

POWERFUL GRACEFUL SUCCESS

*the Secret Key to Mastering
time, Love And Money*



by STEVE CHANDLER

Powerful Graceful Success

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The Secret Key to Mastering
Time, Love and Money

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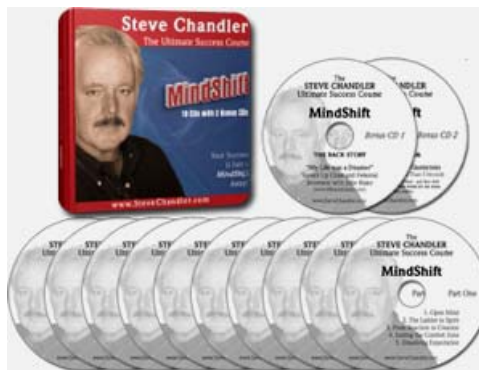
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Note: This eBook contains excerpts from *MindShift - The Ultimate Success Course*



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*"If we did all the things
we are capable of doing,
we would literally
astonish ourselves."*

-Thomas A. Edison

1.

The Key is the Shifting of the Mind

“Happiness is neither this thing nor that...it is simply growth. We are happy when we are growing.”

-W.B. Yeats

I'd like to talk to you about the basic concept of a mind shift. When the mind is open, it will shift. When the mind is closed, it won't.

So, first of all, let's picture a sports car. Let's say you are just learning how to drive, and you're driving your sports car and your driving instructor is sitting next to you. Your mind is down there in second gear and the car is kind of whining and complaining because you won't shift—you don't know how to shift and the instructor is saying, “Just shift—please, it's time to shift because the engine is being over-stressed and the car can only go so far in this gear, and you need to shift right now!”

And the grind and the whine happen from not shifting. But shifting isn't hard. It's a kind of upward, circular motion—like a spiral upward. Like a spiritual ascendance is a spiral too. But people don't know. If they've never driven a manual shift car, they don't know what shifting really is and how much it helps.

But if you ever have driven a gear shift kind of car, you know that when you shift, it just starts to glide into a new

level of speed and glides along the road and things are better. Then after a while, when you're in that next gear (let's say you are in third gear) and you go along for a while ... pretty soon third gear isn't enough! It's not right, it can't hold where the car wants to go, so it's time to shift again.

Well, your mind, your soul, your heart, your life, your brain, the whole picture is the same way. There's a shift box inside the mind that is there for you, and what happens is (when I coach people) I notice they are stuck somewhere, and their problem is that they don't shift. A lot of different things keep them stuck, but what's next for them is a shift—a movement of the wrist that's a kind of gliding spiral, and the wrist is metaphorical—it's in the mind—it's an opening.

When the mind is open, it will shift.

What really happens is a person then goes up to their next level of consciousness, spirituality, creativity, energy, vibration—whatever you want to call it? There *is* another level, and you know when you are going there. You can feel it, you glide. There's a glide available with the mind, body, and spirit that happens when you shift.

And that glide is the secret to success.

So we're talking about a mind shift and all the different gears. In a human being, there are many gears—not just five or six—there are many. I would say for the sake of the fun of it, there might be a hundred gears. And you're in some gear right now. Which gear are you in? You'll feel it when you shift. The graceful power might even startle you.

2.

How to Wake Up and Get Started

“Either you will make your life work,
or your life will not work.”

-Nathaniel Branden

When people are stuck down there at that gear, where they don't even know what they want, then I refer them to the first book I wrote, many, many years ago which is the most basic called *100 Ways to Motivate Yourself*. It's got all the basic concepts of how to get off of the couch, how to get into action, and how to motivate yourself, because it's when you're on the *move* that you see things. A bird in flight sees more than a bird on the ground.

Success is not just sitting on the couch, eating chips, watching other people live. You don't see much that way; you just lower your self-esteem. It's when you are up, moving, interacting, flying, serving, in action, in movement—it's in that movement that the real shifting can happen. Growth happens while you are moving—that's why I refer deeply stuck people back to that *100 Ways* book and that's what I call the Tony Robbins level—that's just “Wake me up! Start me up! Get me going!”

3.

Let's Never Worry Again

“Worry gives a small thing a big shadow.”

-Swedish Proverb

So let's assume that I can already do that. I can already shift up from the bottom of the ladder and get into some kind of motion. Because I know what's at the bottom ... what I've got on the bottom is death. Or the living death of passivity in the face of opportunity.

So now I've stepped up one gear—I've shifted to fear, now another gear up to anger, and I'm shifting up again, above anger and what we've got here is worry. Now this isn't as bad as fear, but it's a form of it. It's kind of a low grade form of fear, and if I'm not careful I can maintain this level all day. I can be worried all day—I can be worried about this unpaid bill, worried about that unruly child, and in this worried state my resources are gone. Because it's impossible to be creative and worried simultaneously.

One of the things I get my clients (and myself!) to see is that when I'm stuck at that worried level, I'll never really be served; nor will I help, myself or others at that level. Worry is a misuse of the imagination. And it's never necessary. If I want to mind-shift up the ladder to a higher level of creativity, a higher level of action and vibration and good feelings, I'll convert my worry into concern. That's a valuable shift.

So now I'm concerned—not worried—concerned. And the good thing about concerned is it's got more maturity, dignity and creativity in it, and I can act from it. When I'm concerned I take action!

Let me give you an example. I have a lot of people tell me "I'm worried about this, I'm worried about that, I'm worried about my mother, I'm worried about my money, I'm worried about my debts, I'm worried about my partner in business, I'm worried about my wife, I'm worried about my children," and they believe somehow that this worrying that they are doing is an expression of love or a reflection of how much they really care about other people.

But that's not true. Worrying is a dysfunction. Worrying is a mistake. It's not what the brain and the mind were built to be used for. Your mind is there to solve problems and create wealth and happiness. Worrying is a counter to that. Worry undoes all that good work. It's a misuse of that beautiful imagination you have. Imagination is a beautiful device that solves problems quickly with intuitive things that you see. And worrying keeps you pulled down to a level where there's nothing to see. Dark as a dungeon down there. And ... it's never necessary.

I had a person say to me, "Yeah, but my mother's really sick, I'm worried about her, so what do I do. I care about her, I love her, I'm worried about her," and so I said "So how is your worrying helping your mother? I mean if you love your mother and you believe you are worried because you love her, how is it really helping her?"

"Well, I care about her—that's why I'm worried."

"No, that's not why you are worried."

If you love your mother and you care about your mother, you will drop the worrying. Worrying does harm to you and your mother. You are not a sadist or a pervert so you will simply not do it. You will upgrade. Shift your mind up to concern. Because if you are concerned you will take action.

So now you can say, "I'm concerned about my mother, so I went to see another doctor so we could get a second opinion" or "I was concerned about my mother, so I went to be with her." You see how concern leads to action? Whereas worry leads to dysfunction.

Worry actually harms the person you are worried about. So how could it be that it's linked to loving? If I'm worried about my mother and she knows I'm worried about her, she's not even going to tell me about some of her symptoms or how she is really feeling—she doesn't want me to worry. She hates it when I worry and if I'm really worried that makes it worse for her.

So let's look at the practice of worry. That's what it is, a practice. It's not a natural outcropping of love. It's a practice. It's a habit. When I practice it enough, it becomes a habit. If I practice *anything* enough it becomes a habit; which is to say that it soon feels natural. Normal. Kind, even. Considerate.

So when I'm practicing worrying about my mother, she knows I worry so now she doesn't tell me certain things. She hates it that I worry. So she doesn't get the help she needs because I can't help her because she's shut me out so I won't worry. The last thing she wants is for me to worry about her. Now *I'm harming her by worrying about her.*

(I do this with my children, my job, my spouse, my finances, my life. My worrying is exactly what is making everything so disconnected from me and therefore dysfunctional.)

But we're not finished. Worry isn't finished with me. Because I'm also harming *myself* when I worry. Because, here I am going through my workday, I have an opportunity to have a really great conversation with a customer that would move my business forward and really help them, too, but I can't focus—I can't get what they are talking about—I can't really listen. Why? I'm worried about my mother. This is so toxic and such an unnecessary habit!

When I work with my coaching clients one of the first things I do is say, "Let's list the things you might be worried about" because until we remove those worries we have a dysfunctional person not accessing his or her beautiful resources.

So let's at least upgrade worry to concern. Let's shift. So that fresh new action is possible. Love appears in expressions of love. Loving service to others is much more in the true nature of love than any thought or feeling you could dream up. Love is service in action. Mastering love is mastering service.

4.

Creating is The Answer to Everything

“Life isn’t about finding yourself,
life is about creating yourself.”

-George Bernard Shaw

Okay, put your driving gloves on. Put the knob of the gear in your hand because I’m going to give you a shift point. This is the place at which you can shift from a lower level of consciousness, lower level of creativity, lower level of vibration, energy, joy, connectedness to everyone else in the universe, to a higher level.

And what I use for this shift point is a distinction between creating and reacting. Once you get a new distinction in your mind, you can use it for leverage forever. It gives you a way to shift.

Creating versus reacting. Now those are two primary brain functions. One brain function, the lower function, is a function called reacting. That’s just using my brain as a stimulus-response mechanism. There’s a stimulus in the world, my brain reacts to it emotionally and then moves on and waits for the next stimulus.

Now, when I don’t pay attention and when I don’t have a living, awakened awareness of the mind-shift that can occur during the day, what happens is I slip down into a life of reacting. I wake up in the morning and look around, I feel the aches and pains, I grab my head, got a bit of a

headache, and stomach doesn't feel all that great, joints are kind of sore, and now I'm reacting to things out there in the world. I hear something on the radio in the morning which is depressing or frightening (which by the way is what the news is trying to do—to either depress or frighten me, otherwise I won't listen). So I hear the news and I react to the news. Then I react to the people in my home, then I react to traffic, people can't drive for s--- ... I get to work and there's an e-mail from the corporate office back east. I react to that!

And everything is a reaction all day.

Now the problem with living that way is that it's not creative, it's not fulfilling, and it won't produce prosperity, joy, or connectedness. Reacting is just a holding pattern. It's a freefall lapse into the lowest level of the brain.

There is an actual part of the brain, called the animal part of the brain—the reptile brain—that doesn't even use or touch the beautiful new part of the brain that humans were given to create the future with.

So, for example, (I like to use this example when I talk to larger groups). If my dog is lying by the door looking around, it never occurs to me to say "Oh, look, he's planning his next week!" because that's exactly what he's not doing. My dog is a stimulus-response mechanism. My dog looks out to the environment for new stimulus and then reacts to it. That's what a dog does! If I bring a plate of good food, the dog reacts to that. If I roll a ball across the floor, the dog reacts to that. We all know this.

But why would I—as a human—slip down the evolutionary ladder into that gear and live my life just

reacting to things all day? Living other people's dreams, answering other people's questions, living up to other people's expectations all day long? Why?

Well, why I would do that would be because of habit. Do something enough times and it feels natural. It will simply be a habit that I got in the habit of doing and I never got out. And the second reason I would do that all-day reaction thing is because of simple lack of awareness. It's a lack of understanding of how the mind really works.

Because when people "get it" and understand that they can shift, wonderful things happen. They carry that awareness throughout the day. So they can always shift the mind to a different level called creating. The one thing my dog can't do is plan his next week or create his own future or see the big picture. That's what I can do. I can create.

So, let's say I get an e-mail and I'm no longer in the reacting mode. I'm shifting to a different mode. I'm a creator now. This, by the way, is what my partner Sam Beckford and I do when we do consulting to turn around small businesses. We call it the "law of creation." You shift from reaction to creation, and soon you have an action plan and you are doing activities that lead to success.

No, it's not the law of attraction. You don't just sit around picturing things, hoping they come to you. The law of creation is *the law of participation*. You are actually participating in the manifestation of the outcome. Your sleeves are rolled up. You are producing what it is that you want to have come your way. You produce the life you have.

So I want to practice the law of creation by creating.

So here comes a troublesome e-mail onto my screen. In my former life living in a lower gear, I would have just reacted to it. I would have said, "Oh, now, this is wrong, this is unfair to me. I'm really angry now, I think I'll fire off a really nasty response and really tell them how I *feel*, and deliver a zinger they won't forget, and they won't mess with me so easily in the future." Now that's *reacting* to the e-mail. People do that all day not even seeing that they are doing it. Producing a very unhappy life for themselves.

I have a different way I can be. Here comes the e-mail. It arrives, I read it. I might have a very rapid emotional response, but I want to breathe deeply into that, let it pass, let it go like a cloud would pass in the sky ... like a thought would pass in my mind. And now I slip my driving glove on and in a very relaxed way place my hand over the gearshift knob of my mind. I ask myself how would I like to *respond* given what I am up to. Given what I am up to! Not given the nature of their email. Not given the nature of the injustice. But given what I am up to in life. Given my creative and created self-styled mission. How would I like to respond given the bigger picture.

How would I like to respond given the career I am here to create? I want my day to be a work of art. I want my communication to all be a part of what I am creating for myself and people I care about instead of just a "justified" reaction that makes another person wrong. That's the lowest form of life. That's way down the ladder we talked about—anger and fear. Nothing gets created out of that mindset. Fear is always destructive. Love is always creative.

So here's the e-mail I got. It's nasty, it's unfair—I could be justified in looking at it that way, but I'm asking myself *what do I want to create* based on this e-mail. Can I create a new understanding with this person who sent it? Maybe. Maybe I might want to call them and say, "Hey, I got your e-mail, looks like you've got some real energy about this and I'd love to meet with you." Now that would be a creation—it would not be a reaction. Because out of that meeting I could create a relationship with this person, where the person has a whole new respect for me and I have a whole new understanding of what their life. I might be compassionate, even. About what their life would have to feel like for them to send an email like that. What would have them in so much pain that they would even send that e-mail?

Now this kind of thing is open to me all day long. A hundred different times I have the choice between reacting to something, allowing my emotion to kick in, or stepping back, taking a breath and saying "what would I like to create based on this?"

I remember seeing Robin Williams on the Actor's Studio and after he had done his interview it was time to interact with the audience and he said, "I'd like you out there in the audience to just throw something up here (any object) and I'll take it and I'll have that be the question you ask." So a person threw a towel up and he'd wrap it around his head and pretend he was from India or somewhere or he would wrap it around his waist and pretend he was in the Greek baths in Manhattan, and he would do all these comedic bits based on whatever they threw his way. I watched in fascination. I realized I was seeing all of life in that moment. The whole human comedy. Because notice they could have thrown anything his way and he would have

taken that object and worked with it, and he would work with it based on his overall creation which was to be funny and make them laugh and to see what his highest form of performance was during improv.

Can only comedians do improv? Or can you and I as well?

I know of salespeople who can do the same thing. A prospective customer will throw an objection at the salesperson, and if the salesperson is really masterful, he'll enjoy working with the objection. He'll know what to do with it.

He won't react to it.

He won't make the objection wrong or argue with it. He'll incorporate it. He'll accept it. He'll actually agree with it! Soon he'll allow the objection to lift the understanding between the two people to a higher level. It's very difficult for amateur or unskilled salespeople to learn how to do this because of that very thing we are talking about. That thing we alluded to when we said that fear was always destructive. Fear causes reaction. Love causes creation.

Fearful sales people are locked in out of habit and lack of awareness to simply reacting to things all day. So salespeople who are struggling on the teams that I coach are people who habitually react. They get a lot of "bad news" in the course of a day. They are the reactors.

But salespeople who are thriving and making an incredible amount of money have learned to create with

everything. Everything that comes in is neutral material to create with. It's not bad news.

And here's one of the traps that reactors get into. All day long they are in judgment, so all day long they're judging whether something is good news or bad news. We got some good news this morning! Then, we got some bad news! It's a hand slapping the face one cheek then the other ... this is good, this is bad, oh, this is good—so these reactors are just whip sawed in a bi-polar swinging from the two polarities all day long. Nausea sets in. At the end of the day, no wonder they are burned out. Emotionally they are in a mess because they've had so many highs and lows all day long. What a day. We got good news in the morning, bad news at noon, this good thing happened, then that bad thing happened, and the monkey slides down the ladder. The rungs give way. That whole good-versus-bad judgment syndrome lives way down on the ladder we talked about.

Higher on the ladder is neutral and people don't understand that. They think, well, neutral is nothing—it's just passive. No, neutral is the ultimate of all creation. It's like a blank canvas! An artist's dream! Or amorphous clay being handed to me! I'll mold it into whatever I want! It's the raw material for creation.

So I'm not going to go through my day reacting to things like, "Oh, no, that's bad news, oh, what a horrible e-mail, oh no, we had that meeting—were you as upset as I was with what he said?" That's going to get me no life at all. There will be no real success in my life because I am so emotionally drained at the end of the day. I am so worn out with good/bad, good/bad, good/bad.

I want to create from neutral—no good, no bad. It's just "Throw something at me. Throw me a towel, throw me an objection, throw me a yes, throw me a no!" I will take it as neutral material and I will ask myself what can I build from it. How can I make it fit the big picture of what I am really creating in life? What exactly am I up to? And how does this fit that? I want to make everything ... everything ... serve the profession I am creating, the success I am creating.

"I have found that if you love life, life will love you back."

-Arthur Rubinstein

Most people are kind of surprised and startled to find out that, looking back, when they have a customer complaint at their business, often times if they handle it with grace and with open generous listening, that they now have a better relationship with that customer than before they mistreated them. It's a stunning, surprising thing for so many people.

And yet they don't learn their lesson.

Because the real lesson is that a customer complaint is not a bad thing. People say, "Oh, no don't put that call through! He's upset, he didn't get his delivery in time. I can't talk to him today—I'm not in the mood for that. Tell him I'll talk to him tomorrow. Tell him I'm sorry." So all day long, people are trying to *deflect* these conversations. They want to run away and avoid complaints. Or else they face the complaint with defensiveness! To arms! They

argue with it and say “Sir, sir, I’m sorry. Look at your contract. We never said it would come in three days. Sir you have to allow two weeks for delivery!!” I’m right, you’re wrong. I’m right, you’re wrong! So now there’s a big argument. Now the customer is not feeling better—even if you’re right.

So where does a reactor live? In a scary land. It’s the land of good and bad, right and wrong. These are the mean streets: I’m right, you’re wrong. That’s way down on the level of consciousness. Fight or flight. My way or the highway. Believe this, or I’ll blow you up. Draw that cartoon and I’ll cut your head off.

That’s the lowest level of activity; to make people be wrong and to try to feel right all day. We will want to shift out of that mindset completely. We will want to move way up above that. Let’s take what people give us as welcome information—*no matter what it is!* Let’s work with everything to create a great relationship with each other.

“We are each of us angels with only one wing.
And we can only fly embracing each other.”

-Luciano de Crescenzo

So, this is the distinction to keep in mind if you want a shift point: Am I *reacting* to this? If so, I’m not moving my life forward. I’m not creating success. I’m only reacting. That’s the lowest reptilian form of living.

Shift to here: Do I want to *create* something with this? If I do, let me take a breath and see what’s here. What’s

the potential? What's possible? What if I were that person? How would I want me to approach me? How would I want to be talked to? These are creative questions that shift your mind into glide gear—way out into your spirit and creativity and with these questions you can move your career forward at a really beautiful rate. There is no bad news. There's just information that I want to work with it. Anything you give me is the raw stuff of success.

You Don't Have to Die First

"Happiness is not a state to arrive at,
but a manner of traveling."

-Samuel Johnson

We're talking about deliberately shifting the mind. We're not talking about waiting. That's reacting. We're not talking about waiting until some outside occurrence—some rude shock—occurs that has you shift. We're talking about being open to the mind-shift possibilities throughout the day.

Soon it becomes something you are working with. You are the captain of your soul.

We read almost every day about heroic shifts that people make in the face of dramatic life changes. So many people report, "Well, I got a terminal illness and I came face to face with my own mortality, and all of a sudden I woke up to how precious life was and even though I had x amount of months to live, life became so precious I didn't want to waste any of it, and I started living differently."

Lance Armstrong says, "Cancer was the best thing that ever happened to me." People say, "What are you? Nuts? How could cancer be the best thing that ever happened to somebody—that's the *worst* thing that can happen," But for him it was a wake-up call. It changed life from being some kind of grueling one-dimensional linear progression—just

one challenging thing after another—to a holistic, expanded, infinite, eternal now. Every single moment contained in the now! He began living differently.

That's a tremendous shift right there. Many people have waited for outside events to jerk them around, and rudely throw them into a new level of consciousness, forcing them to wake up. If you read Eckhart Tolle or Byron Katie their awakening experiences (their enlightenment experiences) came from being down so low they came out the other side. Being so suicidal and depressed that something radical happened and they came out the other side and woke up. That's not necessary for everybody. It's inspiring when it happens, because we can read their books and have a mind shift for ourselves just following their instructions without having to go that low ourselves. A mind shift can occur by opening any mind, though, and allowing it to be awake all day, and that's what we are looking for.

Try Astonishing Someone Today

“The best kept secret in the global economy today is this:
When your service is AWESOME you get so stinking rich
you have to buy new bags to carry all the money home.”

-Tom Peters

I have a friend, Darby Checketts, who has written a book called *Customer Astonishment* and it's a great book because it shifts the mind beyond customer satisfaction and customer expectation. If I'm only looking to satisfy someone else's expectation, that's very low level, grim drudgery. I'll stay stuck forever trying to satisfy other people. That's why customer satisfaction ratings and satisfaction is really ridiculous. There's no satisfaction in it.

That's why Darby has a focus on customer astonishment. Why does he say astonishment? To be absurd, to be unreasonable? Yes, because it opens the mind. The mind that is open will shift. So it's no longer how do I live up to the customer's expectations, but now, how do I really delight this customer? How do I *shock* customers with my level of service? How do I astonish them with my commitment to their getting something great for what they paid for.

I want to look at that because if I ask myself that question—how could I astonish this person—my mind opens,

even biologically. When you ask yourself a question like that, now you've got a bi-cameral brain instead of just being trapped in one side of your brain. You now have to create. Most people don't do that in their adult lives. They sink down the ladder by walking through their day trying to anticipate what other human beings expect of them. They end up resenting those humans and having a miserable life. If I could stop that and I could think, *how could I serve that person*, I would be in a creative mode. When someone is talking to me, I merely ask myself, *how could I contribute to this person right now?* All of a sudden the mind expands! Life gets better, and I no longer am trying to live up to other people's expectations.

Deep down we know—deep down, at the level of soul, we know we weren't put on this planet to simply live up to other human beings' expectations of us. We know that. We are here to create.

Leave Your Environment

“Success is a process of diverting one's scattered forces into one powerful channel.”

-James Allen

When the mind is open, it will shift. Now let's see ways in which the mind can open. One of the things that really helps the mind to open is to take it out of its current environment. And not necessarily outward, but it can go inward. Let it go into the silence and into a bigger space—a more open space than it's in right now.

This can be done in really small ways. Let's say you're stuck. You're sitting at your computer and there are things you are wrestling and fighting with—you can't decide what to do because you're trying to figure some problem out. It's important to stand up, take a little walk, and get away from whatever environment you are in. It helps to allow the mind to slow down, so you can come back later and re-engage.

That's going into the silence ... going into space and then coming back. It's one of the ways to go up the ladder and see the bigger picture—is to go into silence.

Now most people don't see that. They pretty much drive themselves crazy by allowing external input all day long to just bombard the mind. How do you shift a mind

that is being bombarded? You can't. If you were in a little sports car and the sports car was being hit by three or four other cars head on, you wouldn't be shifting that car. The same is true with the mind,

So I wake up in the morning to the radio (I've set my radio to wake me up) and here comes the news. And the news is all tragic and frightening. Why? Because that's what they do. That's what the media does. They try to find the most alarming, frightening and tragic items to put in the news because you will stay tuned if they do that. Whenever there's something huge and alarming occurring, everybody is tuned in and ratings go up and they reach their financial goal of increased ratings. So, when the news agency wakes up in the morning, they literally search the globe for the most alarming things they can find. Here comes a storm toward California and this storm might even be a tsunami! So it could be a tsunami and so there's a tsunami warning. Now this is great news for the people in the newsroom. They are excited and they are pumped. You can hear it in their voices. This is exciting cause it's a big ratings day—thanks to this tsunami, or earthquake, or storm, or terrorist attack. That's how they operate—that's how they get ratings.

If we're unconscious to that, and if we don't get that and we just hear the news and think "Oh, my goodness, I can't believe it. What a day, what a world we live in!" we are being shifted downward. Mind shift in the opposite direction.

So I don't want to think that what I see on the news is reality—a true balanced picture of life, because it's not. What's really occurring that's good and safe and strong is not being shown on the news. People are living longer,

they are finding cures for diseases, planes do not crash—the space between major airlines crashes gets longer and longer and longer—but you don't hear that on the news.

We get the false perception, by hearing the news, that things are worse than ever and then we turn to talk radio! But the best talk radio features people with the most passion and the people with the most passion have the most anger about things, so now we tune in and now, pretty soon, we are angry too!

Now I have to create success in the middle of all that? That's really hard. Then I go to work and other alarming things are happening, people are complaining, and e-mails are coming in that say "Look we're going to have to outsource here from now on and this part of the company's being shut down and it's bad news" and then I get with people and they start talking about how hard things are, and this environment of negativity begins to shift my mind even lower. Out of that I'm asked to be a hero? Out of that, I'm asked to rise up and do something great? That's almost impossible.

So I want to take care of that situation. I don't want to just be a victim of it. I want to go to the silence as often as I can. I want to be in charge of what my mind hears and thinks about. I don't want the people in the newsroom to go find something for me. They are trying to scare me—they really are—literally because of the positive impact on ratings.

Every chance I get I want to shape, influence and create better environments for my mind. So it can shift in the right direction. So it can open, instead of shutting down against the tsunami of bad news. I don't want to be naïve

or be detached from reality. There will be more than enough reality awareness in my life. But I myself want to choose what wakes me up each morning. I want it to be uplifting, I want it to be soothing. I want it to re-connect me to my purpose so that I get a good head-start in life.

If I'm listening to things in my car, I want those things to be things that support my success. Not things that just pull it down. There are so many wonderful inspirational programs now in audio format (such as *MindShift*) that are so good.

Success is no longer a mystery. My partner Sam Beckford and I coach small businesses and Sam's really a master at taking the mystery out. He's been coaching small businesses for four or five years—he's very young, but he's very successful with it. One of the observations that he makes is that four out of five small businesses fail out there in the world, and one of the reasons they fail is because those four people are talking to each other. The four out of five people who fail *are talking to each other* as they get together at family gatherings. Or maybe they get together in the bar or the coffee shop or at some other kind of meeting, and they talk about how hard it is in life; how the economy is really tough right now; how hard it is to find good people to hire, and they trade these stories of limitation, difficulty and obstacles until it becomes a true belief system for them. Then they go to work and fail—those four out of the five people.

Now what about that one small business that starts that makes it? Well, that person has decided, "I'm not going to listen to these people, I'm going to use my time to learn how successful people succeed." It's not rocket science. Businesses are strategic, thoughtful, thinking

logical processes and they will succeed unless you get in your own way. Unless you let your fear, anger or resentment creep in. Because if your emotion takes over the business will fail.

How does your emotion take over? It comes from talking to other negative and emotional people. Downshift! All those people focus in their conversations on the parts of their business that they now believe are really hard.

Your mission is to shift back up into action. Stay positive and focus on the next task as if that next task were the only thing in the world for you to do. Do it with grace and beauty. One thing. No mind. No worries. Just focus. The ultimate mastery of time comes from living fully in the now. This moment.

A Secret Success Weapon for a Lifetime

“Minds, like bodies, will often fall into a pimpled, ill-conditioned state from mere excess of comfort.”

-Charles Dickens

Here’s a very amazing and secret weapon that I want to deliver to you. This is something very few people think to use. It’s amazing to me, as I work with my clients and introduce this secret weapon, how little they use it. And, how little they think to have used this is in their lives.

It just doesn’t occur to them. I don’t mean just my clients, because it is equally true when I apply it to myself.

So let’s face it this way. Right now, what I’d like you to do is think about something in your life you would like to really be good at. Maybe you’re OK at that skill right now, but it’s something that you know if you were *really* good at it, if you took it way up to the level of mastery, or artistry, that that would improve your overall success tremendously. You would move your career forward and move your life forward toward a real quantum leap.

Now, I’m going to ask you a second question, and please listen very carefully. Now that you have that improvable skill in your mind—that one skill you would like to be better at—answer this question: What is your current

practice for it? What is your current routine you have put in place for practicing it?

That might be a confusing question, so let's put it into an example. Let's say I'm talking to a young girl who has an ambition to be a concert pianist. It's very natural if I know what she wants to succeed at, for me to ask, "What's your practice time—how do you practice, what do you do?"

"Well, I practice one hour in the morning, then I go to school, then in the evening I take another lesson. That's my practice."

If someone is committed to getting another belt in martial arts, it's very natural for me to say, "What's your current practice for your martial art?"

In any field -any element of any performance where someone is clear that they would like to get better, notice that they will always have a practice. They practice! Yet, when I walk into the real world, the world of corporations, or even the world of universities, education, or the world of individual people who have individual professions or careers, I find nothing of the kind.

I coach people from the full spectrum. I coach poets, actors, comedians, and people in business, athletes, people from all walks of life. Whenever I've asked, "What's your current practice for it," they look at me like I'm nuts.

"Do I need some kind of practice? Who are you, the peaceful Zen warrior? Why bring this weird stuff into my life? I live in chaotic times. There isn't time to practice."

That's really the point. That's the problem. We live in times in which we are reacting all day without even knowing it. We wake up in the morning, and all of a sudden that cell phone is ringing. We go to the computer, those e-mails are dinging (alerting us) and people are coming in and talking to us, and life is gang-tackling us.

But, if I want to be successful, I will pick a certain skill, one at a time, and I will have a practice for it. And my practice will be exactly what it is that elevates this skill. And practice means a disciplined, repeated, time set aside to do something over and over and over so that it gets better and better and better.

Now anything that's really important to you, you're going to practice. Let's say you're going to make a speech or an introduction at the National Convention for your company. You've been asked to come out and introduce someone, and there are going to be 900 people out there and you don't normally give public speeches, and you're thinking about it ahead of time. Well, if you want to be certain that you're going to do a good job, you'll practice and you'll know that. So maybe you'll close your door and practice. You've made some notes, and the speech is a week away, and you'll walk up and down practicing. Or you'll drive in your car and you'll be practicing. And you'll say the speech over and over and you'll practice it and every time you do it, you'll get better at it.

You might have a song that you're going to sing at a wedding, and you're nervous, you don't know the words that well, and you're afraid that you're going to mess up, or not look very good, and it's not going to help the ceremony, so the secret weapon comes out. And the secret weapon is practice. And it always works.

Now why do I call practice a *secret weapon* in the course for success? Why do I call it secret? Because it's almost never used by anyone. People, when they hear the word "practice," they open their eyes, and look at me and stare at me like they're trying to make it fit in their mind like "what do you mean by practice? Practice is for musicians, practice is for sports figures, practice is for religious people who want to practice prayer and meditation and practice conscious contact with their higher power so that they can have spiritual progress in their lives. That's what practice is for."

But what if I want to get good calling people on the phone and selling them something? Couldn't I practice that? And people don't know that they can. It's never entered their mind. But I have to tell you. It's a weapon that works. It's a process that really works and it runs counter to what everyone else is doing with their day. It gives you an amazing advantage.

"Unless a man has trained himself for his chance,
chance will only make him look ridiculous."

-William Matthews

So, create a practice. Set aside time to practice that skill so that it gets better and better and better—and it will. The repetition of anything makes it better and better and better, and it's called practice. The reason people don't do it, is because it's self-initiated. It comes from you and you choose it. You decide what you are going to practice. It comes out of your own commitment to getting better at something. That's why if we talked to the next

100 people who walked down this street—if we sat them down one at a time and we said, “Tell me something in your life that you practice” you’d get blank stares. You’d get them looking around thinking, Who is this talking to me? Life’s hard enough. I’m just trying to get through my day.”

So you can see the near fatal, subconscious, decision to just *react* to the forces around us.

It is the primary shift here ... the mind shift that shifts you from struggle, from being stuck, to being wildly successful. Wildly successful is one little shift and that shift, as we mentioned before, is from having your day be nothing but a reaction into creation. Create what? A practice. So right now, in your life, if you search through your life, and you find nothing in it that constitutes a practice for some skill to get better, put it in there; because your relationship to this thing we call practice is going to make all the difference in the world for you. It’s going to give you a tremendous lift and a boost. Everything rises. Your skill rises, your respect from others rises.

And don’t be upset when after you’ve practiced something that someone else calls that skill “natural” in you! If someone else says, “Well, what a *natural* that person is,” don’t be upset. Or if somebody says “You must have gotten that talent from your father” and here you’ve been practicing it every day. They just don’t know the secret, and you do. And that secret, called practice, will help you in so many ways, you’ll be glad you put it in, and you’ll never leave it out of your life again.

“As long as you keep yourself centered, and are fulfilling the purpose you were sent here for, you will succeed and be prosperous in all areas of life.”

-Jose Silva

9.

Changing Your Relationship to Wealth

“Time is infinitely more precious than money, and there is nothing common between them. You cannot accumulate time; you cannot borrow time; you can never tell how much time you have left in the Bank of Life. **Time is life . . .**”

-Israel Davidson

On this recording I'd like to talk about wealth, because when people want a success course, almost 9 times out of 10 they want to relate it to prosperity, financial security or wealth. It's a funny thing in our culture, but wealth carries a real charge to it. Money itself carries real fear with it and I have some theories about that—it doesn't really matter if they turn out to be true, but they are interesting to ponder.

Back during the days of the depression in the United States, a tremendous wave of fear went through all levels of society, and there was a really startling, horrible belief that got lodged into people's sub-conscious minds, and that was that *we could lose everything*. That was the verbalization of that belief - “We could lose everything.”

So imagine growing up, and learning what the universe is like, and learning what the outside world is like, and everything you hear about money as you grow up creates fear in your system. And you file it away in your subconscious mind that it's a really frightening proposition, this idea of having money and earning money. And people talk in terms like "earning a living." "How are you going to earn a living?" And to a small person, to a child, *earning* a living is a frightening phrase because when you are thinking about living you aren't thinking about earning it. It feels like you're just already living. Don't I get to just live? Can't I have a living? Won't I be living whether I do a job or not? Or whether I'm good at work or not? Will I still be living? Am I going to die if I don't know how to *earn*?

And we parents really imply as much: "Yes, for you to go on living, you have to learn to earn!" And as parents we impart these fears into our children because we, ourselves, are very afraid for them. Based on how they clean their rooms and do their homework, we project that out into the future and we think, "Oh my goodness, are these kids going to be living at home in their 30s or what's *wrong* with them? How will they ever earn a living based on the habits they've got now?"

So these kinds of fears get pounded into children and we hope they'll have a good effect. That we will scare them straight. So we say things like "Money doesn't grow on trees" and "A penny saved is a penny earned" and pretty soon everybody's thinking in terms of pennies and scarcity and fear.

No child is thinking about becoming a millionaire and having great abundance and creating wealth through

serving others. It's the opposite of that. We grow up very frightened, and wondering whether we deserve anything.

Another negative aspect of our first programming around money is that we learn that money is always with other people. The grownups have the money, and in order to get a little money for ourselves to buy some baseball cards or candy or something we might like, we have to please the grownups! You must win over some grownups to get that money. Pretty soon, subconsciously, the patterns goes onto the inside and now we grow into adult life thinking, "Now I've got to please grownups in order to make money" and we keep thinking that grownups have the money.

I can't tell you how many of my clients are just terrified of going out into the world and selling their services because they still have that mindset. Who would really want to buy from me? What grownup with money would want to give it to me? Do I deserve it? Is my service worth this much? So most of the small businesses, and most of the professional people that I consult with and coach, and that my partner Sam Beckford consults with, have real fear of charging enough money. Therefore eight people out of ten we work with, set their fees for whatever it is they do, way to low. It's just fear that if they really charge a nice strong fee for their work, the other people on the other side (the grownups) will huff and puff and get upset and say you have not deserved that—you have not cleaned your room, you've now mown the lawn, you have not shoveled the snow, and you don't deserve that money.

“If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.”

-Ray Kroc

So part of the road to success is re-programming and de-programming all of the belief systems around money that are based on fear. We carry so much of that fear into the outside world! It must be re-structured and re-programmed deliberately and new beliefs must be practiced. Mind shift! We now practice asking for large amounts of money for our work.

People are just terrified to do it. People are terrified to start a new business, terrified to raise prices, and so the work must be internal. A shift in the mind inside. What is my value? What am I worth? What do I want to charge?

When you charge a good fee for your services, whatever work you do, please understand that that's not just something that you benefit from. Most people think that. “Well, I'm just greedy by doing that” or “the other side, the client, will know that I win by raising my prices and he loses.” Not really true! If you have some kind of service you are offering and somebody is paying a larger price for it, one of the things you can count on is that they will value it more. Someone who buys a Lexus is going to take much better care of that vehicle than someone who buys a beat-up used car or someone who rents a car. So as your price increases, the value of your work in the mind of your customer also increases, so it's not just the one sided, lopsided “greed-grab” when you raise your prices.

It's very important in the world of money, to acknowledge and see, and be conscious, of the fear factor.

What am I afraid to do? How do I get bolder with this? How can I commit my clients more to a good outcome by raising the price, so that they step up and are now committed to this work?

Because if I can start turning my thinking around in that area, then my relationship to wealth changes and I can de-program and re-program all of those childhood fears that have crept in to my adult life.

Our heart pounds! We get nervous. We are going into our boss to ask for a raise, and it's sweat time ... we didn't sleep the night before. Now, why is this? We are just talking about some numbers here. Why all this palpitation and fear and nervousness and sweaty palms and dry mouth? The reasons go back to that childhood link. The concept driven into a child that money is survival. Money is like oxygen, and if you don't figure out a way to have enough, it will be exactly like somebody placing a plastic bag over your head, and you can't breathe any more. That's what people think about money. That's their fear of losing it.

Add that to the fear of not deserving it and all that fear creeps in because sub-consciously they've linked it to survival, instead of to abundance, to prospering and to doing good works. I want to re-program my mind so that in my mind, money means good works.

"The old thought that one cannot be rich except at the expense of his neighbor, must pass away. True prosperity adds to the richness of the whole world, such as that of the man who makes two trees grow where only one grew before. The parasitical belief in prosperity as coming by the sacrifices of others has no place in the mind that thinks true.

'My benefit is your benefit, your success is my success,' should be the basis of all our wealth."

-Anne Rix Miltz

If I have a program in which I've always already earmarked mentally and on paper, money to be given to some good cause, whether it's my church, my school, or any good cause I care about—the environment, orphans in Darfur, wells in Africa—any cause that means something to me—education in the inner cities—if I know that some of my money is always going to go there, then when I raise my fees, I feel good. I don't feel selfish and undeserving. I feel like this money's going to be put to good use! There are a lot of wonderful, deserving people who will thank me for making more money.

Most people in defense against all this fear, end up taking a philosophical position where they don't want to make a lot of money, and don't like people who do. This really works against them. It's funny how psychology evolves. For example, if you're a small child and slamming doors scared you. Let's say you lived in a household where there was someone who slammed doors when they were angry. When you were really little, it scared you. It was really frightening to hear that loud slam. Well, as you evolve into adulthood, you won't be scared when you hear a door slamming, but you'll be very angry—more angry than anyone else in the house or the family. So now you are an adult, somebody slams the door and you're really angry that they did that. Way beyond appropriate! And that's because that childhood fear is still lingering in there as a thought memory and now that you're an adult you've outgrown it to some degree, and if you'll remember the

ladder... On the ladder, death at the very bottom, one step up in human consciousness from death is fear ... but then you shift up from fear to anger.

One step up in human consciousness from death is fear, and one step over that is anger. So anger is above fear. It's processed fear. It's evolved fear into something that has a little more control in it, but it's still very low on the ladder. It's still a very dysfunctional emotion. If you were frightened of something as a child, as an adult it's likely to anger you. Like the slamming of the door. Now carry that into money.

Let's say you grew up in a family that, for whatever reason, imparted a lot of money fears to you. Maybe your parents never had much, or maybe you felt their fear that the rent wasn't going to get paid, or the utilities were going to get turned off, or all they talked about was not having enough money, and how frightening it was, or all the things they had to do just to get by; and you picked up on that. In addition to that, everything that was said to you "Money doesn't grow on trees you know" all those things that were said to you, pounded it deeper in. So this generated a great deal of fear from you as a child. Now as you grow up, you now have a little mastery over that, just from growth alone, and it becomes anger. So now you are just flat out angry at wealthy people.

Now that, too, as far as creativity goes, is profoundly dysfunctional. It won't lead you to success to indulge that anger. Success comes from the lighter touch, from being much higher on the ladder, so that money is just simply numbers that come and go, and there's a feeling of flow to it. It flows in very easily when I am serving people, and it flows out nicely to good causes. And so that is a sense of

flow, instead of a sense of hoarding and clinging and grabbing and that childhood fear that permeates some adult lives.

So step one in succeeding financially and with prosperity and abundance, is to really go deep, and find those fears, and reflect back on my childhood—where did they come from? What's my belief system around money? How big a deal do I make it in my mind? And how can I free myself from all those fears and those terrifying belief systems that have been built up over the years? So I have absolute freedom. And I can create wealth from nothing. I can just *create it* through inventive, imaginative service of people.

That's how wealth is created, and I can do that so much more freely, with so much more creativity, and innovation, and happiness, and high energy—unrestricted energy—if I don't have a basic fear that I could lose everything. So step one is to address those fears, to de-program them, re-program them and then really get into action.

Laziness is Fear in Disguise

“Shallow people believe in luck . . .
strong people believe in cause and effect.”

-Ralph Waldo Emerson

Lots of people almost brag about being lazy. I hear people say, “You know, I was just too lazy to do that.”

Or, “I’m too lazy to learn a foreign language, so I’m going to take an interpreter with me when I go to that country. I know, I’ve been appointed ambassador, and it would be probably more professional of me if I learned the language of the country I was going to be in, but I’ll have interpreters all around me, so let’s just do it that way.”

It’s amazing to me, how many American ambassadors refuse to learn the language of the country they are in; and simply say things like “I’m not good with languages” and to themselves or to their family they’ll say, “I’m just too lazy to learn it.”

But people are not really lazy—they are fearful. So, laziness is a form of cowardice. It’s a form of hanging back instead of venturing forth. But it’s more socially acceptable to say I’m, lazy, than it is to say I’m cowardly. Nobody walks around saying, “I’m cowardly. I’m cowardly. I’m a real coward.” People just don’t want to say that. That’s the lowest rung on this ladder—right above death. Nobody wants to say that’s where they are. There’s too

much shame in it. So, they move it up to something a little more socially acceptable, a little more acceptable to their own egos and they say "I'm lazy."

It's good to see this! I want to see it as a way of seeing the reality of it. Reality speeds success. Just like in the metaphor of the boulder in the road. The real road is clear. The real road to success is clear. It's an open road for people. People who succeed, who get really focused and really do it—it's just like a clear shot; and sure, real obstacles come in the road, but they're real and you can deal with them. It's the false obstacles that create the most problems for people because they're so unnecessary and send you off the road when you could be on the road.

If I say I'm lazy, I can hang back. Hanging back is what I do because I'm afraid to venture forth. But when I gather the courage to venture forth, then I am in action. That is movement. That is a great thing. That is where happiness comes from. It comes from venturing forth. It comes from going places I didn't know I could go. Happiness is growth. Happiness is not some kind of pleasure I've got eating chocolate or watching a fun DVD--that is really not happiness. That's pleasure. It's different. So laziness is really the cowardice of hanging back instead of venturing forth.

Here's a different way to look at it. Laziness is a way of lying low instead of rising up. So I'm too lazy to make my calls, but really I'm lying low instead of rising up. I am hanging back, instead of venturing forth. That's what laziness really is. It's a holding action. It's a retreat into passivity. It's a retreat into the illusion that hanging back or lying low is *safer* for me than venturing forth.

So you see a person on the couch, and rather than being out this Saturday, meeting people, going to his daughter's game, meeting the neighbors, cleaning the yard—doing wonderful things, active things, the person is on the couch vegging out; and we say he's lazy, but really he wants to hang back rather than venture forth. He wants to lie low, rather than rise up. And the person of courage, the person who finds courage, will rise up from the couch.

“Nothing is more dangerous to you than
an attitude of passivity.”

-Nathaniel Branden

Nobody's lazy. Really, everybody wants to be doing something. Everybody wants to dance. People hang back, they lean against the wall. They sit down and chat. They say I don't feel like dancing. Not true.

Everybody wants to play outside. Volleyball! Everybody wants to play. Everybody wants to play at life. Everybody wants to join in. Everybody wants to be active and move the body. The body was designed for movement. It wasn't designed to curl up—that's the fetus were talking about. The fetus was designed for hanging back—lying low. But the body, once it's cordless—once the body becomes cordless, it is designed for movement—for motion—that's what it's for. Getting out there, venturing forth and rising up, and so if I'm not and I just call it lazy—lazy's not the right word for it. Lazy is a strange cover word. It's a free pass on something so I can't see what I'm really doing. I'm really hanging back. I'm really not venturing forth, so when I get this, it's a great mind shift.

Now I'm not saying that we should never be on the couch. I can use the couch to rejuvenate. I can allow my mind to simply go wherever the channel changer takes it. I can eat whatever I choose, whatever I think tastes good. I'll chat with family members and I will just hang out today. I will lie low. I will hang back to rejuvenate. To re-charge my batteries because I've created this day this way. It's a creation—it's not laziness. The opposite of laziness is rejuvenation; and learning to be able to do that without shame, without labeling it laziness is really important. It's really good. It keeps me on track and it keeps the path to success positive.

Most people I talk to, talk to me about parts of their day that they're ashamed of. "Oh, yeah, then this afternoon, I was just so bummed out because I didn't get much done at all, I just sort of sat in a chair, and I leafed through a magazine, and..."

"Well did you rejuvenate—is that what you were doing?"

The mind needs to get away. The mind can't just stay locked on the computer screen all day long. Solving things, answering e-mail—the mind needs a break. So were you re-charging your battery? You know when you take your cell phone or some other electronic device and you plug it in to be re-charged, that's considered a good rational productive thing to do. It's not considered some lazy, shameful thing that you are doing, that you are re-charging the battery in your cell phone. So why can't we do that with the human body too without shame, without labeling myself as lazy? But I want it to be deliberately, created rejuvenation. Instead of, "Ahh, yesterday I was just so lazy. Ahh, speak Spanish? No, no. I'm only going to be there a year. I'm too

lazy to learn it.” “Speak Arabic? You think somebody in the CIA ought to learn Arabic? No, No, No. We already have.... It’s good versus evil—that’s all we have to know. That’s enough. We don’t have to really understand those people. It’s good versus evil. Isn’t it? That’s a good enough distinction for me. I’m too lazy to break it down into any other categories.”

I don’t just want to call myself lazy and not understand the fear beneath it, so that I can see it and choose to replace it with action. You can replace any fear with action. Replace it. Throw this story out, get into action. Throw the story of how unsafe this would be and get into action. Throw the story out first, and get into action and laziness goes away. My son on the couch is not lazy, he is afraid. So the cure is to encourage that person, somehow, usually by example—not by a lecture. Encourage. Same with my employees. Not too lazy to cold call—afraid. I want to encourage. When you encourage someone, you help them find courage that’s already there, so they can use it. Laziness is not the factor here. Fear is.

The Proper Use of a Hero

“What we need is more people who specialize in the impossible.”

-Theodore Roethke

Let’s talk now about heroes. People you look up to. People you admire, respect, even worship to a certain degree, and the proper use of heroes.

Because on the path to success, heroes can play such a big role. They can be important. Most people are a little shy about having heroes—having people they look up to—people they admire and respect— people they wish they were like. They feel a little shy, and when they have a hero like that, it actually reduces their self-concept because they think in terms of “Well, that’s not really me,” or “That’s so different than me—that’s who I would love to be, but that’s not who I am. That’s somebody I look up to which puts me down here.” And so, heroes are a little intimidating. They serve almost as a reminder that I’m not really that, I’m down here, they are up there, I’m not all that great, compared to my hero.

But there’s a different way to use heroes on your course, on your way, on your road to success. There’s a use of heroes that’s really, really powerful; and that’s what I want to bring to you right now.

First of all, it's healthy and good, and beneficial to have heroes, role models, mentors, and people you look up to. It really helps. So if you want to succeed, pick people who have succeeded in whatever field you are in and learn about them. Learn from them, even put their pictures up, have them be your role model, and you'll learn so much faster. You'll never be exactly like him or her, you'll bring your own talent, your own unique qualifications to the mix, so that in the end you could be even better.

Whenever I look back and look at all the different successful people I've studied and researched and looked into, it's always helped me. It's always lifted me up. When I was in the music business, I had a lot of heroes—people I wanted to be like. There were singers I wanted to sing like and because I would want to sing like a certain singer and this singer was my hero, I would learn his songs, learn the chords and learn his phrasing and try to sing like him, because he was my hero. And every time it helped me. It improved what I was up to.

In the world of business I had heroes, and in other fields I had heroes. When you study really successful people, that's one of the things they mention. Heroes! When you heard the Beatles interviewed, they would talk about really idolizing people like Chuck Berry and Buddy Holly and looking up to people like that. When you look up to people in an a really open way, where you are just loving in how much you idolize them and want to be like them, and you're not ashamed of it, you then bring the best qualities from that hero into your own work. It's like being an apprentice. You're learning, and it's great for you. So, the Beatles were copying Chuck Berry, Buddy Holley, people like that—they were learning from them. They were imitating them in some ways on their first album, but by

being so open in their worship of these people—these heroes in the world of music—they incorporated them into their work and then went beyond. Their work actually went beyond all these heroes and was eventually much more complex, and accomplished, and powerful than the work of their heroes.

You can do that too. Use heroes for a springboard effect. You bypass your own hero! Because you can do what your hero did (if you practice enough) and then add all the other things you know how to do and now you're multi-dimensional, and you include and transcend your hero in the mix. So, one of the fastest ways to learn to be successful is to find someone in your field who is successful in a way you like, and copy that person and be like them, and imitate them, and be as much like them as you can.

Tony Robbins really helped me many years ago when I was first starting in this work, when I would look up to him and say "Wow, he's great— his energy is terrific, and he's so powerful and he conveys passion in his simple, basic concepts about goal achievement." And I just wanted to be like that. Then there were other people I wanted to be like. I would see Steve Martin. "Oh, look at him. Look at the way he commands the stage with that incredibly off-beat humor, and yet it's got such energy and creativity to it and joy for living. I want to be like that too. And I want to be like Jerry Seinfeld...and I want to be...here's another hero of mine..."

Then I had heroes as writers that I wanted to be like. Look at how this person writes—I want to write like that. And then the next thing I knew I was actually writing like that—or an imitation of it; but then I added how I knew how to write to imitate that person, and pretty soon things

got better and better. So, heroes are a great thing. They are great teachers. Especially if you really open yourself up to that hero and let that hero really influence you.

So, don't have it be a point of envy or a point of, "I could never do that." Have it be someone you could come close to being yourself, and you might not be exactly that person, but get as close as you can, and then add all the things *you* can do that that person can't do; because no matter who your hero is, there are things that person cannot do that you can do. A lot of times we think, "Well, this person —boy— they're just better in every way than I am." But you'd be surprised, once you get to know them, how there are weak spots in them that you don't have. Soon you're kind of startled. You can do some things better than your hero.

And I promise you that's true. I've had people in my life who looked so powerful to me and so brave and courageous and fearless—and then as I got to know them, I found little pockets of fear that they had. I've had people that I admired and looked up to and I thought, "Boy that person, there's just no way that there would ever be anything that I could do better than them." Then the next thing I know that person tells me they are afraid to stand up front of a room, and would I do it for them? Then I'll get up in front of the room and talk. That person sits back and says, "You're the bravest person I know. You didn't even have an agenda or a subject and you held that room for an hour, and I just threw it to you. That's just incredible courage." And I just laugh and say, "Well, it looks like courage to you, but not to me. It's not hard for me."

So there's always a lot of elements in whoever you have on your wall as a hero, that they can't do that you can do. You don't know what they are. And keep that in mind, because the proper use of a hero is not to envy that person but to learn from the person. You want to emulate, not envy. Do all the things that you admire that that person can do—do those things like that person does them, and once you master that, you can go beyond it. So don't be afraid to copy, emulate, and be like someone.

People that I coach often tell me, "Well, I don't know how to do this. I've just opened a little store here, and I don't know how to succeed." Or, "I just started as a consultant, I quit my company, and I'm going to go out and coach other people, but I don't know how to do it. I'm really scared, and I don't know how to get clients."

Well, there's a really quick way to know how to succeed at *anything*, because successful people have shared over and over and over again how they did it. So you could pick any field; and you can walk you into the library and pull down books of people who have succeeded in that field and have been so proud of their success and so unafraid to share every little trick. In fact, the more insider, tricky thing that they did, the more they want to share it; because the more tickled they are with themselves for having done that. So there isn't anything, any career, any path you could be on, that doesn't have a blueprint for success already sitting there. If you're willing to find a hero.

And yet, I hear people tell me all the time, "I don't know how to do this, and I've no idea of how to succeed. I inherited my father's business; I don't know what to do with it. I've become manager of this division; I don't know

how to lead.” And the truth is, that’s not really true. *How* to do it is never the problem. *Wanting* to do it is always the only problem. So it isn’t the *how to* that’s ever really a problem—it’s the *want to*.

If you want to be great at anything, start looking for your heroes in that field, and emulate them until you can transcend them and do your own version. It always works.

The Final Shift to Power and Grace

“Everything you want is out there waiting for you to ask. Everything you want also wants you. But you have to take action to get it.”

-Jules Renard

Every shift you make, your mind opens and you see more possibility. Soon you're seeing more opportunity, and you have more energy and freedom. Because every shift you make you drop your old story—the story about how ineffective you thought you were.

The story about who you thought you were—your belief systems about your helpless and hopeless areas of life, is simply not true. You have power way beyond what you acknowledge during the day.

Of course, in a crisis you call on it.

I always use the example of the house across the street burning. A person who always thought of himself as a coward and a repressed loner, sees the house burning, runs across the street, hears a child inside, breaks through the wood that's burning, finds the child, and brings her out in his arms.

"Wow, you're courageous. You're amazing. You had no care for your own safety when you did that."

And the person is kind of stunned, "Like I guess I did what anyone would do."

No, the real you just showed up. The real you just showed up, but you needed to get a crisis to do it. You needed something huge. This happens so much in marriages and families. A big crisis will often bring out the best in everybody. Same with the city of New York. 9-11 happens and what we hear about for the next few months is how the city pulled together, they're working with each other like never before, there's more love, there's more togetherness, there's more support for each other than ever, in the aftermath of that horrible crisis.

Now that's one way to live. To wait for a crisis to bring out the best in me, but that's a victim's mentality. That's a really accidental, random way to live. The other way to live is to create. To do the mind shift myself. So I put my own hand on the gear knob and I shift. I take myself to a higher level, deliberately. Because it's my journey, it's my calling, it's my path, and I'm not going to be unconscious about it any more.

When the mind is open, it will shift and that is the mind shift that leads to success, but only every time. Up from death to fear, from fear to anger, from anger to resentment, from resentment to worry, (even though those things are negative, they signify progress!) to passivity, up, up, up to joy, creativity, enthusiasm, humor, compassion, spirit.

Primary in all of this is whether I'm going to spend my day reacting or spend my day creating. Most people by the time they become adults, don't think of themselves as creative. They think well, I have a cousin, she's a painter—she's creative. I have a brother who is a poet—he's creative. I'm not really all that creative. Somehow they've gotten their primary creativity talked out of them. And for safety's sake they have taken on a self-concept that says, "I'm not creative."

So whenever I really make a big deal out of how limited I am it's because it somehow feels safer. I'm not creative, so don't expect anything good from me at this brainstorming session...I'm not very inventive...so don't expect me to think...I'm not a good writer, so don't have me write the letter...and I'm not good with people, don't have me do it. You can see the payoff in that. There's a kind of negative, grim safety in claiming to everyone that I'm not good at all these things. That I have all these defects and all these weaknesses and I want everyone to know what they are, so no one will ask me to do anything.

That's one way of living and it sort of feels safer than venturing out and rising up. But it's not. It's creates a real deep sense of low self-esteem and ongoing, low grade, chronic misery.

"You are the product of your own brainstorm."

-Rosemary Konner Steinbaum

Time to commit to success. It's important to know, for me, where I am committed and where I am not, and to understand there's a portion inside my brain that I can put something in and that's a portion I call committed. I am absolutely committed. There is *certainty* that this will happen because I have put it there.

I use the example of the person who buys a plane ticket to Chicago who will now speak committedly about being in Chicago—"I'm going to be in Chicago—I will be on that plane." There are no words like..."Well, I'm going to try to get to the airport that day because I've got a ticket, and I'm going to try to be in Chicago...I hope I will...but you never know with traffic and all the things that can come at you during the day."

In most other things in life, they talk about in the arena of trying.

"Will you do this?"

"I'll try."

"Will you do that?"

"I'm going to try to do that."

"What are you going to do tomorrow?"

"Well, I'm going to try to get that done tomorrow. I'm going to see if it can happen. I'm going to try and make contact with her if I can—I don't know."

And this arena of life that we throw all this stuff into (the *trying* arena) is the arena where we don't succeed. This is not the road to success.

I can commit to anything I want. I can tell you I will lose 20 pounds in 60 days and that will happen and you can count on it, you can take it to the bank. It already has happened in my mind. I can tell you I will make a certain amount of money in the next two years, and that will happen and you can take that to the bank. Because when I tell you that, I have put it in a portion of my brain that operates differently.

When I put being in Chicago in that part of my brain, I operate differently about being at the airport and getting there. So if I go out to my car and it doesn't start, I come in and call a cab, or I call a friend, or I do something. Or if the car breaks down, I get on my cell phone and I get a lift. And if I get to the counter and the flight has left, I book another flight immediately. The quickest flight out, after that, to Chicago. So I end up in Chicago.

Going to Chicago was a success because I operated differently as a person. I always do when I am committed as opposed to when I'm *trying to* achieve something. There is a distinction here to really get. Something I've put in the *committed* category is something that will happen no matter what. No kidding, you can count on it.

If the house is burning down, I quickly make a commitment to get out of the house. If I'm in a building, and it's burning down—the building's on fire—I make a commitment, "I'm getting out of here. No kidding, you can count on it—I'm getting out of here. Whatever it takes, whatever I have to crawl through, whatever I have to break down—I'm out of here." That's commitment. And it really works.

Because if I were to just say, “Well, you know, it is burning down, but I want to finish reading this thing on the computer screen, and I have confidence the fire people will put this out, and if it’s easy and comfortable and there’s a way out, I might walk out, but then again I might stay.” That’s different. That’s how most people do most things in life. They lapse into the either/or/maybe/well see/we’ll let circumstance dictate the outcome, instead of commitment dictating the outcome.

How do I choose which things I want to commit to? That’s where silence comes in.

Silence and space. Taking time so that you can think in a bicameral, whole-brain way and allow all the great ideas you’ve got to bubble up. Best seminar I could ever really give would be to put the people in a room, give them a blank pad, have silence pumped in, and allow them to simply sit and jot ideas down about what they would like to create in future days, and how they might like to bring that about and why. That would be a wonderful, wonderful eight hours for them, unlike anything they had ever done in their lives before—a full day of silence. Just with their own thoughts, because so many things bubble up. That’s why people say they get their best ideas on vacation, or they get their best ideas in the shower—it’s the only time they’re away from this frantic outer activity.

Commitments begin with writing things down, because whenever I write something down it now gets elevated to the importance of other written-down things like bills and things that arrive in the mail, that most people pay more attention to and give more commitment to than their own written goals. And you can see how backward that is, if you want to create success in life. What you’re really

doing instead is playing into the hands of the mortgage company, the utility company, the credit card company, that has a way of creating success for itself, and you're taking their success more seriously than your own, by honoring what you get in the mail from them. I'm not saying don't honor that, but what I am saying is write down things that are at least as important to you as that, and write them down so the subconscious mind can see them as written things—real things.

Create a physical equivalent to whatever goal you set. Have something physical that corresponds with the goal, because the mind follows the body. Many times if you move your body, the mind will start moving in new, better ways and help you more. So don't leave the body out of the equation. Mind shift is a mind/body/spirit equation. Your success is mind/body/spirit synergy. The three of them, all supporting each other equally. It's not just narrowing in on some technique for making money in the stock market. Get out of the future, stay in the now. You want to glance in the future when you make your goals, your objectives, your master plan, but then set that aside and then use every moment now as a now moment. The opportunity in this moment, this phone call, this meeting, is so huge we miss it by our minds always worried about the future. So the mind is out in the future, and the body is in the present moment trying to deal with this person, and it's a total disconnect.

If you want to create a really big advantage over your competitor, or anyone else in the world you might be comparing yourself to, you will mind shift. Let's say you're using somebody else who does what you do as a benchmark, and just for the fun of it, just to get a game going, you've decided you want to be better than they are, make more

money than them, have more clients than them, whatever it is—it's just for fun to wake you up and introduce the game element.

“Don't be miserly with your strengths, with your intelligence, and with your creativity. Look for outlets. Look for challenges. Find out what makes you feel most alive and figure out some way to earn your living doing it.”

-Nathaniel Branden

Well, the real advantage you'll have over that person will be the level and amount of practice you do. That's what people forget to do. So, I ask a person to write down what area in life would you like to get better at? What talent, skill, ability, that if you got better at that, your success would come to you much faster? And almost everyone can identify that. So write that down. Now, the second thing I want you to write down is what's your current practice of that? What do you currently do? Regularly, will you book appointments with yourself to practice that? And that's where people give me the blank stare. “I don't practice that.” OK. Game over.

Who you are for yourself is really your destiny. Your level of self-esteem and self-confidence is the primary mind shift work. It is the starting place that needs to be added on to, designed, improved, painted, worked on, lovingly, lavishly grown—that self-concept. That paradigm of who am I? Bigger, better, more inclusive, connected to the whole world, filled with talent, joy, and a desire to serve, and a great track record for having done so well in so many fields with so many stories and instances of

connecting with people. It is so vital to grow that part, because that's really where success comes from. And that's where we get to the concept of ownership. If I see myself in my self-concept as a creator, an enthusiastic creator, I'm reminded that the word enthusiasm comes from the Greek words 'en theos.' It means the God within.

So that's my highest self. When I'm walking and talking with the Prince of Peace or however I see that—I'm connected to the universe, whatever religious or spiritual preference—it doesn't matter. What matters is my devotion to it, and my ability to see myself as that. And people say "Well, we were created in the image of our creator" and so many different spiritual disciplines will tell you, you were created in the image of your creator. You are a child of God. Well, if that's true, and I'm created in the image of my creator, then my business and my life ought to be about *creating*. A creator creates. If I'm created in the image of my creator, then I will create. I will not react.

"Don't quit before the miracle."

-Varda Murrell

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A message from Steve Chandler about learning to live a fearless and successful life...

*“Do not follow the path
Go where there is no path
to begin the trail.”*

—Ashanti proverb

Dear Fellow Traveler,

Fear closes the human mind. It shuts it down. Soon the mind is contracted and shivering in the corner. But when you open your mind to the soft upward spiral of repeated shifts, it soars. And soon what you wanted to "succeed at" becomes a joke . . . it's so easy to do. That's been my experience, anyway. And so on a series of ten CDs called MindShift I share it with you.

All my life I waited for this moment: the chance to say that I no longer need to coach you or train you or write a book for you, because it's all contained here: in this new program that teaches you to MIND SHIFT.

It took me 10 CDs to say to you what I wanted to say about success and how to achieve what you want to achieve. How to shift upward from fear to grace and courage and pure action. It's a shift that anyone can do, because it's a shift that happens in the mind.

What if fear were the only real problem you had? Well, it is. And what if a series of shifts in your mind could take

you above all that so you could achieve what you always wanted to achieve?

So listen to these CDs and allow them to become a part of who you are. Play them over and over and don't get too literal or linear about what you are "learning," but just let your mind roam freely while you listen. I've recorded them slowly in a very low-key way so that you can listen again and again and let your mind drift in and out of the content. Soon it will be yours.

What would the ultimate success course have in it? That's what I wondered as I went through the years sampling success courses by all the motivational greats and the New Age gurus. Then one day I thought, why don't I just turn on the microphone and say what it is?

Of all the books I've written, of all the audios I've made, this is what I would leave behind. If I could just leave behind one thing for my children and their children, and you and your children, it would be this. It would be MindShift, because it's the only thing that says what I really wanted to say. A mind that is open will shift.

Go here to order it: www.SteveChandler.com.

Sincerely Yours,

Steve Chandler

About the Author



Contact Steve Chandler at www.SteveChandler.com.

Steve Chandler is one of America's best-selling authors; his 17 books have been translated into more than 20 languages throughout Europe, China, Japan, the Middle East and Latin America.

Chandler is also a world-famous public speaker who was called by Fred Knipe, a four-time Emmy-award winning PBS screen writer, "an insane combination of Anthony Robbins and Jerry Seinfeld." He recently starred in an episode of NBC's *Starting Over*, the Emmy-award winning reality show about life-coaching.

Chandler was recently a guest lecturer at the University of Santa Monica, where he taught in the graduate program of Soul-Centered Leadership.

Chandler's first audiobook, *100 Ways to Motivate Yourself*, was named *Chicago Tribune's* Audiobook of the Year in 1997. *King Features Syndicate* repeated the honor by naming Chandler's *35 Ways to Create Great Relationships* the 1999 Audiobook of the Year.

Chandler has been a trainer and consultant to more than 30 Fortune 500 companies worldwide. He graduated from the University of Arizona with a degree in Creative Writing and Political Science, and spent four years in the U.S. Army in Language and Psychological Warfare. His internationally popular blog is available at www.iMindShift.com.