. This is why so many people fall off the diets they begin. They do well, they exercise, and wait for amazing results. One day their scale goes down, another day it goes up for no apparent reason, and they become victims of the flawed logic that will once again undermine any lasting change.

Things like "I'm just built that way," and "Older people have a more difficult time losing weight" are not only the saboteurs of success, but also the comfortable lies that enable people to stop trying to change. The real truth is that the dynamic tension involved in change is not only necessary, but absolutely fundamental to the process of change. The journey to having something that you don't already have, losing the weight that you want or need to lose, or building the business that you've always dreamed of will require you to be a different person at the finish line.

Changing your life will require you to change.

What stops so many well-meaning and well-intentioned people from reaching their goals and desires is that they hit a setback and forget that setbacks are *part* of the forward momentum process.

The amount of people that fail is directly proportionate to the amount of people that give up. The amount of people who give up is directly proportionate to the amount of people that fail. Never give up.

—JM3

The Importance of the Mentor

The purpose in finding a mentor, as I described in the previous chapter, is to help us over that mental hurdle towards change. A role model who is actively engaged in the successful accomplishment of what we aspire to offers immediate access to the tools for success. The tension that we feel dissipates when we see someone else actually doing what we want to do.

Rather than being mired in self-doubt and abstractions, we have the benefit of bringing all of our senses to bear on internalizing how this person *already does it*. We can model their behaviors, their actions, and their beliefs, adapting them as our own. We can model the steps they took to get where they are, we can master their habits, and even the way they hold themselves. This enhanced version of copying gives us another opportunity to rewire our nervous system by using the examples a mentor provides.

Doubtless, there is someone already doing what you want to do or running a business like the one you would like to have. Who is that person? Is there more than one? If one doesn't come to mind, do some research. Find out who has already achieved what you want to achieve. That person will do more than provide a model for you. A mentor acts as our personal sounding board for success. Without ever realizing it, the mentor helps you to combat your own inadequacies—real or imagined—while providing you with unspoken immediate feedback on what aspects of your psyche are tripping you up. In doing that, your relationship with yourself changes.

Rather than being your own adversary in your journey to success, you become an aware, involved *ally* in evaluating and integrating the wisdom of a mentor. It is empowering. It is transformative. It is incredibly simple. **It works.**

Having said that, let me give you an example from many, many years ago that I wrote about in my own first book. I was a musician at the time; I was young, and music was my quest in life. My favorite instrument was the bass guitar, but I played a few other instruments as well. I loved B.B. King. If you don't know him, then I don't know where you've been. B.B. King was arguably one of the most famous Blues guitar singer/songwriters in modern history.

Even though I had been playing the bass for several years I had never mastered the 6 string guitar let alone blues style playing. I decided to apply the modeling process in order to compress time. I wanted to learn how to play blues guitar like B.B. King. At the time I realized that I had two fairly sizable obstacles in my way. I had developed some pretty serious bad habits in my fingering because of the years and years of playing bass and... I didn't have access to B.B. King. I didn't know him and had no way of getting close to him, but guess what? I could read about him. I could rent his videos. (It was 1994, and YouTube hadn't been invented yet). I could research him online and gather a lot of information. I knew that I wanted to model the way he did everything. He has a certain kind of amplifier, a Fender amplifier, and a guitar that he calls "Lucille." So I went out and purchased both. I bought the same kind of guitar—*exactly* the same kind of guitar. As a matter of fact, it was his endorsement of the guitar, this Gibson guitar, that caused me to choose it. I got the same amplifier. Then, I got a few other things that I knew he used in his music. I searched online, read a wealth of helpful information, and even went out and found a video. It was a video of B.B. King playing a song with U2 called "When Blues Comes to Town."

It was interesting, because he not only played with the band, but they were creating this song as the video unfolded. B.B. King was talking and said, "You know, I only know five chords because I believe you don't need to know all those other chords." He was being facetious, but he wanted to prove a point. He followed up with "I only know five scales because I don't believe that you need to know any other scales."

That information gave me as much as I needed at the time. I watched the way he sat; I studied the way he spoke about and interacted with his guitar, “Lucille.” I studied his words, his stance, and even the look on his face when he played. I had already been writing my first book and studying the modeling process. I knew enough at the time to know that I had to mimic his approach.

I did exactly that. I left nothing out. I practiced the scales, got a CD, sat down and turned on the music. I let my guitar named “Ruby” breathe in an open case the same way he had done with “Lucille.” I sat down and got ready to play—and I was horrible! I was awful! I thought, “Well, okay. Am I doing everything right?” I realized that what I wasn’t modeling was his physiology—his physical body. As silly as this sounds, I sat down in the chair, threw my head back in the same way I had seen him do in the video, made the same face, and what came out of me—it certainly wasn’t B.B. King-worthy—but what came out of me almost made me cry. I couldn’t believe that my fingers were moving in the way that they were moving, just by modeling his physiology. That’s when I realized that everything matters. That experience taught me in one powerful moment the influence of a mentor in bridging our way to success.

Chapter Five:

What You Really Want

*If you are having trouble hitting your target,
get a bigger target...and move closer.*

—JM3

The age-old saying: “A journey of a thousand miles starts with the first step” is a great metaphor, but it is a bit misleading. The first step of any journey is to first decide and commit to where you want to go, where you ultimately desire to end up when you reach the end of your journey. If you think about it, you would never get in your car and just drive somewhere, would you?

Even if your intention was to “just go for a drive,” in the back of your mind, you have some idea of where you are going to end up. Even if that end up is right back where you started. The same holds true with virtually everything that you do. Knowing what you want is like knowing where you want to go. This critical component is the one that most of the planet glosses over. They may have an idea of what they want, but they rarely, if ever, refine it to the point that it becomes a real possibility—let alone a real thing.

There are a multitude of very important things that happen as soon as you decide, describe, and commit to having the thing that you desire. From a psychological point of view, as soon as you create something in your mind, your heart and body take it on as real and start preparing to go and get it.

Hundreds of chemical and hormonal changes take place in your circulatory system as well as a flood of endorphins and dopamine is released by your brain, and you actually believe that you can and even do have the thing that you desire.

Think about something that you wanted in the past. Can you remember getting all excited about the possibility of finding someone special, or winning the lottery, or anything that you don't really have? Isn't it true that you got excited just thinking about it? Children do it best. They allow their imaginations to go crazy and run unchecked, and while it is freewheeling, they are having a ball. And those are just some of the tangible things that happen.

From a cosmic, spiritual side, there are a plethora of seemingly unexplainable things that happen as well. Our energy literally expands, and we basically become a magnet to the things that we desire. We actually affect the world around us as we focus on what it is that we desire. This, of course, is the subject of a thousand different discussions on attraction and manifestation in which I am well-versed, but for now, we will stick with the things that we can explain and describe.

There are three determinations that you need to outline to provide the critical foundation of any change in your effectiveness. In this exercise, you're going to clearly define *what* you want, what *activity* is going to make that happen, and explain *where* you are now in relation to that goal.

In this section, there are three parts. The first is entitled, "What is it that I really want?" Just as before, I want you to silence your inner critic, and go ahead and dream big on this one. Write as if money, time, and social constraints were no object. I know this sounds grandiose and may not fall into the category of *goal setting*. I want you to just ease off the reins and allow your brain the freedom to look around inside a world without the boundaries that you've spent a lifetime creating. I'm going to show you how to attach that desire to the things that you need to do. Be as specific as you can. If you want a car, you want to write down, "I want a 2014 Rolls Royce, black interior with red piping, customized to my precise body measurements," or whatever else bubbles to the surface.

If you want a boat, a house, a husband, or a wife, write it down. As soon as you're finished, you know what to do. Celebrate!

This is not a vision board or goal setting!

Remember, you can have as much as you want. You are the captain of your life. You can change what you want, and you can add to it whatever it is that you desire. All I'm asking you to do now is choose one and focus on that one first. That doesn't mean you can't also go for several things at the same time. Just take one at a time in sequence. In other words, don't cluster bomb your life with a bunch of things all at once.

Exercise Three: What I Really Want

Write for ten minutes. Keep your pen moving for the entire ten minutes.

I really want ...
I really want ...
I really want ...
I really want ...
I really want ...
I really want ...
I really want ...
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I really want ...
I really want ...

**Put your pen down and look at the list.
Say these words: “I Rock!”**

Really, you do.

*The strongest need in the human personality
is the need to remain consistent with how
we describe ourselves.*

—Anthony Robbins

Who you will become is as much a part of your journey as the thing or things that you desire. Obviously, becoming a more effective person will involve some change in certain areas of your behavior.

Think about it. In the future, when you have the life that you desire, you will be a different person than you are now.

Naturally, you will retain some of your current identity, behaviors, and beliefs, but you will most certainly be different. You will talk differently, you will dress differently, and you will even physically look different. Part of the trick to rapid acceleration in any area of life is to anticipate whom you wish to become and start being that person now.

In fact, the definition of personal development is: *rehearsing* whom you wish to become. The process of rehearsing always yields an improvement in skill and desired behaviors. Therefore, rehearsing whom you wish to become will bring about more of those characteristics, personalities, and behaviors and that person will inevitably show up at journey's end. It really is that simple.

The challenge with most people is that they have *no idea* of the qualities of the person whom they wish to become. Well, let me let you in on a little secret. Since it's all made up anyway, why not make up the best possible person you can and model that? The best way to do that is to find someone else that has already achieved what you want or is similar to what you want and model them. Remember what I told you about B.B. King? That was my example of modeling that person to get his behaviors. Chances are there is someone out there in the same field as you and has already reached a high level of success that you can model. You don't have to model every aspect of them—especially if you disagree with some of what they are and what they do. You can pick and choose. You can also create your avatar from several different sources.

When I first decided to present and speak for a living, I had paralyzing stage fright. I chose a few different presenters to model. I loved the wisdom and delivery of Martin Luther King Jr., the presence and style of Prince, the wit of David Letterman, the humor and charisma of Eddie Murphy, and the warmth and kindness of my mother. Later, when I met my dear friend Tony Robbins, he too became part of my style gene pool.

“Decide which words, visions, smells, feelings, sounds, and even tastes support the beliefs that serve you best. Then arrange your life so that you experience them CONSISTENTLY. Change the way you play and change your DNA.”

—JM3

So now in this next exercise, I want you to create who you wish to become. Take some time and really think about some of the characteristics that you like and would want to have. It doesn't mean that you don't have those same characteristics now; it just means that you need to describe them and write them down. If you put them on the list, they might be enhanced for the future you.

Remember: *Writing is Inviting*. So, open up your mind and imagination and go for it. Go online and do some research on others that you might want to model. You are designing your future you by borrowing from the best.

In other words, if you are after creating more wealth and abundance in your life, define who you need to be to attain that. What would you have to believe to make it happen in the shortest amount of time? How would you walk or hold your body? What are some of the conversations you would have? Who are some of the people that you would surround yourself with? What will your body be like? Where will you live? Who do you need to be to make that happen? Also, write it in the positive—as though it is already a done deal.

You can write:

I am fearless. I am happy, optimistic, and motivated. I wake up every single day excited, focused, and relaxed. I am kind, courageous, and loving. I am disciplined and mega-skilled at (blank). I make decisions quickly and execute with style and precision, etc.

All of those things will define what that person is made of.

I get a little excited about this part. I want you to get excited about it as well.

Remember, **this is your life!** In living it with direction and empowerment, you're going to influence other people to move in your direction. You're going to impact and empower other people to do well. You're going to change the whole trajectory of your own life, your company, your paycheck, and affect all of the people around you in the process. That merits getting excited!

Be as specific as you can. Who do you need to be? Who's this person that you need to be? Write it down. Shut me down. Take all the time that you need for this portion—with a minimum of at least ten minutes.

Exercise Four:

Who Do I Need to Be to Achieve This?

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

I am...

Chapter Six:

Ready, Set...SKILL!

“If you are tired of waiting for your ship to come in, strap on a life jacket, get in the freaking ocean and swim out there to get it.”

—JM3

What Skills Do I Need to Get There?

I've always said that skill is talent's beautiful twin sister. Often, they are almost impossible to tell apart. And in the real world outside of entertainment and sports, skill is often preferred over natural talent. And where talent is largely inherited in nature, skill is learned and can be predetermined. By definition, a skill is any behavior that has been enhanced to the point that it is unconscious in nature and will produce a *consistent, predetermined result*.

Said differently, skill can be taught and learned by anyone, which affirms that whatever it is you want to be, do, or have, *you can learn* to be, do, or have just as well as anyone. Granted, this is another belief, and I am sure there are many that would argue with me, but if I were you, I'd side on the possibility that you too can rapidly do as well or better than anyone else in whatever it is you desire to do.

As far back as I can remember, I have always had the deep-seated belief that in whatever I decide to do, I will be one of the best at it—if not **the best**.

What skills will you need to be more effective and to get that first outcome? If you're in sales, you need to have better persuasion skills. Where are you now? What do you do right? What do you need to be better at in order to get what you want? Why did you pick this up? Because this was labeled "Effectiveness Training." So, if you thought, "I need to be more effective at talking to people," what skills do you need to arrive at that destination? It may help to think of somebody that's already successful at the things you that you want. What skills do they have that differ from your own skill set?

I remember when I first embarked on that journey. I looked around and I thought, "Okay, I want to be the best at this. So, let me find somebody that's already the best at this and what are they skilled at?" I quickly found out that in this particular situation, the person that was at the top of the food chain, for lack of a better term, making the kind of money that I wanted and more, was the person that did more presentations. Presentations were his way of inviting people to take a look at the content he had brought together that would help others do what he had done.

That's all he did. So guess what? I studied that; I went back, and I did exactly what you're doing right now. I wrote down, "This is what I need to be effective." I needed to be effective at getting over the negative self-talk that's coming to stop me, or the *fear of rejection*. I needed to be more effective at getting out of my own way. Guess what? I learned that, and I became great at those things. I soared to the top of this particular company, and I still enjoy an unbelievable income from that company for my efforts from ten years ago.

That's what I want you to do right now. Determine what you need to be more effective at. This is where the rubber meets the road. This is what we're all about. This, in the end, is what you're going to master doing. So, write it down now for at least ten minutes. You need more time? That's fine. By the way, you can cheat; you can find somebody else and ask, "What do you need to be more effective at?" and see if that matches with you.

Exercise Five:

What Do I Need to Be More Effective At?

What are you already effective at? Make a list of all of the things that you are already effective at. It doesn't have to be in chronological order or even order of importance. Also, don't make the mistake of only listing the things that you feel are noteworthy. Just as with the other exercises, your pen or keystrokes cannot stop. List the simple things like riding a bicycle or driving a car or even brushing your teeth. Remember, you're just looking for cool stuff that you have already built up a high level of skill at. You will be borrowing from the psychology and the experience to enhance the areas you need to have more effectiveness in.

Write for at least ten minutes. You may write about one or two things. You may have more things that you want to list. If you find yourself running out of ideas, go back and add detailed explanation to the ones that you have. Map it out!

I need to be more effective at:

The person I see as my mentor has this skill that I need to learn:

I need to be more effective at:

The person I see as my mentor has this skill that I need to learn:

I need to be more effective at:

The person I see as my mentor has this skill that I need to learn:

I need to be more effective at:

The person I see as my mentor has this skill that I need to learn:

Chapter Seven:

Tapping into Happiness

Your imagination is one of the strongest tools that you have for creating *anything* in your life. If you can imagine having it, then you can feel the emotions and excitement associated with it. If you can feel it, then you can **do it**. If you do the actions that it takes to get there, then you **have it**. You're here to become more effective in navigating the process from imagining to having.

By definition, to be effective is to be in that state of being or that state of activity where you produce the desired outcome in the desired amount of time consistently. Effectiveness spirals your ratio of success or completion way above what is considered the norm, and you make it happen in record time. You innately have the ability to program that kind of effectiveness and to make that happen.

Almost everyone is most effective when we're focused. In a focused state, we're in what I call *The Zone*. We're not distracted. We're feeling good. We're actually enjoying ourselves. We're optimistic. We're not hopeful—we're certain. That feeling is called happiness. There are different levels of happiness, and I'm not talking about that exuberant, overjoyed, laughing-all-the-time happy. That's one level of happiness. I'm just talking about the type of happiness where your content, you're joyful, you have certainty, and you have a positive expectancy.

Feelings are what motivate us to do, and what we do results in what we have—and that all comes from an untapped reservoir of happiness. It's different for everybody else. Most of us allow ourselves only to be happy when something wonderful and unexpected happens. In that case, happiness is temporary and only arrives at rare and unplanned moments. Well, guess what? You have an secret river of happiness available all the time, like an enormous underground aquifer for a well. You don't have to take a little bit of water out only when someone gives you a small bucket. You have access to as much of that happiness as you want by grabbing your own bucket and going to the well. That's what the "H" is—that zone that you're in is the *Happiness Zone*, for lack of a better term.

Let me give you an example. I've had the privilege of working with some of the best basketball players, sports figures, golfers, and baseball players in the industry. All of those athletes who've achieved at the highest level say the same thing, "You know what, Joseph? When I'm in *The Zone*, it's like nothing else matters, and I'm just feeling good and I know I'm going to smack that ball and time slows down." They always say that "Time slows down and I'm not really thinking about the mechanics. My body just makes it happen." That's called being in *The Zone*. I know you've experienced it before. I experience it every day.

The largest group of people that I spoke to was over 55,000 people. It was in a huge arena. I remember two distinct moments from that experience. The first one occurred after the program was over. I was walking off the stage and thinking to myself, "This was unbelievable! This was fun!" I thanked my audience again and again as I walked off stage. When I stepped off the stage, I came face to face with the person that was presenting after me.

That person looked petrified! I had spoken to him before the event began as I was preparing to go on stage, and he had asked me then if I was nervous. I thought for a second before I answered, and I said, "No, I guess I'm excited." He just stared at me in disbelief. He asked, "You're excited?" I remember wondering if maybe my excitement about going onstage and connecting with so many people just wasn't showing on my face. He said, "I was just watching you ten minutes ago, and you were yawning like this was nothing.

I've still got another hour and a half before I go, and I'm so nervous my stomach's on fire!"

I thought to myself, "Well, isn't that interesting?" I began to wonder why other presenters got so nervous, and I just got excited. I realized that the difference was in our preparation. Here's what I do before I go on, just so you know: ten minutes or so before I go on stage, I have a ritual that I go through. I say, "I now command my unconscious mind to give me the power, the wit, the strength, the recall, the love, the tenacity, the spontaneity, and the humor that I need so I can give these people 10,000 times more than they came here for. When they leave here, they not only have had a good time, but they have a tool, something that they can use that will change their lives and the lives of the people that they love." I literally get animated and excited about it.

At the stage, I'm really, really excited. Then what I do is I imagine what it's like when it's all over. I imagine myself walking off the stage and going, "Thank you so much!" and feeling really good. I visualize going backstage and celebrating for a little bit. Then I imagine myself taking a nap. As silly as it sounds, I don't care if I'm on stage for an hour and a half, forty-five minutes or ten hours. I've given it all I have. When I'm done, it's time for me to take a nap. The difference between being petrified to take the stage and being excited about taking the stage is not in preparation; it's in *rehearsal*.

It's what happens before the imagination. Remember, rehearsal doesn't necessarily mean the stuff that you're doing physically. Before I go on stage, I'm relaxed. When I walk on stage, I'm probably the least nervous person you've ever seen. I'm in *The Zone*. Guess what? You have been in that zone. When you think about it, it may not have been as dramatic, but there have been other areas in your life when everything you were doing was just right. You've tapped into that happiness unconsciously. Being effective means tapping into that positive expectancy. That is key to the next section we're going into.

The Energy of Momentum

Momentum, by definition, is forward motion with energy. You can see this through the example of a bowling ball moving down the lane. Using your arm and your body, you give the bowling ball momentum when it leaves your hand.

Your energy sets it going a certain speed, but it picks up speed as it continues, and it won't stop until it hits something to slow it down. Hopefully, that will be the bowling pins rather than the wall.

Another common example is the snowball that begins as one size and through the energy of downward momentum, it gets faster and faster and bigger and bigger as it collects more snow. By the time it gets to the bottom, it's an entirely different force than it was when it began at the top. That is the power of physical momentum.

*“If you stay ready, you don’t have to get ready.
Rehearse taking action, and it will become second
nature to you. Words to live by.”*

—JM3

Human momentum is critical for any success because you have to do something more than once to gain that power and forward motion through consistent movement. Human momentum has another component that affects the outcome. Human momentum is *forward motion with emotion*. Said differently, it is moving forward and feeling something powerful about your goal. On the continuum of human emotions, there is fear and pain at one end and happiness and pleasure at the other end. Both of those emotions are motivators. We move as far away from pain and fear as quickly and effectively as we can manage. As human animals, we are moving constantly towards the things that make us feel good, that make us feel happy. Both fear and happiness are great motivators.

The Force of Fear vs the Power of Happiness

The nature of fear is that it is a force that pushes us away. Rather than being an emotion that we gravitate towards, it is a force we experience through our five senses that propels us in the opposite direction. It's tied to an adaptive tendency that drives us away from pain. We often experience our first fear through our own behaviors. When we put our hand over a flame, it hurts, and we react by pulling back as quickly as possible. The next time we see fire, we have learned how to treat it. As human animals, we are designed to flee from the things that threaten us.

Pain pushes you, and nobody likes to be pushed. You get pushed for a little while, and then you move away from that entirely. But what pulls you into the future is happiness and pleasure. Rather than being a force, happiness stems from power. Happiness comes from an internal experience of wonder, elation, and relief or release. That again is what humans call happiness. No one and nothing can *push* or force you into happiness. Rather than being a manifestation of solely external influences, happiness results from our inner awareness. It's a result of finding and gaining what we want and need. So, in our lives, the trick to momentum is figuring out what it is that you want—by the way, you already created a menu of those things—and attaching that to your nervous system so that your nervous system says, “Hey, let me look at that. That’s what I want. That’s what I want to make happen!”

That place of momentum, that place of feeling your calm, focused, internal power is part of *The Zone*. It is that place of positive expectancy and optimism that results from your empowerment, rather than from fear motivators. Not only does it result in happiness, but it strengthens and affects your entire physiology—your physical body, your mental acuity, and your actions all become more effective when you work from that place of power rather than from the force of fear. That’s why creating your menu and putting down on paper the things that truly make you happy, the things that you truly want to achieve, is such an important and critical step towards your effectiveness.

When you have that forward motion towards your goals and you are moving from a place of power, you find that you hit *The Zone* more often and more quickly. Making that key connection between your heartfelt goals and your own happiness creates a combination of awareness and empowerment that enhances your momentum. When you’re working with that level of consciousness, ideas and creativity *surge*. You’ll find that you figure out things that no one else seemed to be aware of, make connections that other people missed, and move further in your understanding of your goal than you ever dreamed. That’s when you’re empowered, and it feels as if everything is lining up to help you find connections and possibilities that everyone else missed.

When you're happy, you've got forward motion, you've got momentum. One of my great mentors and a personal friend for over two decades is Anthony Robbins. We have partnered on writing a couple of books over the years, and one of the examples he uses to explain this dynamic comes from a discussion he had with Wayne Gretzky. In an interview, he asked Wayne Gretzky, who was one of the greatest hockey players of all time, "What makes you so good? Why are you a cut above the rest? Where does your effectiveness come from?"

Wayne replied with a very simple, seemingly obvious, but *profound* response. He said, "Most players skate to where the puck is. I skate to where the puck is going to be." Now think about this. Think about that statement. This is an athlete who broke world records and is regarded as one of the greatest hockey players. However, he has played with literally hundreds of other athletes to whom the same information, the same opportunities, and the same activities were available. However, at some point over years and years of diligent work and sustained focus, he figured out the one, simple, and profoundly effective key, "Skate to where the puck will be."

So many of the ideas I have presented in the previous chapters were often, as I said, way too simple. This is an authentic and excellent example of how astoundingly effective the small, simple changes truly are. This is just one instance of how working with focus, working from empowerment, working diligently towards goals that are meaningful to you will allow you to make these kinds of connections.

Obviously, Wayne Gretzky is among the best. I want you to understand—**that's where you can be**. That's what I want you to be. That's where, by the way, I enjoy being. The story that I told about being on stage? It's about me being far ahead of everybody else—at the risk of sounding arrogant—because of where my thinking is. You can do what you need to do to join me here.

The alternative is fear. That's a topic that we need to address, because it factors into so much of what happens in sales and marketing. Each of us has, to some degree or another, a fear of rejection. It's often listed as a number one fear for many human beings. I've worked on that in myself and was eventually able to get past it.

Sales is an industry that asks people daily to face their biggest fear: the fear of being told ‘No,’ of having their efforts and beliefs rejected, and of being turned away. I tried helping others work through it intellectually and to rationalize it. The truth is, I can tell you all the great stories, “Listen, the more ‘Nos’ you get, the closer you are to a ‘Yes!’ So every time you hear somebody say ‘No,’ you should get excited about it!” However, our internal truth and emotion editor just won’t agree with that empty rationalization.

The reason is extremely simple. People are still afraid of the rejection, even if after one hundred tries, there’s a promise of success. That fear is a force that propels them away from the activities that would lead to success. They procrastinate, they hesitate, and they falter. Those few for whom the process was truly fun and empowering? They excelled. Some people got attached to that goal and got so excited by the prospect of “Skating to where the puck would be” that they made it happen. In those rare cases, fear was not the motivating factor. Their motivation was an internal, emotion-based, happy awareness, and they were locked into a goal that excited them.

I get excited about this, but I want you to understand that that’s where you’re going as well. You have a menu now, or the beginnings of a menu, that include goals and activities that generate happiness in you—that puts you in *The Zone*, if you will. You may have found yourself in an environment of people that had become complacent or too comfortable with the current circumstances. Many times, we tend to inherit those ideas and behaviors just by virtue of adaptive instinct, by being around it every day. Today, you’re going to use your excitement and enthusiasm to replace that complacent mindset with a more empowering and motivating vision.

Chapter Eight:

Activating Your Brain Writing Your Vision

“The best way to predict the future is to envision it right now. Hold it in our minds. See it, say it, move it, and prove it every single day and like a velvet bitch slap from the heavens, your precious vision will be reality.”

—JM3

I say *vision* rather than *dream* because there is a huge difference. Understanding that difference will give you some insight as to how and why a vision is so powerful. The nature of a dream is ethereal, fleeting, and temporary by design. Dreams fade. Most of us can't remember what we dreamt about last night or what we even daydreamt about earlier today. Unless you physically cause yourself to remember it by writing it down, you can't really recall the material in a dream. A dream is designed to perhaps spark imagination because it so often reaches beyond the boundaries of common sense and consciousness, but dreams are not the structural framework that we build our lives and businesses on. We rarely if ever share our dreams with others, and we experience them in random order and for the most part we rarely repeat the same dream more than once or twice. Dreams are also designed to give us hope and excitement in the moment.

But they are temporary and really just the spark to a bigger more important, more impactful force of human nature called a VISION.

A *dream* is temporary, extremely flexible, private, and changes frequently.

A *vision* is a specific, detailed, and definite outcome that is experienced frequently with emotional intensity and shared with others.

A vision is a specific dream and a specific reason why that dream has to happen. It gets embedded into one's nervous system to the point that it becomes an unquestioned belief. It becomes a living, breathing reality in our mind, body, and soul. Vision combines the creativity of dreams with the emotional impact of our goals. They embody your reasons why, and we have the ability within us to make that vision materialize. When we combine that vision with the Why, we clarify our purpose with a sharper and more detailed focus, beginning to bring that vision into reality.

Before we take that next step, I want to interject here some more about the power of writing your way through these steps. The act of writing down your goals and the effect that has on the realization of those goals is well documented. In a work by Henriette Anne Klausner entitled *Write It Down, Make It Happen*, she examined the science involved in the writing process. When you write, you *actively select* from virtually everything in the universe and you choose what's important to you. This selection process is *critical* to success. If you don't choose with specificity what's important to you, your brain simply wanders around looking at everything it comes in contact with and never selects from the material that it observes. The function of selecting a goal and writing it down activates a system at the base of your brain called the *Reticular Activating Cortex* (RAC, as we'll call it). This is the same system that filters out everything that you don't need.

You've seen this in action in your own life. Perhaps you or your spouse finally considered having a baby. Before you decided to have a baby, you probably rarely noticed other children or parents; they were simply not on your radar.

The minute you decided to include that sphere into your life, you saw pregnant women and babies everywhere.

That's your RAC going work for you. It's an astounding system! Another example can be a teenager who is entranced with the Rav4 car can quickly find that one car out of a full parking lot.

More importantly, your RAC will also assess where you stand right now in relation to achieving your goal and gauge what you have to internalize and learn in order to arrive at that goal. What's even more amazing, that same system will actively search for and guide you to the people, information, and lessons that you need in order to reach your goals. There's a reason why you need to write this down—it's more than a meaningless exercise. Your writing serves as the most important *To Do* list that your RAC will ever have. You're telling the supercomputer exactly what you need—and it's going to work for you. The more detailed and specific you can be, the faster and easier the retrieval will be for your RAC.

Human beings do some truly amazing things when they have a strong enough reason why.

If you have spent any time around me at all or been to any of my workshops or seminars, then you know how passionate I am about this subject. As a matter of fact, given a choice between knowing how to do something and knowing why to do that something, I will always choose the reason why hands down. It's that important. The late great Jim Rohn put it best: "*Why* comes first. *How* comes second." It's part of our human nature. Contrary to popular belief, what moves us forward in life is our *drive*. We call it drive because we feel like there is something inside of us that makes us go for the things that we desire. And when we don't go for it, we say that we *lack drive*.

When we think of high achievers, we call them *driven*, and we admire that characteristic in them. We say that they push themselves, and they push through the difficulties and challenges. Remember when I said earlier that: "Life is much simpler than we have been led to believe"? Well, here comes another "Ah Ha!" moment. It's not drive at all that makes the biggest difference.

As a matter of fact, I will go as far as to say that drive is only the starting mechanism that gets you off the dime and gets you moving.

Drive is short-lived, and in many cases difficult and uncomfortable and even painful. Everybody is driven when they are excited and hopeful. With the best of intentions, everybody really means what they say. They believe that they can and will do whatever it takes to get the outcome that they are excited about. Think about losing weight and dieting. It's pretty safe to say that the vast majority of people that attempt to lose weight fail on a regular basis. Most never even get out of the starting gate.

Here's is how it plays out over and over again. There is that moment of truth where one notices that they are not in the physical shape they want to be in. Perhaps they catch a glimpse of themselves in the mirror and realize that they need to make some changes. Perhaps they tried on some clothes that should fit but are now too tight. Perhaps someone made a comment about them that caused them to feel self-conscious. There could be a million different reasons, but the underlying feeling is dissatisfaction (and by the way, this is the same for virtually any challenge or quest that humans go through). It's in this moment of realization/truth that we allow ourselves to either get inspired and empowered or stay dissatisfied and no resourceful.

If we choose empowered and inspired, we start to consider options to remedy our dilemma. We immediately feel hopeful and start to imagine what it will be like after we get what we want. Along with that enthusiasm, we feel like we can and will do whatever it takes to make it happen. The good thing is that you really, really mean it. This is why exercise infomercials and diets work so well in terms of selling their products. The testimonies and examples of people that were in the same place and now are thin, healthy, and happy, inspire others to feel like they can do it, too. The programs that are laid out seem simple enough in the moment. They seem logical, and they speak to the problem at hand. In this moment you are DRIVEN! You are driven to pick up the phone and call or go online and order. Even if you aren't going to buy anything, you still feel like you can do something about your situation.

We swear to start a diet or exercise right away, and we even make plans to do so. But what ultimately happens?

Tomorrow comes and that same drive is nowhere to be found. Where did it go? Well... it went exactly where all DREAMS go. They evaporate into the subconscious mind never to be seen or felt again until the next time you cross this ugly path. What happens when it's time to actually go to the gym or say no to the French fries, burgers, pizza, bread, beer, cake, etc? All of a sudden, we are not so driven to follow through. Even if we do get started, staying with it and toughing it out gets softened by excuses and reasonings that make us feel like we are justified in not doing what we said we would do when we were driven.

In some cases, we actually become driven again, but this time to either alter our decision or change our approach to "I'll do it tomorrow," or any number of a thousand different postponement scenarios. DRIVE IS ONLY TEMPORARY. Intention is only momentary. They both are designed to get you going but not sustain your forward momentum. Drive is that push that it takes to do something. And NOBODY likes to be pushed continually. Not even by ourselves.

I prescribe to you: Stop being driven and allow yourself to be PULLED.

Here is a much better, more humane, and much more natural way of creating lasting momentum. I call it ***Pull Power***. Here's how it works (and by the way, it already works for you—you have been doing it your whole life).

It is best illustrated by my traditional example:

Imagine there is a house, and this house is surrounded by a moat full of water. In that water are alligators, crocodiles, venomous snakes and spiders, bloodsucking leeches, flesh-ripping piranhas, and electric eels. Around the outside of that mote stands a ten-foot-high electric fence with 10,000 volts of electricity surging through it. You touch it and you fry.

There is a sign on the fence that reads: “Anyone caught trespassing beyond this fence will be arrested and given a full-on, hard-core, boot and buckle LAPD beat down, and you will be imprisoned.”

You and I are standing outside of the fence looking in at the house, and I say to you, “Inside that house, laying on a bed in one of the bedrooms is a ten-dollar bill. And if you get in that house, you can have that ten dollars tax-free.”

WOULD YOU GO INTO THE HOUSE?

Unless you have a death wish or you are borderline crazy, I’m positive that your answer is a resounding NO! You’d say, “Of course not. Because it’s not worth it. My life is worth more than ten dollars.” The risk radically outweighs the reward. You are not in the least bit DRIVEN to go into the house. As a matter of fact, you are DRIVEN in that moment to stay on the safe side of the fence.

But now let’s change a few things. Same house, same evil, horrible moat, same fence, and same warning. You and I are still on the safe side of the fence, and I now say to you, “Inside the house, laying on the bed in one of the bedrooms is the person that you love the most in life. It could be your child, your mother, brother, father, husband, wife, or your husband. Anyone that you love dearly. They are asleep in the bed, and the house is on fire. If you don’t get in and wake them up, they will burn to death in that burning house.”

WOULD YOU GO IN THE HOUSE NOW?!?!?!?

For most normal people, the answer is an immediate, resounding YES!

The difference is that now you have a strong enough reason WHY. You have high levels of emotional intensity attached to the outcome. Your internal reasoning mechanism switches to what I call ***Pull Power***, and it starts to figure out how to make it happen. Fear goes by the wayside, and all focus is on the outcome. And that pull stays with you throughout the entire rescue effort until you either save that person or die trying. You’d dig under the fence or find the switch to turn off the electricity.

You'd do whatever it takes in that moment to make it happen. You are in fact being PULLED into the future, PULLED towards your outcome. You're not too tired, too uncomfortable, or too scared; you are laser-focused, determined, and powerful. This is your natural state of *pull*.

The same mechanism is triggered by pleasure as well (personally, I recommend, teach, and utilize pleasure as much as possible). If I guaranteed you that I was going to give you seventy million dollars tax free if you lost twenty pounds in the next sixty days, chances are you'd not only take me up on it, you'd go to sleep every night and wake up every single morning aggressively looking for ways to keep to your commitment. You'd starve yourself and when it got difficult, you'd remember WHY you need to go through the pain now for the long-term benefit. You'd be counting the days and marking them on your calendar. You'd find resources like trainers, diets...heck, you'd probably even go and have your mouth wired shut just to reach the goal.

The truth is, whether pulled by pleasure or pulled to relieve pain, your core being is designed to go after the things that we attach substantial emotional significance to. Remember this: emotion attached to any outcome will produce urgency and pull. It's the carrot on the stick. It's the brass ring and any one of a number of metaphors that we've heard throughout our lives. Only now you have some science and physics behind it.

For all practical purposes, our bodies are mechanical and electrical. Just like your car, turn it on and a whole host of things mechanically happen to get you in motion and down the road. The same goes for your physical body and your achievement of things. Only here, the ignition spark is your thought and your reasons why are your fuel to keep you going.

So, let's get to work preparing the best, most detailed map for your brain to use that will help hone and focus all of your senses toward getting you to your goal more quickly.

Exercise Six: Your Simple VISION

This exercise is in three parts. First you're *Simple Vision*, second your *Pulling Reason Why*, and third combining the two to create your *True Vision Statement*. Remember the word **Creativity**? This is where you are going create your own reality. One of my great mentors once told me we are just making it up as we go, so we might as well make up the best possible scenarios as we possibly can. So, I say as long as our futures are created in the present, we might as well create the most awesome visions that we can think of.

In this first part, you will just write a simple version of what you envision for your future. In an earlier chapter, you wrote a list of several things that you really wanted, and you can of course go back to that list and choose one that is the most desired. Or you can combine a couple of them to make one big vision. Again, this is not a vision board where you are clustering a collage of things that you want. Think of this as your once-in-a-lifetime opportunity to create your ultimate vision.

Don't worry—you can make as many as you want and for as many different areas of your life as you like. **JUST ONE AT A TIME** for now. Take some time but don't get too anal at this point. No need to get poetic. Just write what comes to mind and heart.

Example:

- Healthy, happy, and full of joy, living in my 5,000 square-foot home with my healthy, happy family.
- \$50,000 a month residual income for the rest of my life.
- 135 pounds of lean muscle and 12% body fat.
- A brand-new Tesla S Model electric car.

My Simple Vision

Now it's time to write about WHY your vision is important, and why you will make it happen. Wanting money is not enough. It's what you will do with it when you have it. Who you will help, what you will create, and who you will become? Losing weight is awesome, but it's how you will feel when you do that is your real reason why.

Write.

Start writing and keep answering *Why* with each new line, addressing the Why on the previous line until you come up with something that feels right. Again, you can refer back to the list of what you want that you wrote about in Chapter Five to get some ideas. Start writing and keep going until you have exhausted your reasons to make it happen.

Examples:

It's important for me to get and stay healthy because:

Because I love my wife/husband so much that I want to look and feel the best for them.

Why is that important?

To make my children proud of me and show them that they too can be the best because it's in their blood.

Why is that important?

Because I want to be around to hold my grandchildren.

Why is that important?

Because in order for me to make the kind of money I desire I need to have energy and mental clarity.

Why is that important?

Because I deserve to have the best.

ETC...

Why is my vision important to me?
Why is that important?
Why?
Why?
Why?

Where did it end up? Are the reasons different or more clear why you really want your goal? Do one or two explanations stick out as being a primary reason why you want what you want?

Your Vision and Why

Now it's time to put it all together and create something that you can sink your brain into. Go back and look at the visions that you wrote down in your exercise. Look it over and see if there is one (or perhaps two) renditions that that stick out more than the others. One that feels just right and or is the right one to go for right now? Remember, you get to have it all—just one at a time—for right now.

Also remember: this is not for manifesting purposes. This is simply to capture your emotions when you are excited, hopeful, and being pulled into the future. We will be *transferring* these emotions you feel when you are positive and effective *to that zone* where you wish to be. As a matter of fact, everything that we have done to this point is to elicit emotion and to remind you that you already ROCK!

This does not have to be perfect and or poetic. It's just to remind you later when we put it all together. So, have fun and let your juices flow. Create something that brings a smile to your face and some *pull* in your soul. If you're not sure it's the right thing, then change it. You are the captain; you are the creator. Make up whatever you want—as long as it makes you feel good. Don't try to do anything other than create and feel authentic about what you've created.

Examples:

My vision is to open a chain of health food stores across the country and then around the world. We will specialize in organic, natural foods that are not only good for people but appealing to the masses. I am making this happen as we speak because this will be the ultimate legacy to leave for my family and children. I'm doing this because this is my way of doing my part to give back and make this planet magnificent again.

I'm doing this, because it will be the perfect business for me to make at least \$30,000 per month. I'm doing this because it really makes me happy to change lives.

My Ultimate Vision Reasons Why

Chapter Nine:

Changing Habitual Behaviors

“You don’t get anywhere by standing on the sidelines waiting for somebody else to do something. It’s your life and you are the coach. So, call in your best player off the bench...YOU!”

—JM3

I want to congratulate you on how far you’ve already come. As a psychologist, I can assure you that few people make the progress that you have already made in bringing about change in your life. It might just feel like all you’ve done is written a few things down, but you are actually *rewiring* your brain to search and find the real you and what you are made of. **Most people will never dig this deep.** We see that reality played out every day: people who remain in negative or dangerous situations or continue with unsafe and unhealthy habits in spite of knowing that it may result in harm or even death; people who smoke and refuse to quit even when it compromises their health; people who return to build on the same ground destroyed by earthquake or tornadoes. Rather than approaching the solution to their situation logically, they make rationalizations that will ensure that they never live in a safe place or have a healthy life.

As a matter of fact, my own father—and I know to my core, this is one of the reasons I have the ability to step up and do things a little bit differently—set this example for me.

This was one of my earliest memories; I had to be maybe five years old. My father used to smoke cigarettes.

As he was holding my infant sister, he accidentally dropped an ash that burned her. Boy, the entire house went crazy! My sister was screaming and squealing, my mother was beside herself, and I came running because I heard the caterwauling, and I had no idea what was going on. I remember standing back and watching this all play out. I got a firsthand glimpse his guilt that day. Looking at my poor father, I could see from the pain in his face how bad he felt. It was an accident, but the shame of it burned in his face. I watched him sit down at his desk, and he took that pack of cigarettes, crumpled them into his fist, and threw them away. I never saw him smoke again.

I'm intellectualizing it now because I'm older, but at the time I remember thinking, "Wow, you can just stop like that. Why didn't you stop earlier?" The lesson I learned that day was that *anybody* could do *anything* in an instant if they want it **badly** enough. Literally, every option is open to each of us *at any moment* in time. We just have to be strong enough to grasp it. You've probably had instances of behavior that you know is not in your best interest, and you genuinely want to stop. In most of us, the willingness is there. We understand our desire to change a behavior from bad results to good results, or we want something so deeply that we are motivated to say, "I will do it. I will change." More often than not, the follow-through is a challenge. Our willpower muscle is one that has to be *frequently flexed* in order to be effective.

You would not be reading this right now if you weren't committed to flexing this muscle in your life and creating change. Like most people, you might be trapped by habitual behaviors—behaviors that hold you back from doing the kind of business you want to do and living the kind of life that you want to live.

Most people engage in business to create the most capital in the least amount of time and with the least amount of effort. Increasing capital and decreasing time and effort both happen because of more effective behaviors.

However, most of us stay locked into those same habitual behaviors, just like our examples of Tornado Alley and smoking. This begs the question, “Why aren’t you changing?”

We’re All the Same

Human beings all share the same type of brain, the same type of nervous system, the same type of musculature and physical body, and the same internal organs and skeletal system. We are all made from the same material. If you stand two people side by side, you will find more similarities than differences between them.

The question is: if we’re all the same, then what makes us all behave differently? While many people point to their upbringing or past life events, upon closer examination, we can point to examples of people who had similar experiences and turned out completely opposite. The difference lies in how a person perceives and processes those experiences and carries those beliefs forward.

To give you an example, one of my ongoing missions is an outreach program to help homeless and disadvantaged people in challenging circumstances to find their emotional equilibrium and get back on their feet. I recall one specific incident involved a young man in his mid-thirties who had two sons and a daughter. This young man had some really hard challenges in his youth: he was a gang member, he had been shot twice, he’d been to prison, he was a drug user, and it didn’t end there. His children had been taken away from him by the state, but fortunately they were placed together in a foster home. One of the things that he desired was to get cleaned up so that he could be a role model to his children. At the time he and I met, he was in terrible shape. His children had been exposed to his drug use and lived in a neighborhood plagued by murder and gang activity, and the authorities had asked me to come in and evaluate the children.

It was interesting because one of his boys was an honor roll student that had great grades, extracurricular activities, and friends; the other son was in a gang, had been to jail several times for car theft and was on the wrong road. The little girl, who is a young lady now, was trapped in uncertainty and self-esteem issues. In speaking with and assessing these children, all raised in the same environment, I wondered, “Why are they so radically different?”

I spoke to the honor student and asked him, “Why do you think you turned out the way you did? Why do you do so well in school?” he replied, “Because of my father.” I asked him what he meant by that. He said, “I saw how my father was, and I didn’t want that for myself. It was really kind of an inspiration for me to be different.”

Next, when I talked to the other boy, the conversation was more difficult. I asked him the same question and his answer was, “Because of my father. He’s my father, and he showed me that that’s the way that things are. He showed me that’s the way life is. So, that’s the way I turned out to be.”

I asked the daughter the same thing. She said, “Because of my father. I saw him this way, and I didn’t know which way to go. I’m not sure which part of me is like him and which part me is different.”

The reason I shared that with you is to illustrate that though the kids lived through all the same experiences, they each turned out differently based on the *conscious decision* they made to be the same or to be different than the circumstances they were raised in. The trajectory of their lives from that point forward had less to do with past events and everything to do with how they perceived those events—and the choices they made moving forward.

How did they evaluate these events so differently and arrive at different conclusions?

What produces those results?

How can we produce different results in the future?

The Tree of Your Life—The Steps to Change

There are simple steps that we can all take to alter the areas we want to alter and produce the results we want to produce. The best analogy for this is to compare the result that you want to a fruit tree. Let’s say it’s an apple tree. The fruit is the result, or the effect, that you want.

You can say, “My result is that I want to have more money, I want to have a better body, or I want to have a better relationship.” That fruit that represents your ultimate happiness is at the top of the tree. That tree is going to bear whatever nourishment you give it.

We all know this. We know what it takes to grow the best fruit. Whatever activity and nourishment we provide will ultimately produce the fruit on our tree.

Activity *includes* laying on the couch and doing nothing, believe it or not. That type of activity is going to produce—obviously—the worst fruit. There’s good activity and there’s bad activity. There’s good fruit and there’s bad fruit. The question that we should ask is, “What causes activity? Why do some people do more than others do? Why do some people get excited about going out and exercising? Why do some people get excited about going out and doing more business? Why do some people get excited and get up early and stay up late?”

The answer to that is always *feeling*. It’s always *emotion*. It’s always how we feel about what we’re getting ready to do and how we feel in that moment. Emotion is that defining element that drives activity. We have a vast range of different emotions and varying degrees therein. Happiness, sadness, depression, joy, and fear will all drive activity. How we’re feeling in one moment will cause us to engage in the activity, which will in turn cause us to produce the fruit and the result of what we want. It’s that simple. How we feel will determine what we do, and what we do will determine what we get. If I feel happy and happier, then guess what? I’m going to feel more energetic, and I’m going to feel more like doing things.

There are three elements that cause us to feel a certain way and they’re always the same. **Number one** is *how we think* and what lies at the forefront of our imagination. What you picture in your mind will determine at least one-third of how you feel. I illustrate this in seminars by inviting people to “imagine licking a lemon.” We do it together and their mouths water. There’s not a single lemon in the room, but they’re imagining the lemon, and the body responds with the learned behavior that they have come to associate with licking a lemon.

Number two is your *internal conversation*. This process is simply what you’re imagining and what you’re saying to yourself. You can say internally, “I don’t think I can do this,” and it causes you to feel like you can’t do it—and guess what? You won’t do it.

Understand this: our words, internal and external, have the ability to change our biochemical makeup. I can make you laugh. I can make you cry. I can make you angry. I can make you frustrated. I can get you excited and motivated with my words.

Every emotion carries with it a different biochemical makeup in your blood. You generate more adrenaline when you get angry or scared, more endorphins when you are happy, and more dopamine when you accomplish something that you set out to do. Guess who has that power? You do.

Your internal dialogue habitually causes you to feel a certain way at least one-third of the time. What you look at, meaning your imagination, and what you say, meaning the words, that's the other two-thirds of how you feel—and how you feel determines what you do. Clearly, if in your mind you're dreading something and you're telling yourself, "I don't want to do this," then when you do it, you're not going to get the result that you want. Matter of fact, you're going to get rotten fruit—if you get any at all.

Number Three is *movement*. Everything from the facial expression that you have, to the way you regulate your breathing—every movement has an effect. If you walk around hunched over and slack, your heart's going to beat at a different speed, you're going to breathe differently, and you're not going to have the oxygen needed to think clearly. That will inevitably affect how you'll feel: you're going to feel tired, unexcited, and exhausted. You're not going to feel like getting up and doing the things that you need to do.

However, when you stand up tall and straight, breathe deeply from your diaphragm, and put a smile on your face, chemicals are released instantly inside your body that cause you to feel positive, empowered, and energetic.

Those three systems all merge and assist each other to reinforce your feelings, actions, and words, focusing all your energy in whatever area you direct it to go.

A Powerful Combination

Those three elements of Emotion, Conversation, and Movement are an unconscious part of who you are. As a human animal, we react to

the world around us through our five senses: taste, touch, smell, sight, and sound. In an instant, any one of those senses can trigger a response in us. You can smell a cup of coffee, and all of the sudden, you feel that you really need coffee. That reaction causes you to think and feel a certain way and we take action to get a cup of coffee. That's a simplistic example, but effective in illustrating the point.

All five of our senses work that way. The beauty is that if you change just one of those elements, you change the whole dynamic. If you change what you're imagining, your activity and result will change. If you change your activity, what you're imagining and feeling will change. It's that simple. You determine those choices and the result is what you get.

With that as a foundation, we're going to move forward. Realize that with your goal of creating the best fruit, you need to nourish your tree with positive words, positive actions, and the components that will help it grow straight and true. Everything from this point forward will focus on how to habitually and unconsciously keep track of what you are focusing on, what you are saying to yourself, and how you are moving. In the next chapter, I'm going to guide you through how to control those habitual behaviors.

For a moment, take a deep breath. Relax and close your eyes. With your eyes closed, put a smile on your face. Realize that *you are getting this*.

Chapter Ten:

Enabling New Behaviors

“Don’t believe EVERYTHING that you think unless you are willing to go with the flow of mediocrity. Choose the thoughts that will rock you and then make them habitual. Otherwise, an untrained brain will freewheel, and life will ebb and flow accordingly. Now wake up and smell what you are thinking.”

—JM3

People often desire to make change in their lives *without doing anything* to address the current situation itself and or the problem at hand. I call that ***Polishing a Turd***. It’s like adding more software to a computer that already has a bad virus. That virus is eventually going to corrupt the new software and compromise its effectiveness. In your case, we’re going to change your effectiveness. However, the habit that you already have in place takes up the space that you need for a new behavior; it’s so ingrained that unless we eliminate it or create a new space, then you’re trying to stack something that, while good for you, may be uncomfortable on top of what is already an entrenched behavior.

In this case, I always remind people that we can, and we will do something about it in the moment. We will effect a change right now. But what is more important is the long term is lasting change. Along with creating momentary change, we are also creating future change as well.

Said differently, we will be conditioning ourselves to respond habitually in the future. It will be automatic and natural versus having to work yourself up to it every time you step up to the plate.

It will be in two stages. First, *creating* the desired behavior. Second, *finding and destroying* the behavior that hinders your effectiveness, and thirdly, *placing* the newfound, resourceful, awesome behavior and feeling.

So, let's talk about creating the space for the new awesome behavior. We're going to create that space by using something that I call **Page Breaking**. I've been an author for a little over twenty years now, and I remember the first time I learned about the word processing feature called Page Break. I was using a PC at the time, and Microsoft Word. Page Break is the feature where when you reach the end of a chapter, and you want to start a new one, you would create a page break. It would split the document and start a whole new page, allowing you to write anything you wanted on your fresh, new page.

The good thing about it is that whatever you wrote is now a permanent part of the whole book. It doesn't matter where you are in that page. When you click, it's going to make a space for a new page. You can be mid-paragraph, but when you click on this specific tab, it's going to create a brand-new page, allowing something else not part of the previous material to appear.

Well, that's what we're going to be doing with your ineffective behaviors. Those areas where you are not as effective are always accompanied by at least one negative feeling that creates a less than stellar performance/behavior. We're going to be creating a space from that old behavior that doesn't serve you.

In the neurosciences, this is something that we call a *pattern interrupt*. Way back in Chapter Six, you described areas you want to be more effective in. You may have included a description of what you didn't

want to happen, the things you feared, and the emotions associated with it—this new *page break* allows you to mentally reformat the story of your life.

You can create entirely new content here. Don't feel locked into the same old story. Imagine a new title, a page one with the header "This is how I go **Further Faster.**" Then you going to create what I call the *Installation Piece*.

The cool thing is that *pattern interrupts* occur naturally in our lives. You're sitting in your living room, and you remember that you left a magazine or your iPad or something important in the kitchen. You get up, walk across the room, and there you are standing in the middle of the kitchen looking all bewildered and confused because you can't remember what you came in there for. You stand there for a few moments, and if you're lucky you'll spot the thing that you got up for, and it triggers your memory. But more often than not, you wind up retracing your steps back to the living room to wait it out until it comes back to you.

Think about it like this: when you were in the living room, you were on one page of thinking: your focus was on that page, your internal dialogue was on the same page, and your body movements was on that page—they were all in sync. When you stood up, you made a radical shift in your physiology and that turned the page on everything causing you to feel scrambled and confused. You in fact created a blank spot in your brain for a moment. As a rule of thumb, whenever you are in a particular pattern of thought, and that pattern gets interrupted, the mind will become blank for a moment. Two things happen when that occurs: first and foremost, it changes *focus*; and secondly, it creates *confusion*.

In psychology, that blank spot is called a *scatoma*. That space is a very powerful place in your mind, and your brain is open for suggestion in that moment. You have heard the phrase: "Nature abhors a vacuum." Your mind naturally wants to fill that vacuum with something—that *page break* is the perfect place to insert a new pattern of behavior. The even cooler thing is that you can deliberately create the same blank spot in yourself anytime you wish. The significance of that is during that moment when you are confused, and the blank spot is

occurring—you are highly suggestible. This is a perfect time to introduce a more resourceful thought and or idea.

You can install whatever you want in that blank space. The more times you do it, the more it will become the norm. If you're in an ineffective state, and you break that page with a *pattern interrupter*, you create a blank spot. That blank is a fresh canvas, and you get to write whatever you want there. When you do that enough times in the proper way with the right type of reinforcement, then it becomes your adaptive instinct. It becomes your *contrived human nature*. It becomes your habit. The replacement that you put in there becomes your new character, which is happiness.

You can create new beliefs and behaviors using this technique. This is a rapid way of getting results that would normally take years and even decades to change. You can change something that took a lifetime to create in a very short time. This is also the foundation of how we will *replace* your ineffective feelings and behaviors with ones that we borrow from the things that you are mega-effective at. If this is sounding a bit complex and or complicated, not to worry. I'm just giving you the mechanics, but you won't have to remember or even understand them. As long as you complete the exercises and activities, I will be asking you to do, you will produce a result—and you will have fun doing it.

Instead of having to practice something over and over again, let's *rehearse* something. Remember, rehearsal is practice with *enthusiasm* and *excitement*.

Rehearse it enough times while breaking that page.

Do it enough times until it becomes natural.

This is what you're going to be doing. I hope you're excited!

You get to write what you want to make happen. This writing is *rewiring* your brain, altering your *reticular activating cortex* with a specific goal to begin working on, and providing that system a detailed menu to use in the installation process.

The time has come to choose an awesomeness from your list. It's time to choose which behavior/state/belief/way of being you are

going to use and what to use it with and what to use it on. Which area of your life will you choose first to be more effectively *awesome*?

It's time to dig deep again and tailor your answer to your vision. You're going to find the one thing from which you will get the maximum result and find a way to measure it. By now, you may already have something in mind, and you may have already chosen your page. If that's the case, then you are ahead of the game. But you still need to refine it and create some benchmarks and measures to make sure you are achieving your outcome along the way.

If for instance, your vision requires you to become a better salesperson, you can't just leave it at "I want to be a better sales person." You need to assess where in the process you can improve and what results you will get as you do. If in the process, you already know that you are weak at closing or follow-up or presenting your product or even asking for the money, then you need to specify exactly what you would like to be better/more effective at. The human brain works best when it has specific targets to work for.

If you need to be more effective at losing weight, you will assess the current situation and find where you can get the most bang for your buck. Is it in exercising, and if so, what part of the exercise process do you need to improve? Is it getting to the gym? Is it actually doing the exercises? Is it in your food choices or water consumption? How will you measure your weight loss goals? How would you keep track of what you ate? How much will you weigh at the end of the week? In order to have a positive result, you have to know what you want that result to be.

If you give your brain ambiguities in your goals, it will give you ambiguities in your results. It needs facts, data, numbers, and a target date for delivery. Clarity is power when it comes to awesomeness. The more specific you are, the better the fuel you are feeding that powerful brain of yours to work its *creality* magic. This is the time to be completely *dirt-honest* with yourself.

If this seems like a lot of work, then consider the alternatives. Are you going to be satisfied with the same or worse results that you have been getting? Or best-case scenario, you do improve but it takes you three to four times as long. Is that going to be your battle cry? Of

course not. That's not how you roll—and after all, that isn't that why you picked up this book in the first place. It's critical to know where you are going and where you are. This is the starting point and we need to define the endgame in order to plan the best journey.

In at least one of my seminars, I jokingly point out the radical differences between the shopping habits of men and women to illustrate how important it is to know where you are going and where you are. Hopefully you can relate to this.

IMPORTANT!

The following is simply a generalization and not meant to be a representation of either men or women as an absolute fact. This is not meant to criticize, belittle, or degrade in anyway. Take it as a tongue in cheek metaphor to illustrate a point. LOL.

As men, if we go to the mall to buy a pair of pants, we go looking for those pants like we are on a hunting expedition. If we return home without any pants, then we have failed. We didn't complete our mission, and now we will have to either do it all over again or go without until the next opportunity.

With women, it is radically different. If a woman goes to the mall looking for a pair of pants, and she returns back home without those pants, then she's cool with it. She went shopping. She got to enjoy other shops, tried on some blouses or maybe tried some new makeup. She browsed through the new Fall Season collections, tried on a few pairs of shoes, yacked with a few friends, and made a few new ones. She visited a dozen different shops and stores that didn't even come close to having pants. She went shopping, and she's happy about it. Most women will agree that shopping is a journey to be enjoyed and explored.

Having said that, when we men go shopping, we look for that kiosk with the map of the mall and the spot that reads "YOU ARE HERE." Then we look up and find the exact store that we came to the mall to shop at.

Women, on the other hand, tend to approach the mall from quite a bit different point of view and with a different execution process. They may have an idea of the store that they want to visit, but they

enter the mall and tend to bounce around in and out of whatever comes their way or tickles their fancy. Now of course, not all women shop this way, but hopefully you can relate in some way.

There is nothing wrong with either way, but from a therapeutic/awesomeness point of view, I'm going to ask you to shop like men. When it comes to getting results, I'm going to ask you to find the kiosk in your mind that says "YOU ARE HERE" and find the spot that says "This is where you want to go," and we'll map out the shortest path to that place.

In the next exercise, you will choose one thing to become more awesome/effective at doing. You'll then itemize the activities involved in reaching that state of awesomeness/effectiveness. You will also create benchmarks to measure your progress towards your goal. Find the one thing that will be the most helpful, write it down in clear, unambiguous language, and detail how you're going to measure the achievement of that goal. How will you know when you have become more effective? Take as much time as you need for this portion. This is where you break down your process of getting what you want.

When you are finished, you will have a killer menu of what it is that you must do, and then we can have a "YOU ARE HERE" moment to build your **BAD ASS Awesome Sauce**. This is where you bring clarity to the process and call your RAC into action. This is going to take a little bit of work on your part, but I promise you the payoff will be well worth it. This is the true **Awesome Sauce** recipe *right here right now*.

Remember: No matter how difficult it may seem, no matter how many steps you have to take now, they are short-lived compared to the long-term rewards you will reap. Instinctively, you know this. Now it's time to finally cash in on the knowledge.

So, go for it.

Be creative.

Have some fun with it and fill the page if you need to.

Examples:

If it's making more money and you are a realtor...

The thing that I wish to become more effective at is selling more houses.

To sell more houses, I need to list more homes.

To list and present more homes, I need to first contact more sellers and find more buyers.

To find more sellers, I need to go out into the field every day and search the neighborhoods for houses for sale by owners. I also need to search existing listings and find which ones are expiring and contact them.

I need to develop the skill of talking to these people and presenting myself as the solution to their challenge and why they should list with me.

I need to find a mentor to guide me in my steps.

I will monitor my progress every day and keep track of what I do each day.

I will schedule my time and mark my schedule each day with my accomplishments.

If your outcome is to become a better parent...

The thing that I desire to be more effective at is parenting.

In order for me to become a better parent, I need to develop more patience and connection with my children.

To develop those things, I first need to create special moments with them where I can communicate with them in ways that help them thrive.

To do that, I need to research different methods of entering their world on their level and implement them.

To do that, I need to schedule the time in my days, every day, to research and learn.

I need to communicate to my spouse in a way that encourages her to be involved in our newfound process.

We will know if we are getting results by our children's behaviors in school and at home.

We/I will chart their progress every day.

If you want to become more effective at finding a mate...

The thing that I desire to become more effective at is finding my soul mate.

To do that, I need to first become more confident and comfortable with myself.

I need to feel good about myself and believe that I truly deserve the best.

I need to develop more happiness within myself that someone will fall head over heels in love with—as I will with them.

To do all of that, I need to first be honest with myself and look at what is great about me first and then explore what I could do to be even better.

I need to search and find resources to make those changes and schedule the time to make it happen.

I will monitor my progress daily and put in the hard work now to reap the incredible benefits I seek for my heart.

Then I need to get myself out there and attract the person I am looking for.

Exercise Seven: Choosing Your First Goal

Step One: Vision Decision

Take as much time as you need.

Choose one item from your previous list to become more effective at.

List and prioritize the activities that you might use to achieve that effectiveness.

After you've done this, **revise** them to create clear, unambiguous language.

Set both a metric, a **measurable goal**, and a **target date** that is reasonable and achievable.

(You can rewrite the vision statement that you wrote in the earlier chapter or you can create another one).

Step Two: Choose Your E-Factor Behavior

Make a **list** of the behaviors/activities that are **necessary** to make your vision a reality. Choose the **activities** you need to become even more effective in order to reach and sustain your precious choice *(refer to previous examples)*.

You can list as many as you like.

Just make sure you are being dirt-honest with yourself. Look at this as your “YOUARE HERE” spot.

Starting point: Make certain they are clear, measurable, and targeted activities.

Important

Important

Important

Important

Important

Important

Important

Step Three: Set in Stone

In order of importance, *prioritize* your behaviors/activities. Refer to the previous list and organize that list. Keep in mind that they are all important, and you will be getting better at all of them. A good way to do this: if you could *only have one* of them, which one would be the most important one? Which one would be the one that would make the biggest difference and enable the others to follow easily if you mastered that one?

Once you choose that one, then do the same for the remaining items on your list. Which one is the next most important to master? And so on, and so on, until you complete your list.

It is of the utmost importance that you take the time to write each one out now. If you are doing this on your computer, **do not** just cut and paste. Remember: *the rewiring is in the writing*, and it is *forcing* your brain to search and find. This is where the internal/unconscious work is done. This is where your brain and nervous system starts to make it real to you. Don't scrimp on these next few steps.

The order of the activities that are most important for me to become even more effective:

Most important:

Most important:

Most important:

Most important:

Most important:

Most important:

Effectiveness leaves clues. Now it's time to set benchmarks to measure your progress and assure your success. This is where most people fall short. They may have the best of intentions to reach an outcome, but they never *check in* to see how they are doing. This is critical because if you don't *check in*, then you will not be able to tell if you are getting better or not. If, however, you do *check in* and make benchmarks to reach, then you'll have several opportunities to fine tune your activities and adjust your trajectory. This is especially important, because this is where you actually compress time and shorten the distance between you and your goals.

Also, the more you check in with your progress, the more opportunities you have to praise yourself—you know how critically important that is to your sustained success and motivation to keep going.

You can measure in material/tangible benchmarks like amount of weight lost, money earned, or sales made, etc., or you can measure in non-tangible increments like feelings or emotions. Anything works as long as you can make note of your progress compared to where you started.

It's also important to place what I call *live-lines* on your progress. I use the term *live-lines* because deadlines are too negative and stir up feelings of stress and anxiety. Instead, see your benchmarks giving you life and liveliness. Your nervous system will unconsciously look forward to completing the tasks at hand because it knows that it is going to get praise as it does. This is again part of the magic of these perpetuation elements in this system.

Examples:

I will know that I am getting better and better because on or before November 6, 20____, I am three pounds lighter and at least one-half-inch smaller in my measurements, and subsequently every week thereafter until I reach my ultimate goal of_____.

Every time I check in I will praise myself first for my efforts and for my progress.

I will monitor my progress every week thereafter until I reach my goal on or before _____.

Set a target date complete with the details of what your successful benchmark outcomes will look like.

Now write out your benchmark statement like the example above. If you need more room, transfer it to your journal.

Great job.

Now you know what to do... PRAISE YOURSELF.

Put a big smile on that face of yours and say "I Freaking Rock."

Chapter Eleven:

Stepping In and Stepping Up

“Riskless failure is the absolute worst, because it’s a constant reminder that you could have succeeded, but you didn’t even try. It’s like peeing into the wind. There’s going to be a mess to clean up later, and you’re going to stink until you change.”

—JM3

We’re coming into the home stretch now. First and foremost, I want to congratulate and commend you on your hard work thus far. That was a lot of writing and a lot of introspection on your part. If you left out any of the steps, please do not go further. It’s important that you *go back and complete them all*—even if it takes you a little longer than you thought. It’s **critical** that you complete all the steps as prescribed. This is where the change begins.

Now you should have a much clearer picture and feeling of precisely what it is that you need to change and improve to become even more *freaking awesome*. At this point, I need to re-remind you that this has not been about finding what is wrong with you. It’s been about

finding what you need to do to make you even better. There is a HUGE difference in the subtlety. It's all about how you feel. It means that the reasons you don't do the things that you already know you need to do is because there is undoubtedly some sort of negative feeling attached to it.

Whether it's fear of failure, fear of success, or even something as trivial as just not wanting to be uncomfortable, our nervous system is designed to seek the path of least resistance and least pain. So, if you feel that you are doing something wrong, then that doesn't feel good, and as a matter of fact, it also introduces a bit of shame.

Let's recap your progress:

Look at what you have:

- You've narrowed down what you want.
- You know why you want it.
- You have the activities involved in achieving it.
- You've prioritized those activities and behaviors.
- You have a way to measure it.
- You know what success looks like and how long it's expected to take.

Pretty cool, huh?!?!?

You should be feeling pretty good about this accomplishment. Don't take this lightly.

I'm telling you this at this particular place for a very important reason.

This is a check-in point for you.

This is an opportunity for you to *supercharge* your nervous system.

One of the greatest mistakes I see achievers and overachievers alike fail to do is to *recognize*, *acknowledge*, and *celebrate* their progress.

Most feel like they have to accomplish some Herculean feat or radically shift the earth on its axis in order to be worthy of praise and acknowledgment. Or worse yet, they put the responsibility of praise and acknowledgement on others as though those others hold their self-worth and acceptance in their hands (the reality is that most people are too busy silently struggling with their own demons and stresses to give two shakes for a rat's butt about you and your stuff).

So, if you haven't done so yet, take a moment and allow yourself to acknowledge, praise, and even gloat over your **Bad Ass**. Find a way to feel proud of what you have done. Doing this will be setting your nervous system up for wanting more. Trust me this is where most fall short. And it is the easiest and most effective way to program yourself for consistent forward motion and momentum.

Now you are going to work the other side of the equation: what *stops you* from getting to your goal. You're going to change that here today. This is the change part, but you've got to know what stops you, what prevents you from getting to your goal. Like all behaviors, it has feelings associated with it. When you get to the root of the feeling, you find out what's really getting in your way.

That's the emotion that you must capture and trap. I want you to write down not only what stops you, but also how that makes you feel. If you write down "procrastination," you might also write, "I get upset. My stomach turns. I feel low energy. I feel rejected."

This is another time to quiet the inner poet and writer; simply let your pen go without judgment or even conscious guidance. Write as if you were objectively writing out the narrative of someone else, someone whose words you don't feel the need to edit. You can just list it as it is. Don't worry because you can't get this wrong. You can only get this right. *You're participating in your own restoration.*

This is not a self-slap-around session where you beat yourself up about what you haven't done. This is just a closer look at what has held you back in the past. This is where you will be targeting the patterns that have hindered you in the past. Remember when I talked about how one of the biggest reasons people fail to make progress? How the changes that they make are temporary?

Well, it's because most people with the best of intentions try to make a change without doing anything concrete about the behavior that stops them in the first place. They don't *clear a space* for the new behavior.

The old one is stronger—it will eventually overtake the new one. Also, remember the *pattern interrupt* section and how effective and important it is? Well, this is where you will find the patterns to attack and destroy.

I recently watched on the Discovery Channel an interesting program about where some of our familiar sayings came from. One of them was: “debugging the system.” Most of us have had the experience where a piece of software or a game or even our phone did not function properly. Perhaps you had a virus or a glitch that was slowing down your work or not processing something fast enough? Oftentimes, we would just reboot the system or call a tech to help us out. Well, the interesting thing is that the term “debugging” was created in the 1950s when a team of scientists were working on an important project, perhaps the atom bomb or a space project, and there were a lot of electrical components involved. This was back in the day before solid-state circuit boards and computer chips.

Electrical components involve hundreds of manual switches, links, and connections that had to work in concert with each other. In this particular event, there were rooms and rooms of electrical gear and at least a dozen people each responsible for flipping a switch or monitoring an activity.

The desired outcome they were trying to produce wasn't happening. They tried over and over again, but no go. So, they started examining the hardware step-by-step to find out where the problem was. In the end, they found that a moth had flown into one of the machines, became trapped in between one of the circuits, and died. Its dead body was preventing the switch from making contact, and as a result, the hardware was compromised, and the whole system was rendered ineffective.

Once the bug was removed, everything worked properly. From then on, they not only checked for bugs in the systems, they built in preventative measures like clean rooms and sealed systems to prevent this from ever happening again.

So take a deep breath and relax. This will be like finding the bugs in your internal nervous system. We'll find them, take them out, and free up the system to work most awesomely.

Exercise Eight:

What Prevents Me from Being Effective?

Take as much time as you need. List each thing that keeps you from being effective in achieving your goal. Under it, list the feelings associated with that behavior.

Example:

I have been ineffective at losing weight in the past because I binge eat and don't exercise. I procrastinate on the things that I know I should do. This makes me feel sad, embarrassed, frustrated, and defeated.

Your turn:

I have been ineffective in the past because

This made me feel _____

I have been ineffective in the past because

This made me feel _____

I have been ineffective in the past because

This made me feel _____

If needed, you can continue here:

Now prioritize this list. Which one is the one that is most important for you to work on now?

Using Your Strengths

As uncomfortable as that may have been, I want you to understand that you did what most people never do in their lives. Most people spend their lives avoiding the things that make them uncomfortable, making excuses, and rationalizing the outcomes.

You just faced it. You just wrote it down.

This is the **page** that you're going to **break**.

This is how you participate in your own magnificence.

You located what made you ineffective.

Now you're going to *get rid of it*.

Now let's start to use the things that hindered you to extract the *strength element* that will assist you. There is power and strength, drive and pull, in the things that have held you back. What I mean by that is, just like when you're driving and you see that the telephone pole will get too close, you will feel even more scared and are more likely to drive right into it. When you're focused on what you don't want, you will feel those same unresourceful feelings that you wrote down, and you will most likely do the same old ineffective behaviors and reproduce the same old unsatisfactory results.

Instead of looking at the pole, let's look at the *space* between you and it. That is where you feel good, and that is where you will most likely perform at your best. Remember, every action and reaction is preceded and maintained by a feeling of some sort. Just as your ineffective behaviors have bad feelings attached, so do favorable things have good feelings attached.

You may even have good feelings about some things that you have bad feelings about. And all you have to do to find them is look at *the space*. Instead of looking at and focusing on the negative result possibility of your behavior, look at and focus on the **positive possibility** of your intention and behavior. If you look at *the space*, you will feel better and you will react better.

In this case, it can be done quite easily just by something called ***future pacing*** and ***pro sequencing***. Looking at what you want will produce a very specific emotion that we can and will use to your advantage when it comes to embedding new beliefs and behaviors into your nervous system. In a moment of fear or un-resourcefulness, humans are generally focused on the negative possibilities/consequences of the task at hand.

If it's picking up the phone and making a sales call, or going to the gym to work out, or anything that might cause anxiety, the person is thinking about/focusing on the pain and or uncomfortable feelings that they might feel if they get rejected or lift the weights. They are projecting their imagined results if they fail onto their nervous system. Remember: the mind can't readily tell the difference between what is real and what is not real when we vividly imagine it. We will actually feel like the imagined consequences are real, and we will experience all the same feelings as though we truly did experience it. That, in turn, causes a chain reaction of things to happen in our bodies, and just like that, we find ourselves doing the *same old thing* we did in the past.

So, the circuit breaker strategy is to do what I call a *preemptive strike* on that whole process. Simply by looking for/at the thing that you really want in any given situation; you will produce emotions that support those images. As you think, so you shall feel.

If you take something that you are not effective at and you look at the how and why you are not effective, you will quickly see that you are focusing only on the negative possibilities of the future.

Said differently, you are looking at the perceived consequences of your actions in that moment. By focusing on the positive possibilities of your actions (the *pro sequences*), you will bring up resourceful emotions. So, let's take a look at the things you just listed and use them to extract the real intentions.

Go back to your previous list where you listed things you are ineffective at and the feelings you get when you attempt them, and now write down their *antithesis*. Write and list what you really wanted or were intending to do, and list the feelings you will have if you succeed. If you are not effective at working out at the gym or picking up the phone to make a sales call, then you would write:

The thing that I want to do is get into the gym and do my workouts exactly as prescribed and when it is prescribed. When I'm finished doing this, I will feel excited, energetic, and enthused. I will be happy, motivated and proud.

Take as long as you need to dig deep and come up with as many *pro sequences* as you can. I'll show you what to do with this information soon. For now, happy hunting.

The things that I am intending to have when I am effective are:

The feelings I get when I have done these things are:
This made me feel

This made me feel

This made me feel

The things that I am intending to have when I am effective are:

The feelings I get when I have done these things are:

This made me feel

This made me feel

This made me feel

The things that I am intending to have when I am effective are:

The feelings I get when I have done these things are:

This made me feel

This made me feel

This made me feel

When you match those up, you'll see the target emotions that you're going to use. These target emotions that we're after are going to make you more effective. It can be anything. You can start with the list, but we're going to prioritize and find the one thing that gets you so excited—that one thing that, when you think about doing it, your heart pounds and nothing can stop you.

While you're doing it, allow yourself to feel it. Allow yourself to see that by *transferring* the emotion of what you're good at to a targeted goal, you change the dynamics of everything you do. One little change has a global effect in your life.

When you have more courage in one area, it's going to spread to other areas.

This is a tool, and **now it's your tool.**

You can use it on anything else that you want. You're going to have a lifetime tool that you can use for anything, and you can teach to others as well.

Remember back a quite a long time ago when we started this program or this process, I said to you that you're not only going to do it for yourself, it's going to affect other people around you? You're going to become a shining example of what's possible for other people as well. The beautiful part about it is that as your team grows, so do you. In any type of business, you're going to need a team, no matter how small. Teams grow and change, and yours can become more effective just through your example.

Here is where you're really going to target how to ***lock in what you're good at and the associated empowering feelings into your goals***. You're going to look at the goal and the prioritized activities that you've written down and find the insertion point for something you're already great at.

For example, if you want to be more effective at sales and you've seen that you are wonderful with computer data, you might use that strength and the emotions associated with it and plug it into an activity. Going further, you can actually begin a new metric—point to an outcome that might be produced there, what would it look like, and how would it help. Lastly, describe what that would feel like. How would it change the achievement of the goal?

You'll see an even more powerful force at work here. You'll begin to see the opening up of possibilities, and you'll begin to feel the burgeoning excitement of the realization that you can actually reach your goal—and you can get there faster than you ever dreamed. Because you truly do have everything that you already need. Now, let's put that into action on the next exercise.

Exercise Nine: Review What You're Great at Already

Take as much time as you need. Refer back to the things that you are already great at. Begin to see how you can plug those into the activities that you have prioritized. Under it, list the feelings associated with that behavior. Go ahead and feel the shift towards empowerment.

I can use my strength of _____ to help with

This will make me feel

This will make me feel

This may also change one of the measurable goals
by _____

I can use my strength of _____ to help with

This will make me feel

This will make me feel

This may also change one of the measurable goals by



Chapter Twelve:

The Proof is in the DOING

“FATE chooses you or you choose it, either way your life flows accordingly. So as long as you have a choice in the matter, choose to sculpt what is going to happen with every fiber of your being for as long as you possibly can. You’ll get lost in the process, and the process will become who you are at your core.”

—JM3

You’ve now come to the precipice, if you will. You’ve come to the edge of the pool, and now it’s time to jump in. Notice I said jump in—not stick your big toe in and test the waters to see if you like it. You’ve prepared yourself. You have all the necessary equipment and training and now it’s time to **DO**.

This quotation warrants repeating:

“The spoils ultimately go to those few who not only chose to do the mental, physical, and emotional work, but actually do the work consistently. This is the law!”

—JM3

This is the ***E-Factor***. I say ***E-Factor*** because I call it the ***Effectiveness Multiplication***, and it really is a ***Further Faster*** installation process. This is the actual process itself that we've been leading up to all this time.

I hope you understand how important it was that you not only understood the process, but also grasped the reasoning behind the steps to what you have done.

Whatever's going on inside of you, even if there's doubt and uncertainty, remember it's part of the process. If you're skeptical, that's okay. If you're absolutely excited, that's okay, too. Whatever it is, that's how your beautiful brain and body processes things, and it will serve you in the end. This last step is the culmination of all of the previous steps.

You dug deep to find what you wanted, you wrote it down, you targeted your strengths, and you found a place to apply them. Our outcome here is to place these newfound thoughts and understandings into your thought process/brain (psychology) in such a way that it *consistently* triggers your nervous system to *consistently* produce favorable emotions, which will in turn trigger favorable activities that will result in AWESOME results. You are now going to **internalize** what you have done.

Now that you've done the work, you can see that obviously your goal is within reach because you have the steps. Naturally, any goal that we have the steps for, the activities associated with those steps, a list of the strengths that we already bring to the table, and a targeted plan for application is a goal that we can achieve. It's undeniable. And it's yours.

Remember back in chapter three where you learned about the Further Faster embedding process?

1. Feel Good
2. Feel Bad
3. Interrupt The Pattern
4. Feel Good
5. Celebrate

We will be doing this process in a very specific way. By utilizing the things that have already written down in the previous exercises you will be systematically doing the Further Faster Embedding process. These are the steps in sequence that will produce the results you are looking for. Each one, as simple as it may look and sound, has a very specific purpose and meaning.

It's not about *understanding* at this point as it is about just **doing**.

Now you have a map for the *reticular activating cortex*. Now that powerful little system at the base of your brain knows what you want and what you have in your toolbox that will already help; it has a delivery date, and it knows precisely what needs to show up on your doorstep on that day.

The process that you went through in writing things down and searching has left a footprint on your subconscious already. What you wrote down is already in play. Even if you never look at those goals again, they are already on their way. So now we are going to push it forward into your being, so that it shows up in your life as activity and skill. I'll explain the process first, then I will give you the schedule and the method.

Read it

Every word that you speak has the ability to change your biochemical makeup. The very blood that courses through your veins will change in makeup according to the word you speak. It is impossible to speak and not feel what you are talking about. For some, it is more intense than others, but nonetheless, we all feel what we speak. Most of the time, we don't put that much thought and or intention into our word. We generally do what is called *in the moment stream of thought verbalizing*.

If you deliberately say something with forethought and intention, you geometrically intensify the feelings behind those particular words. So since that our intention is to radically affect our psychology, we are going to deliberately speak a set of predetermined words that have special meaning to them. You will simply be reading something aloud in a certain way, and that will be doing the trick.

Allow yourself to feel that for a moment. Whatever you will be reading, the delivery of it is set in motion. Allow yourself for just one moment to reflect on how you will feel when that arrives. Those feelings—the emotions that bubble up when you see the tangible proof in front of you—allow yourself to feel it.

See it

This one is kind of a no-brainer, just remember the telephone pole metaphor. As you look, so you feel—and so you feel, so you do, etc. Only this time you will be deliberately looking at some very specific data and using your imagination to make up some very specific images. Once you have read the words, while you're in that moment, go back for just a second and look at the thing that you want to change, the thing that caused you pain, frustration, or the thing that stopped you or scared you.

Feel it

Because all activities spontaneous and habitual are preceded by a feeling, it is important that you create *deliberate feelings*. You will spend some time in certain feeling and other ones you will only experience a little bit. Either way, fully associate to those feelings. Later on, your inability to feel certain things that you have previously had easy access to will be the proof that what you are doing is working for you. When it comes to negative feelings, when you face that again, you're going to find that it has lost most, if not all, of its power.

Break it

This is the *page break*. The outcome here is to interrupt the unresourceful state and clear a space for the new effective state to be placed. While you are experiencing the unresourceful state, you will immediately be doing something to radically change your focus.

Embed it

Once your page has been broken, and your space has been created, you will immediately trigger the predetermined and preconditioned emotions/states/memories/feelings that will support and empower you to be more effective.

CELEBRATE!!!!

Lastly (and I hope I have sufficiently driven home the point about how amazingly, critically, awesomely, spectacularly important this step is), **YOU MUST CELEBRATE!!!**

This is where you will get the most bang for your time and effort. If I was to say which one of these steps is the most important—it would be *this one*. While in the throes of the embedded emotion that you worked on in the previous step, you must immediately do something that tells your nervous system that there is pleasure in its midst.

Your nervous system will then in turn create new neuropathways connecting the resourceful emotions to the task at hand. Doing this process in order to a set schedule will result in an automatic psychology shift. You will be programming yourself to respond and react in a specific way to your chosen task. It will soon become unconscious and habitual.

By the way, this is just a quicker, more effective way to do what you have already done your whole life. Any habit or behavior that you have developed, good or bad, has come about through the same exact channels. You are now just using neuroscience to be more effective at it. You are creating your own human nature, thus the term contrived human nature.

Stacking the Deck

Assume that you are not a \$15 million dollar a year NBA basketball star, and you haven't spent the better part of your life honing the skill of getting the ball down the court and into the basket. Let's also say that you are of average height, speed, and coordination. One evening, you and your best friend attend a local basketball game, and just by luck, you are sitting in the seat that is chosen to be a part of a million-dollar giveaway. Unlike the usual audience giveaways where the lucky person has to sink a basket from the free throw line, you are given the opportunity to be in the game for five full minutes. You will be on teams of All Stars, and all your team has to do is sink one basket, and you win \$1,000,000 tax free.

Both teams have an equal number of players, some good and some not so good, but all of them are much, much better players than you.

You are also given a choice to pick one other person to be on your team. Sitting in the audience is your best friend smiling and excited. He or she is the same as you: average height, speed, and coordination, but eager to play. Also sitting on the bench is NBA championship All Star Kobe Bryant.

You have a choice. Do you choose your best friend to play on your team or do you choose Kobe? Unless you are already a multi-millionaire or you're crazy, you would choose the NBA star. That's a no brainer. And once you start playing, would you try to make all of the baskets yourself or would you just keep giving the ball to Kobe? You'd pass the ball to Kobe. That's called *stacking the deck*.

Think of that as we start to do the process of winning your game of life. How you will be stacking the deck in this case is by building up a storehouse of great, powerful, positive, magnificent feelings that you can access any time you need them. You are specifically going to use them to fill in the gap that you create when you break your page.

How you will do this is simply remembering and smiling. That's it! As simple as it sounds, the process is as old as the study of psychology itself. You have no doubt heard of the experiment called Pavlov's Dogs. As an experiment, Ivan Pavlov took several dogs, and after not feeding them for a while, he showed them food. The dogs would salivate at the sight of the food, because they were stimulated by the sight and smell to remember what it was like to eat.

Just at the moment Pavlov showed the dogs the food and they salivated; Pavlov would ring a bell. He did this repeatedly. The end result was, even after the dogs were fed and even when they were asleep, all Pavlov had to do was to ring the bell and the dogs would salivate. This process is called *conditioned response*, and it is how anything with a nervous system learns to associate emotions and actions to any given stimulus. When you see lights flashing in your rearview mirror, you instantly get scared, and your foot comes off the gas and onto the brake pedal. When you smell a certain cologne, you instantly remember that certain person, and you might smile, etc.

This is what you will be doing for the first two days of this process. You will start by going back to the very first list that I had you write. The first exercise was called "How I Rock."

You wrote down several pages of things that you accomplished, things that you were proud of, and things that you are and were good and great at. Within each of those things is a powerful memory that you can tap into. All you will be doing now is going back over that list, line by line, and remembering something about what and why you wrote it down.

If for instance, you wrote that you are a great parent, think of a time that you did something that was awesome as a parent. Perhaps you taught your child to read or to walk or talk. Or perhaps it was that you once graduated from college, or wrote a book, or anything at all. Go back to your list and relive those moments as though you were there experiencing it right now in the moment. Allow yourself to feel *awesome*. Allow yourself to be proud of yourself and your accomplishments. While you are in the throes of that great memory, simply break out a **huge ear-to-ear, full-on, big teeth smile**.

*“Grinning is for wimps.
Break out a full-on, ear-to-ear smile.”*

—JM3

Then move on to the next memory. Each time you do it, get more and more excited and associated to that memory. Remember, as you *think*, so you *feel*—so have fun and relive your *awesomeness*. You will set your timer on your phone for two hours, and every two hours when that timer goes off, you will take five full minutes to take a walk down memory lane with a smile on your face. Each time, change memories and move on to the next one and stop and take a deep breath. Do this every two hours for the next two days. Do it every chance that you get to feel good. Put a big smile on your face and capture that memory for your stockpile.

That’s it. That’s all I want you to do for two full days. The outcome is to have a storehouse of great feelings associated to and triggered by your smile. It’s such a cool gift to give yourself. Because you are enhancing your life in so many ways. This what I mean by stacking the deck in your favor. You will have total access to these emotions when you need them for the embedding part of your *E-Factor* process.

So now go and start stacking the deck.
Don't read or go any further in this book.

STOP NOW!

Go stack your deck, and I will see you in two days with a big smile on your face and a pile of great emotions to access.

Chapter Thirteen:

Putting it All Together

“It’s no secret that if you have even just a little bit of courage, all you need is a chance. But what is not so obvious to most is that as soon as you display courage, chances and opportunities start to show in exponential fashion. Said differently: step up and stuff will show up. Learn the art of manufacturing courage and the world is your canvas.”

—JM3

So here is how and what to do to get the results. You no doubt have spent the past two days stacking the deck. Now it’s time to use everything you have done. This process should take you no more than five minutes three or four times a day for the next ten days.

Here are the steps:

Access the ineffective states

Go back to the exercise where you wrote down what you are not effective at now and choose to work on. You will think about that thing and how it makes you feel when you are not doing the right thing. Procrastinating, scared, hesitating...whatever you wrote down.

Allow yourself to feel it just for a moment. Maybe three or four seconds.

Page Break

Next, you will then *break your page* and *create the space*. While you are in the throes of that emotion, you will quickly stand up, shake your body vigorously, and take a deep breath. You will notice that you are no longer in that remorseful state. Even if you are asking yourself if you are or aren't, your focus has already changed. Don't hesitate—immediately move to the next step.

SMILE!!!

That's right—this is where you call in the troops. When you smile, you are immediately accessing all of the emotions, memories, and tools that you stacked up over the past two days. When you do this in this moment, that your brain is wide open and searching. You fill the gap with the resourceful goodies, thus attaching those goodies to the thing that you were previously uncertain and remorseful about. You will then fill it with a measurable goal.

Celebrate!!!

Pat yourself on the back, give yourself a high five, do the *Shake That Ass* dance. Anything—as long as you give yourself some sort of pleasure immediately. All you have to do is remember the process. Allow yourself to smile. Allow yourself to feel good. As you read your goal again, go to that place immediately, and think about the thing that caused you to be excited. Put a smile on your face and get excited about it. Even if you still have to fake it at little, that's alright. It's important because you'll be doing this in the beginning; this is the *rehearsal* process. Put a smile on your face and go for it. You will do this at least three times each day, preferably first thing in the morning, sometime in the middle of the day, and just before you go to bed.

Setting the Schedule for Success

This is as simple as it sounds. This is what's going to produce your result. I'm going to give you the schedule of how to do it and how to set yourself up for success.

Let's imagine there's a timer. At certain intervals during the day, that timer goes off. When that timer goes off, that action in itself is going

to be a *page break* from whatever you were doing. Five minutes or less is all the time this takes.

Here's what's going to happen:

You'll immediately stop, and go grab your sheet of paper, the iPad you have your notes on, or your workbook. You're going to read the thing that you want to be more effective and allow your imagination to be there.

Be more effective. See yourself making ten or fifteen sales. See yourself at the end of a great meal that was good for you. See yourself finishing up at the gym.

Then you allow yourself to feel it.

Once you're feeling it, then you're just simply going to face it. You may find those old feelings bubble up. You may feel anxious, upset, or fearful. Don't spend a lot of time there. Those are like old, painful memories. They happened in the past and now you've moved on.

Next, *snap yourself out of it*. Stand up straight. If you're sitting, jump to your feet. Shake yourself out and put a big smile on your face. What will happen is you will no longer be in that disempowering place. You will have done the next thing, which is *break that page*. By the way, I always **physically** shake myself out because it literally does that. In the moment, your brain responds to the shake like a physical directive to "Let that go. Shake that off!"

In that next moment, put a smile on your face. This is the place where you're going to replace it, you're going to turn to your journal, and you're going to read the empowering, well-planned goal map. You can read it out loud again and allow yourself to feel it. A little extra thing, such as squeezing your fist and saying, "Yes!" while you do it will create the empowering effect that shaking off produced.

If people think you're crazy, if people think you're strange, they'll soon come to see that this is what *good* looks like. This is what *success* looks like. Allow yourself to feel real good about it. The one thing that everything with a nervous system craves is that celebration, because it causes you to feel good.

Why? Because you're teaching the nervous system that whatever it just did prior to the celebration is what it wants some more of—because it generated a wonderful feeling. It sends the endorphins and dopamine through your system, which automatically links it to the thing that you did prior to the chemical rush.

The scheduling is as important as what you have already done. It's in your book, so you can take notes there if you like. You'll have three days of just reading it and feeling it. That's it. You're going to get out your cell phone timer. If you don't have a cell phone, go to your electronics store and just get a timer.

What you're going to do is you're going to set it for every two hours. Every two hours, you'll take three to five minutes to go over your goal map. On the third day, you're going to switch it to every three hours. Now every three hours, when the timer goes off, you're going to go through the Read it, Feel it, Face it, Break it, Place it, Celebrate it process that we've already done.

Closing Thoughts

A note of caution: one of the biggest challenges that I've found is that people with the greatest of intentions are often distracted by life, work, and responsibilities. Remember: those times when you just don't feel like it or it's too busy—**those are a gift**. Use those moments as if they were gold; muscle through them and allow yourself to be even stronger and more focused because—you did what was *hard*, you did what was *needed*—and feel the emotion associated with being someone that you can depend upon to do the hard stuff. If you brushed your teeth today, you can take three minutes to build the life you want to live.

I recommend repeating the process three hours before you go to sleep. If you do it right before you go to sleep, you'll have the most unbelievable dreams. Some people have a little problem sleeping because you're going to be excited. What you're going to find is that after the three minutes, you'll go back to your routine feeling better and happier.

And that's all there is to it! This is where the proverbial rubber meets the road. You're now responsible for your own outcome. Those of us who dare to dream will inherit the prosperity and become the leaders. This is your turn to be a leader. The first person that needs to be led is you.

This last piece will take only ten days. Ten days to change. At the end of it, you're going to find that it's hard to feel bad. When you look at your gremlins, they will not only lose their power, you may become unable to even feel bad about them. You'll notice a difference. It will be **remarkable**.

I encourage you to find somebody to work with. We all need a cheerleader. Find someone who is objective enough and supportive enough to be truly empowering.

My deepest wish for you is this: That you become who you were meant to become, and that your true gifts are both realized and shared with an appreciative family, a supportive team, and grateful clients.

Remember what I said before, personal development is *rehearsing* whom you wish to become.

I thank you so much. Obviously, we're going to be in touch! I want to hear about your individual success. I also want to thank you for your trust. Thank you for stepping up and having the courage to do something truly transformative.

The secret to an effective life is to do what you have been doing well and apply that with such feeling and such vision and dare to make your life **magnificent**. I wish the best for you, and I look forward to seeing you at the top.

Go.

Be Awesome!