



**IN THE**  
**F**ootsteps  
**of GIANTS**

**FEATURING...**

THE FIRST  
STEP

by

**DAVID DUTCH**

Guiding You To Achieve All  
You Want In Life

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**“A journey of a thousand miles begins with a single step.”**

**Lao-tzu** The Way of Lao-tzu  
Chinese philosopher (604BC – 531BC)

**“Faith is taking the first step, even when you don’t see the whole staircase ahead of you.”**

**Martin Luther King Jnr**  
African American Clergyman and Activist in Civil Rights (1929 – 1968)

**“We need men who can dream of things that never were”**

**John F Kennedy (1917 – 1963)**  
35<sup>th</sup> President of the United States of America

**“The basic rule of free enterprise: You must give in order to get.”**

**Scott Alexander**  
Manchester based Property Developer and Multi-Millionaire

**“No one is ready for a thing until he believes he can acquire it.”**

**Napoleon Hill**  
Author 1883- 1970

**‘Whatever you can do, or dream you can -- begin it.**

**Boldness has genius, power, and magic in it.’**

Johann Wolfgang von Goethe  
German Philosopher 1749-1832

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# PREFACE

I give you a warm welcome to this book which is part of our series of books themed 'In the footsteps of the Giants.'

I have been privileged to have been involved in the Personal Development Industry for over 25 years, this has given me a great deal of satisfaction and pleasure helping then seeing many individuals from all walks of life achieve their ambitions. After being on the peripheral of Internet Marketing for a few years I decided to develop another division of my company devoted to Internet Marketing.

When I first came into Internet marketing a couple of years ago I was confounded by the amount of information that abounded the Internet. Countless emails descended into my mailbox from a wide variety of people all with 'THE ANSWER'; 'THE SECRET THE GURU'S DO NOT WANT YOU TO KNOW!' type messages. Well if they did not want me to know how come they were writing a book?

But, being a 'Newbie', I was sucked in by a number of cleverly crafted sales pages, only to be by and large very disappointed by the content that was delivered. That is not to say that all Internet Marketer's are charlatans' and vagabonds out to steal your last dollar, but unfortunately a large percentage of them write books geared to them making money rather than help the reader to make money.

I also attended seminars along the way some of which were really 'sellathons' with each speaker only interested in selling his/her marketing package at the end of their 2 hour session. I wonder how many packages, books or seminars you have bought with your hard earned cash.

Fortunately I have met some really good people along the way and have made many friends who share my philosophy of helping as many people as possible to achieve their goals, for by doing so we achieve our goals in life and – yes, we make a decent living at the same time.

I decided to put this collection together after sitting down one evening and asking myself, 'If I were to start my career all over what would help me the most to get a solid start?' In this collection you will find not just 'What you must do' but also a far greater percentage of 'How to do what you must do.'

So where do we start?

Well they say that the longest journey begins with the 'First Step' so I could not think of a better place to start than the first step to achieving everything you want in life.

Goal setting and achieving is such a vast subject and as I trained people I was always asked 'but where do I start?' Comments such as ' It's OK for you, you have done this for years – but if you were starting all over what would be the first thing you needed to learn?'

The following pages are the result of a collection of notes I have taken as I learned my trade, I have set them out in the form of a story – Why? Because I believe that you will relate more easily to a story than to bland facts, I sincerely hope that you will be able to identify with the characters. Even though it is in story form I do not believe that the essential message is diminished in any way whatsoever.

I will add that although the characters themselves are fictional the story is based on true life. In fact the main Character Tony, could really be David – that's right me. I have wrapped up how I learned about this great secret in a story to make it easier for you to learn, the other characters all played a vital part in my development and their roles could well develop into another story later.

There is no creed or dogma in the story but hopefully the message is presented in a clear easily understandable way that will give you a workable procedure to help you achieve all you want in your life.

However, be warned it is not some secret magic potion but if you study the contents and spend time

Do not just skip through the pages, or read the last chapter first as you would a novel to find out 'Who dun-nit,' rather sit with a pen and paper at the ready; read each section carefully and write down how the message within applies to you.

It is not a long story, it does not need to be, but, find a place of quietness where you will not be distracted. I find it best to shut myself away with a cup of coffee, put on headphones with soothing music -preferably non-vocal and allow the words to be absorbed by my brain.

Should any ideas occur to you as you read, put the book to one side for a few moments and explore your idea in writing and only when you feel that you have full explored the idea return to the book? Do not continue reading until you have explored the idea as you will lose it and possibly miss out on the one thing that will turn your life into the success you so desire. I explore the reasoning of this in Chapter 8 paragraph 11.

I will make you a promise, allow the contents of these pages to seep into your inner mind and you will start to achieve everything you really want in life.

If you want to contact me at all over the coming months with a question just send me an email to [info@inthefootstepsofgiants.com](mailto:info@inthefootstepsofgiants.com) when I will try to help you in any way I can. Please allow me time to collect your email and answer it as often I am tied up with other matters but rest assured I will always reply.

I wish you every success in taking this first vital step toward achieving every goal you set for yourself and hope that as you make your journey our collection of books; CD's and DVD's will help you along the way.

David Dutch

DoubleDee Publishing

# CHAPTER ONE

## A Voice From The Past

**P**RESUMING that there are many who are just as sceptical concerning things bordering on the extra-ordinary as I have been practically all of my life, I offer the following story and system of practice to each reader for what it is worth, with the suggestion that they take it or leave it, just as they see fit. All I will say at this stage that the events that unfurl in the story are based on the lessons I learnt that enable me to live the life I want not how others want. I no longer sell my time for money instead my time is my own to enjoy in whatever way I want.

It was Friday afternoon and I had returned from a late lunch. The staff had left for the day and I was alone in my office. My business had dropped off considerably of late and while conditions were not alarming, yet, they were sufficient to cause me some concern, and my mind was turning over the alternatives I had for increasing my business. Taking it all in all, it was not a very cheerful outlook. In fact the most serious problem of my business career was up for solution.

Sitting there in deep thought in an effort to discover a way out, I was aroused by the telephone. Placing the receiver to my ear I was startled at hearing the familiar voice of my old friend, David Bagshott. It required no great stretch of the imagination to believe it was a voice from the dead, for less than a two months before he had left for Europe on the urgent advice of his physician to preferably take a holiday, but at the very least get away somewhere to escape from his current situation, in the hope that a change would effect an improvement in his physical and mental condition. Failure to take this advice could have reduced his life expectancy to weeks rather than years. The cause of his breakdown was due to worry over conditions which, strangely, were similar to what I was now experiencing.

As he spoke, his voice carried such striking power and feeling that I was reminded of my last impression of Dave as my friends and I sorrowfully parted with him, a miserable shadow of his former self, and we questioned as to whether we would ever see him again.

But here he was back again, and surely some great change had taken place in him. Remarking that a miracle must have happened, he assured me that I had guessed about right, adding, "Tom, I know that you are puzzled over my early return and I also know that you never expected to

see me again. But I'm back and I'm the luckiest man in the world, for I learned something that I never knew existed. Tom, nothing is impossible with me any more for I can do anything. I am master of my own destiny and I can make my life anything that I wish it to be.

"Oh, don't think I'm crazy. Wait until you hear my story." Feigning a laugh to cover my serious curiosity, I remarked that he must have stumbled over some newfangled religion. To which he replied, "On the contrary, it concerns no religion of any kind or of anybody. You see, I met a Master of Life Achievement. A wonderful man who has so developed his powers that he can do anything, and he taught me a secret that no price could ever buy. You know that I lost my health and I lost my wealth. Well, I have regained my health and I will have the wealth in no time. Oh, it's a strange story."

Of course I became excited to see him at once and when he suggested that we meet up again I eagerly agreed to drop everything and meet him that very evening at our favourite restaurant. He closed the conversation by promising to tell me everything that had happened to him since our last dinner together some weeks before

I sat there unmoved for some minutes like a man in a dream, so completely absorbed had I become in the remarkable recital. Upon recovering myself I became possessed of the feeling that I had suddenly grown too big for the office. Suddenly I had outgrown that little place. I must get outside into the fresh air. Feverish with excitement, I stepped outside with a new belief that somehow my troubles would soon be coming to an end, don't ask me why I felt this way after just relating that I was at my wits end regarding my business. I had for some reason a feeling that there was something wonderful for me in his story.

I was seized with an uncontrollable desire to hear it at once. I turned in the direction of his office, but recalling that he was no longer there, was forced to wait until evening. The remainder of that day was spent restlessly pacing the streets wondering what had happened to Dave and what was he going to share with me. At last after what appeared to be an eternity it was just about time to go to meet him at the restaurant. I needed no taxi to get me there speedily for I found myself almost running across grass and pavement, why I knew not at this stage, I just felt I had to get to him as quickly as possible.

Having resolved to get a quiet table in the corner where we would not be disturbed, I entered and stepped quickly to the reception. My heart sank for on hearing my name the receptionist handed me a telephone message

from Dave saying that he had been called away and would be back the following evening.

Trying to conceal my disappointment and feelings, I turned quickly and was greeted by three friends who had met Dave earlier in the day, and each was excitedly trying to tell me of the wonderful change they too had seen in Dave and were desperate to hear how the change had come about in such a short space of time.

Miserable and disconsolate feeling that I was missing out, I broke away from them without uttering a word, walked out into the night and home.

Too agitated for sleep, the greater part of the night was passed in restless confusion. Assailed by the most illogical thoughts, I decided that the whole thing was a myth, conjured up in a mind weakened as the result of affliction.

How utterly ridiculous allowing myself to become upset by taking a few minutes of conversation and believing it would solve all my problems. I had no substance whatsoever to think the way I was thinking, my mind racing with expectation obviously driven by my desire to find some magical solution to my present self inflicted position facing business and financial ruin. Yet no matter how hard I tried to convince myself of a more sensible and practical reason for my friends call, the wonder of the impression he gave over the phone kept gnawing away at my inner mind, sleep would not be coming to me tonight.

I could not switch off my light, even trying to read had no effect on calming my mind, at least tomorrow would bring the meeting with Dave and the truth or falsity of the interpretation I had placed on our brief conversation.

He sounded so well and happy in contrast to the last time I saw him, what had happened ..... Who was this strange person he spoke of.....Master.....master of what.....? Sleep finally came - for the next thing I knew the sun was peeking through my curtains and the day of my meeting with Dave had finally arrived.

## CHAPTER TWO

### A Chance Encounter?

Following instructions which I sent to him at his hotel Dave picked me up at my home in a new, high-priced car, and we drove out to a country inn. There, in a private dining-room, undisturbed by the presence of others, I had opportunity to study my old friend.

Surely some miraculous change had taken place in him. His countenance glowed with health and vitality and his calm, poised bearing inspired wonderful admiration and confidence in me. But while I felt perfectly at ease in his company, I also felt the force of some presence in him that I could neither understand nor describe. Whatever it was, it had the effect of putting one at ease and yet had the tendency to command respect for something one did not understand.

While I felt greatly relieved after the excitement of the previous day, yet I found difficulty in concealing the emotions that surged up within me, for I felt satisfied and convinced that he had something that I sorely needed and I had the strangest fear lest something might occur even then to prevent my getting it.

He broke a momentary silence that seemed hours to me by asking, "Tom, do I look any different than the day I left?" I had to admit that he was both a revelation and a mystery to me. He continued, "It was in a theatre in London that I met the man, to whom I now am deeply grateful for the privilege of calling my friend. Tom, you didn't know that I left here determined to end it all. I had made such a mess of my affairs. But I feared to live and I feared to die. I couldn't rest. To keep moving was my only relief. I guess I was what the world would call a hopeless case".

"As I look back upon that evening in London, how well I now realize that my utter despondency and the intense longing to find something to relieve me drew me and my dear friend together.

"I had decided to take a walk as I could not settle in my hotel room. I found myself in the West End of London surrounded by theatres, believing that a good play or musical would lift my spirits I entered the first theatre I passed. Normally I take a seat in the stalls but when asking for my ticket was given a seat in a box for some unexplainable reason and found myself seated beside the man who would become the greatest friend I could ever have. Extraordinary happenings, such as this, occur frequently to many of us and are explained away, because of our ignorance, as merely coincidences. But I know differently now".

"I could feel that my uneasiness attracted his attention. He turned and smiled at me with a warm welcoming smile. For some strange reason I felt that I could talk with him at length about my situation and my reasons for being there, but held back for what was I thinking I did not even know him, we were complete strangers. From the stage an actor speaking his part said, 'I am sorely troubled,' and this started our acquaintance for I whispered 'so am I,' but my friend heard it and turning to me asked, 'are you troubled?' I nodded my head in response and you may believe me or not, but almost immediately I was at ease. Something seemed to tell me that I had the good fortune of being in the presence of one of those great spiritual people of whom I had read quite a bit in earlier years.

"I felt convinced that I had met my deliverer, and at the close of the performance was overjoyed at his invitation to accompany him to a nearby Coffee Shop. I noticed that the attention of those in the coffee shop was drawn toward him as we entered and that the management was noticeably respectful and courteous toward him. Having convinced myself that this man possessed some sort of magical power, I determined to ask him all the questions that I could think of and with his permission make notes of his answers".

"We spoke briefly over the coffee when it was served. I on my part kept trying to tell him about my hardship and failing health, he on his part listened sympathetically but always returned my comments with positive stories of how others were able to put such hardship to one side and find success again. There was something about his bearing and the way he spoke that made me think if only I could explain my situation and feelings he would be able to offer me guidance how others had improved there lot.

"Learning that he was taking the Queen Mary 2 for New York the next day, I asked if he had any objection if I were able to get a ticket I might join him on the journey, as it was probably time I came home. Thankfully as it turned out he said that he had no objection.

"That night, as I lay in a doze, the events of the evening kept passing through my mind and at times I found difficulty in realizing that my good fortune was real, rather than the illusion of a dream. That night I had the first peaceful sleep in months."

## CHAPTER THREE

### A Power As Old As Time

The following morning, up early and supremely happy and eager for what the day would unfold, I immediately applied for a reservation on the liner, only to be told that they had a full passenger list, but as I turned away, almost heartbroken at such an unfortunate turn of events, I was recalled by the clerk with the information that a reservation had just been cancelled and that I could have it. "

"Instantly I felt forcibly struck with the thought that here was more of my friend's 'magic,' as I then called it, and I was not mistaken for later he said that HE had created the place for me. Of course, you do not understand how the thing works. Neither did I, at the time, but I do now, and it is oh, so simple. I believe its simplicity causes it to be overlooked".

"Presently my friend arrived and as usual was being surrounded by attendants eager to be of service and assistance. I clung to him persistently throughout the entire voyage, and he appeared to enjoy my company".

"The first evening out, I visited him in his luxuriously-furnished stateroom, for he has the best of everything wherever he goes, and while explaining the wonderful forces that man in his ignorance has permitted to lie dormant within him, he gave me several demonstrations of the powers that he has developed. But let me tell you as far as I can what and how he told me of this wonderful secret in his own words.

"He did things that were actually astounding. He asked, 'Why can't you do what I do? Why can't all do as I do? I have no powers that you are not endowed with. Because of my knowledge of Universal Law, I have developed the God-given powers within me, while you, in your ignorance, have been dissipating and scattering yours. All men use the same power, for in all the universe there is but one power. This is self-evident, as you shall see.'

"Continuing, he said: 'the great masses of humanity are using the Law destructively or partially so, and the scales are balanced against them. Here and there, among the masses, we find an occasional outstanding figure who has achieved greatness or success and he is erroneously singled out as lucky or as a genius, when the fact is that he has made use of the Law—whether knowingly or unknowingly, it matters not—at least sufficiently to have the scales balanced in his favour. How plain this is to the one who knows.'

` Before the discovery of the law governing the use of electricity this great force was lying dormant throughout the universe, at least as far as man's knowledge was concerned. He had first to discover the law before he could turn it to his advantage - Just so with this Universal Law.'

` Happiness is man's rightful heritage. It is the highest good of his aspirations. The very soul of man cries out for happiness, but he misinterprets it in terms of money. Why? Because money is a means to an end. It is the motive power which drives us on in our quest for the ultimate, which is happiness. In the world there cannot be happiness without money. Therefore the occupation of acquiring money is a worthy and commendable one'

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` Why should man, the supreme creation of the universe, suffer all sorts of lack, misery and unhappiness when such inferior creatures as the beasts of the field, the birds of the air and the fish of the sea are bountifully supplied? For any man, no matter what his station in life, to take the stand that it is the destiny of man to want for anything that will contribute to his happiness or that of his family is ridiculous'.

` Somebody discovers the law governing the use of invisible waves and we have radio. Millions of people are now enjoying its advantages. They tune in to what they want and they get it. Just as the wonders of Television bouncing around the globe and even from outer space leaves us in awe, but we enjoy the product without understanding how it works. In deed we accept it without questioning the great technicalities that surround its workings. There is a great lesson in this, for believe me, you may have anything you want and in abundance, when you learn to tune in with an infinitely greater power than electricity or its vehicle, radio or television, with a power that you have had from the beginning.

` The captain of this great liner could just as easily own it as run it. One position is no more difficult of attainment than the other. When he was a cadet he tuned in to the captaincy successfully. Ownership was a little more distant and he did not try for distance. That is all. The actual difference in the two positions is merely the difference in two words. Nothing more, as you shall see very plainly when we get a little further along.'

"Each night, after retiring to my room, I would sit up until early morning reading my notes of the day and preparing questions for the next. He told me that I was very `receptive' because of my eagerness, sincerity and trust, and that it was a pleasure to instruct me. And in gratitude I

acknowledged that no price was too high or sacrifice too great in return for such knowledge”.

"In answer to my question as to when and how he discovered such a secret, he said, `I discovered nothing and to me it is no secret. This knowledge has been in our family as far back as our records go. I use it because I know it to be the easy, certain way of accomplishing a purpose, while you have known only the difficult, uncertain way.' He seemed never to want to take credit for anything, always claiming that no credit was due him.

## CHAPTER FOUR

### The Parting

I was rapidly regaining my health and strength and was becoming fired with an irresistible ambition to get back and start all over again. 'Annoyed with myself for having wasted so many valuable years in fruitless effort in my old way, I was eager to start in the new way.

'Approaching, the end of our voyage and feeling that I was soon to part from my great benefactor, to whom I had become greatly attached and to whom I owed so much, I handed him my card and asked for his, to which he replied, 'I have no card, no name, no address. I am like the wind. I come from nowhere and I go everywhere. As for my name, 'you may call me Friend.' Saying that I would much prefer to call him Master he replied, 'No, no, not Master - Just friend will do.' Glancing at my card, he said, I turn up at the most unexpected places. I might be out to see you soon. If I do, I will write to you.'

'I shall never forget the parting instructions that he gave me. In a manner like a parent with a child, he said, "You are indeed a fortunate man. Just think of the millions of gifted, highly talented people, many blessed with rare qualities for success and leadership whose achievements would mean so much to their fellow men and happiness and contentment to them and their families who do not know what you know. But who go on striving and straining, wasting their precious life force, only to find themselves dissatisfied, discouraged, disheartened, crushed, as you once were, yet spurred on by that divine spark, that irresistible urge within by which they instinctively realize that there is a way but which they, in their ignorance, misinterpret and consequently find themselves failures after years of despairing effort."

All this you can now avoid. Go home. You have learned all that you will need. If you will diligently follow the instructions that I have given, you may reach any heights. You may accomplish any worthy purpose easily and quickly. There need be no limit to your possibilities. Your successes will multiply and increase in proportion to your mastery of the Law. With each success your faith in the Law grows stronger until you reach the point of conviction. Then you are invincible.

^ Bear in mind the warning that I have repeatedly given you. Reveal nothing of this to even your dearest friend. To do so before you are powerfully fortified in the Law would only tend to interfere with your plans, but particularly, it would result in the scattering of your forces and

consequently weaken their power for your good'. 'Therefore, keep your secret securely locked, within your heart. You will never be able to work out another's problems. Neither will another be able to work out yours. This is strictly a matter for each individual. Accomplishment of anything, in any line, is the result of the operation of this inner force, discovered and set to work, and this must be done by each one for himself. 'There is no other way.

'When the time arrives that you shall have retired from your business you may, after seeking the guidance of your conscience, release it for the benefit of others. It is then that you will be free to devote your life to the helping your fellow man, only then will you be fit and able to release them from bondage of want, misery and unhappiness.

'Reluctantly I parted from my benefactor'. As he entered a taxi giving directions to his hotel, I started down the street unconscious of the crowds and with such a peculiar sensation of exaltation and buoyancy that I seemed to be just floating along rather than walking. Sleep had no attraction for me and it was with difficulty that I induced myself to retire to a hotel to think over what must count as the most fantastic six days of my life.

The next day on the subway home I carefully avoided all unnecessary contact with my fellow passengers. I kept my nose buried in a book I had in my luggage, although I confess that I was not reading a single word. Oh, how I wanted to be alone and to think. I could not think of sparing any of my precious time for worthless, idle conversation and gossip. How useless it seemed to me now, when there was so much to be accomplished. I was just dominated by the one compelling purpose to try out my new teaching and not another day could be wasted. Nothing else interested me and nothing else mattered.

'There you have as much of my story as I am at liberty to reveal at this time, and I give you this much in the hope that it will encourage you to such an extent that you will consider any personal sacrifice well worth the price of such knowledge. For years I have been blindly seeking what I never imagined existed, and now that I have it, no fortune is large enough to buy it.

Noticing upon me the appalling effect of his inability to enlighten me further, Dave attempted to ease my feelings by giving a promise that when his friend paid him a visit he would get in touch and introduce me to him. This only intensified my determination as I excitedly exclaimed, "I'll never wait for an arrival that might never occur. By the gods I'll find him if you will give me the name of his hotel." But, so different from his

former excitable nature, he remained calm and poised as he replied in a quiet voice that he had not overheard the name.

## CHAPTER FIVE

### The Search

There was nothing for me to do now but settle down as best I could while impatiently waiting and hoping that he would call to say the Master, his friend was in town. Dave on the other hand immediately plunged into his former occupation, that of operating in the stock market. Because of his secretiveness we knew little of his affairs, although we met him a few times at the various business meetings. On such occasions, none of us seemed to have the courage to question him regarding himself or the very subject that we most wanted information.

However, it was but a short time until his activities had produced such great rewards that he was compelled to carry on his operations to some extent through a few of his close friends, including myself. It was then that I learned in part the magnitude of the successes in business he had experienced.

Fearing that such successes could not last, I attempted to advise greater caution warning him that some day his bubble would burst and then where would he be. With a quick turn toward me, and with his characteristic dominant expression, he replied "Tom, you need have no concern about my welfare. I operate according to definite unerring law. If you want to get the square feet contained in this room, you would get the two dimensions, and following a process laid down by the law of mathematics, you would arrive at a definite result. You would be certain of the success of the process from the beginning. Just so with my work, I know the outcome before I start." I begin with the end in mind. That was the last mention I ever made to him of his affairs and he never referred to them.

There seemed to be no stopping him, for he went on from one success to another. His perpetual energy and vitality seemed to never lag and the dynamic force with which he seemed to dominate every situation and overwhelm all opposition to his progress was actually superhuman. At the few social gatherings which he attended, his magnetic personality and the mastery with which his name was associated made him the centre of attention.

Because of his desire to avoid notice, I saw little of him for some time and hearing no news of the Master, I had just about become resigned to my fate when one day his secretary telephoned that there was a letter at his office which would interest me.

I immediately left my office and jumped into a nearby cab, on arriving at the reception desk I was handed a letter, written on the stationery of a prominent hotel and addressed to him, which read: "Detained by important affairs. Regret to have to forego a visit with you this time", and signed, "Your Friend."

At last my chance had come. The hotel was my only clue, but it was enough. I hastily called my three interested associates, arranging to meet them so that we could go to this hotel as quickly as possible. As we travelled in the cab toward the hotel we did not speak, nor did we need to for each one had their own private thoughts of what may happen if each one of us were able to operate our businesses after meeting this man the way our dear friend had prospered. Entering the hotel, I went direct to the manager and told him the purpose of our visit. He knew immediately and told me that because of the many visitors who were crowding that guest; he had departed, leaving no address. He had no further information to give us.

Again I was thoroughly disheartened. Was I ever to learn that secret? I really believed that I was not. To be so close only to be defeated yet again was this to be the vision of the rest of my life. I was now deeper in debt in my business and soon I would have to make a decision as to whether to liquidate or just call in my creditors and try to explain my situation to them.

However, we got a good description of him and decided to continue our search. We separated in order to work more effectively, but our search was without success until the night of the fifth day. I sat alone in the lobby of our hotel that night after my associates had retired, following an hour of argument in an effort to persuade me to return home. I decided that I would not give up. I would continue the search forever, if necessary.

Sitting there in a deserted corner at what was now very early in the morning my feelings suddenly changed from utter despondency to joyous elation. Somehow, I knew that my search was at an end and while pondering over this I became possessed of a sense of some presence behind me. Immediately a hand touched my shoulder. I arose, turned, and there before me, was a man of great bearing. One of those people you see from afar and know that they are brimming with confidence without being arrogant. They are successful without publicly promoting it. He simply said, "Are you looking for me?" I merely answered, "I am," for I knew before me was the man I had been looking seeking.

I will not go into his explanation; of the causes which led up to our meeting, but after a long talk, during which he explained that his time was so busily occupied that there was no way in which he could give any instructions; that he was not even receiving visitors during this short visit to this country, but that he would advise me of his next visit, I vehemently exclaimed with all the intensity of my being that I was desperately in need of him; that I would be willing to travel thousands of miles to learn his wisdom and that I was willing to sacrifice anything for just a little of his knowledge. My desperation and the intensity of my appeal must have aroused his compassion, for he agreed to receive me and my three friends for instructions the following morning at his apartment.

## CHAPTER SIX

### Introductions

The sight that met our eyes as we entered his apartment that morning will stand out vividly in my memory. Never before or since had I seen such luxury and extravagance. It seemed like a desecration to walk upon those magnificent silk rugs scattered on the floor, the room itself was delicately perfumed by an abundance of flowers artistically arranged; this led to another room which appeared to be his study and where chairs had already been placed for us.

He entered almost as soon as we had sat down while we still muttered comments of amazement regarding the opulence that surrounded us.

Very quickly we had exchanged brief greetings stating by way of introduction our names, occupations and a few general remarks. We had expected to see him attired in keeping with his surrounding's, but were struck by the simplicity in both his dress and his bearing, he was wearing a simple crew necked sweater and slacks. My impression was that being conscious of his power, he preferred to shun publicity and people rather than be the object of any attention. He explained the presence of the furnishings by saying that he loved beautiful things and therefore surrounded himself with them.

He began our instructions with what appeared to be a more pronounced non-English accent than I remembered from my earlier meetings, by saying, "You may have come here in expectation of seeing a mysterious being endowed with mystic powers. I am not the sort of magician who can pull a fortune out of the air and simply pass it over to you. You have very much misled yourselves if you believe that. I am just an ordinary man, no different than you are. The world calls such as me, a Master. And so I am, but only in the sense that I have learned how to master environment and conditions.

'I have developed in me the powers that abide in all of us and because of them I am more able to live life as it should be lived.

'I realize that you have come here because of your curiosity and that you look upon me somewhat as an exalted personality. But in order that you may gain the greatest benefit from these teachings I will ask that you wipe out any impression that you may have of me as a personality.

'I assure you that I am worthy of no honour or homage. I am just a human like you. I am not a superior being. Rather I am a humble, being,

thankful for the knowledge that I have gained. I made no discoveries. I received these instructions in much the same manner that I am about to give them to you.

'You will find no difficulty in putting these principles into practice in your everyday affairs. They are as available to you as to me, for this great law is no respecter of persons. It is the highest and most effective possible in worldly affairs and is well worth learning, for its practice results in a life that is well worth living.

'Employing these principles wisely and intelligently, there can be no uncertainty as to the outcome of any undertaking and no limit to your possibilities. As you go on and on, your confidence increases and you find that your powers are increasing. You accomplish greater things with greater ease and greater speed. As its growth in you increases, your accomplishments increase likewise.

'With many, remarkable improvement comes quickly as in the case of your friend who is responsible for you being here today. With others, the growth is more gradual. The difference is not any difference in the individual, for all are endowed with the same capacity, but it is a difference in the degree of intensity employed. However, no man could ever receive these instructions and not become a better man because of them.

'No great things are accomplished in the consciousness of personality. That is impossible, for personality is limiting. Therefore, accept these lessons for just what they mean to you alone as an individual entity. Let not my presence or your impression of me influence you in any way in your studies. Learn from my words only, not from me. Now let us proceed:

## CHAPTER SEVEN

### The Beginning

In imparting the principles of this law to you, I will ask that you overlook any apparent contradictions, for, of necessity, they are bound to occur when speaking on a subject of this kind in order that propositions otherwise obscure may be made clear. The purpose of these teaching is so that you can achieve anything you desire, you must listen carefully with an open mind for as I speak to you many thoughts will come into your mind. Most of these thoughts will be negative telling you that such things cannot happen, put to one side any bias you may have because of your life to date. The life you have lived until now need not be the life you live in the future.

'Take these teachings for just what they mean to you individually. If some statements do not appeal to you at this time, make no effort to force yourself to accept them. What you might reject or fail to understand now will no doubt appear plain and become valuable to you later, as your capacity to receive increases. You may believe at this time that your greatest desire is to accumulate as much cash as possible, in your effort to possess, you will discover that the thing you most need is to consistently "Be" your best self.

'There are times when the changing of words makes a subject more clear or appealing to people of different mentalities. Therefore, if you find that the replacing of my words for your own at times makes any statement clearer or seems to fit in with your particular mental make-up or belief, you may do so, freely.

'If you approach a subject in an attitude of doubt and resistance, you will learn little. There is not much hope for you. But if you who take up any subject in an open mind, willing to learn anything that will contribute to your advancement, comfort and happiness, you are wise and will succeed.

'Therefore, while I do not ask that you believe all that I tell you, for to do so would be to intrude upon your God-given freedom of thought, yet neither do I wish you to doubt or resist what I tell you, for that would prevent you from gaining the help you are seeking. For your own highest and greatest good, your attitude should be just this: I am going to take these teachings in an open-minded, neutral attitude, determined that I shall gain all the benefit there is in them for me. The fact that I do not understand or even believe a particular statement or proposition at this time, does not necessarily make it any the less true.

'To be able to make use of the Law as outlined, it is necessary that you have a clear understanding of its operation. To this end, I will illustrate, wherever possible, the different propositions with examples in nature that you will find all about you and that will help you in reasoning out these truths to a logical conclusion.

'Your mind, which is yourself, can be likened to a house which the accumulation of years has cluttered with thousands of unnecessary pieces of furniture, pictures, ornaments and other things, all strewn around and heaped everywhere, with the result that while the outside of that house might present a good appearance, the inside is a mass of confusion and disorder.

'How utterly impossible to accomplish anything under such conditions. You cannot go after one thing without stumbling over another. No order. No purpose. No progress. The teaching I will give to you keeps your mind in order, and attracts to you the things you need to make life more rich and enjoyable.

If you take my teaching and practice deliberately picturing in your minds eye what you desire and carefully examine in fine detail that picture you will soon find that those things you desire come quickly to fruition. But I go too fast.

All I will say at this time is that the conscious use of this great power attracts to you the necessary resources

## CHAPTER EIGHT

### First Steps

**H**ow did you get here!

'You grew from a minute cell smaller than the point of a pin, which had battled against all conceivable odds to be the only one out of the millions all on the same mission path, to successfully fertilize the egg of your mother. Knowing that one fact you should realize that success is your birthright. Just think! But, there is even more, for in that cell the size of a pin point contained within it, in essence and in entirety, the wonderful being that you are today.

'Surely, that cell could not possibly contain the material forms, no matter how infinitesimal they might be, of body, head, hair, arms legs, hands, feet and all the wonderful organs of the body.

'Well then, how did you grow to the stature you are now? There is but one logical answer—that cell contained a spark of Mind, the one and only power supreme in man. That spark of mind, true to the law of its own being, held a fixed image or picture of you and you unfolded, grew and eventually by obedience to that law of nature that is inherent in all life became the person you are today. Your eyes, that let you see the wonders of this place, your ears that let in the sounds of the very essence of life, your heart that beats around 100,000 times a day without any interference from you, are all subject to the same immutable law of Mind.

'Surely, you cannot reasonably deny that, in the process of nature, you originated in a cell. And you will not deny that you could not be contained bodily in that cell. Therefore, the only conclusion is that you must have been in that cell mentally.

'Should your understanding fail to immediately grasp this truth, your reasoning faculty will readily admit that there is a power at work in that cell unfolding according to a definite plan. So intelligence must be present. Admitting the presence of intelligence, it follows that we must admit to the presence of Mind.

'It is necessary at this point to get one fact clearly before you, for it is the fundamental basis from which we proceed, and that clearly is this: that Mind, no matter what form it is apparently contained in, holds images, pictures. And any picture firmly held in any mind, in any form, is bound to come forth.

'This is the great, unchanging Universal Law which, when we co-operate with it intelligently, makes us absolute masters of conditions and environment.

'Can you not recall instances when you have secretly expressed a desire within yourself for some particular thing or that you might meet a particular person, when, shortly, that thing becomes your possession or that person appears, and you might exclaim: "Isn't it a coincidence! I was thinking of you just this morning?" It is no coincidence at all, not at all strange. It was the natural outcome of the operation of definite law.

'If this is true, why do not all wishes or thoughts appear? Many do, but because of the absence of alertness, due to ignorance of the law, they pass unnoticed. And again, many do not manifest at all in our conscious mind. To illustrate this, I can use your knowledge of radio. You attempt to tune in to one station for some delightful music, but because of there being a vast number of other stations being broadcast; your reward is a jumble of confusion. Perhaps you search for your favourite station a number of times but still just get confusion, and then in a split second should you reach that station when others are temporarily off the air, you get it clearly and your desire is

'The answer to the question is this: It happened that, by chance, those thoughts or desires which appeared arose at just the instant when there were no other conflicting thoughts present to nullify their power, and the mind, instead of being divided among many thoughts threw its great force in with the one and it materialized.

'You have experienced times when your mind became a complete blank for just a moment and you found yourself staring out into space. If at that instant it were possible to inject any wish, any desire, with sufficient force, nothing upon earth could prevent it from coming forth instantly.

'Now what is the cause of the confusion prevailing in mind which weakens your thought? It is the false belief that there is a power or powers outside of you greater than the power within you. If through a system of practice, conditions within you became such, which every constructive thought automatically took over your belief systems you would be master of all conditions or circumstances that in any way concerned you or affected your life. Would you not?

## CHAPTER NINE

### Picture of the Mind

The next step in your instruction is this:

'The consciousness or fixed picture in your mind of anything, any condition, any circumstance, is the actual thing itself. What you experience through the five senses is the mental picture made physical.

'Identically the same as the artist who puts his mental pictures up on canvas; the hand, in his case being merely the instrument through which the mind expresses and which is under the guidance and direction of the mind.

'Does not medical science agree that the human body undergoes a complete change every eleven months? This means that the cells of which your entire body is composed die and are passed off at such a rate that you do not possess as little as one cell in the body you had a year ago. You remember many years back, do you not? Many happenings of your childhood can be recalled to memory. How can you remember back through those many years when your brain is not one year old? Because you are mind, you are not body.

'As an individual entity, functioning in an individual sphere, which is true of each one of us, you are all powerful Mind and your body is the vehicle through which you function. You are Master and your body is your servant. It is your instrument of expression. That is all.

'Now which is the real body - the one that remains pictured or imaged forever in mind as long as you exist here, or the one that decays in its entirety and passes into earth every eleven months? And which are the real things - those things imaged or pictured in the mind, or those things seen in the outer and which disintegrate after a short existence?

'Right here I do not wish to have you misled into the impression that the outer is of little or no importance in human achievement, but it is only secondary, while a fundamental knowledge of the operation of mind is of primary importance to you at the start.

'I wish it were possible to explain, so that you might understand, the process by which a picture in the mind becomes objectified, but it would require hours to even make an effort in this direction, and then I might only confuse you. For words are feeble things when one attempts to explain these deeper things of Universal Law one really must gradually and patiently advance up towards them to understand.

'However, it is not necessary to know this in order to use the law any more than it is necessary to know the law by which the sun's rays are transmitted to earth in order to enjoy them. You have faith in my sincerity of purpose. Very well, place the same amount of faith in the power of this law and anything you undertake will be possible of accomplishment.

'Let us get on to the next step.

## CHAPTER TEN

### Three Minds

You may have heard it said that there are many minds, but such a statement is merely an idiom. There is nothing in science or reality to support such a theory. There is but one mind, as there is but one electricity, one air or atmosphere. The many minds referred to are but a multiplicity of expressions of the one. We use mind as we use air or electricity - as our individual needs require.

'I will now ask that you bear with me for a time while I make use of a contradiction in order that I may simplify the next subject. It becomes necessary for me to refer to three minds, or, properly speaking, three phases of mind.



'You are apparently made up of three minds. The one which controls the functioning of the body and which, for want of a better word, I will call the Deeper mind. This mind we are not particularly concerned with, and properly should not be. It knows its duties better than we do. We can co-operate with this mind to our great profit in both health and strength by keeping our thoughts off the body. By forgetting that we have a body and thereby refraining from interfering with the proper functioning of this Deeper mind, we will find that it will get along very nicely.

'The other two minds in which we are greatly interested and with which we must deal from this time forth, are what I might name the Inner and Outer minds.

'Those two minds you will readily recognize from the fact that when you take sides within yourself upon a subject and find yourself carrying on a spirited controversy with yourself, you are engaging these two minds. We all hold conversations with ourselves silently and occasionally audibly.

'The proper office of the Outer mind, which is in touch with external things through the medium of the five senses, is to transmit its desires to the Inner mind, which is the seat of power within you and which, by its very nature, has no consciousness of duality, since it has no faculty of discrimination. It knows no impossible, no failure, no obstacle, or limit or lack. It depends upon the guidance of the Outer mind and throws its great, unlimited force into anything that the Outer mind may direct.

'I can better illustrate the character of the Inner mind by again comparing it with electricity. As electricity is the greatest power in the world, so is the Inner mind the greatest power in your being. Of themselves, neither operates independently, but depends upon a separate agency to incite them to action, and both bring helpful or harmful results according to the wisdom or ignorance with which they are directed.

'This being true, how important then, for the Outer to unite with the Inner and co-operate with it. If this were the condition in human affairs, man would be master of his environment instead of being the slave of circumstance.

'Why are we all not super-men instead of merely men? For this reason: The Outer mind forms a desire which is automatically taken up by the Inner mind and, in turn, it immediately proceeds to function toward bringing it forth. It scarcely has time to turn its great force in that direction before the Outer has found a new fancy or has conjured up illusionary obstacles, and the Inner, not being on the surface, not in contact with outer things and consequently dependent upon the Outer for guidance, is forced to again divert its power. And thus it goes, on and

'Why is the Inner mind thus thwarted in every move it makes toward accomplishment? Why? Because the Outer judges everything by what the eye and ear reports and transmits that message to the Inner.

'What do we find humanity doing? We find them taking pictures of what they experience daily in the outer world, developing the sensitized film, and then printing those pictures upon themselves within. The procedure should be just the reverse.

'Why is it that humans in general look at those who are producing better results in life than they are and by comparing themselves with that success see themselves as failures thereby sending an image of inferiority to their Inner mind which accepts any message true or false as if it were true?

'It is critical that you understand when I say that we have been endowed with the capacity and the power to create desirable pictures within and to find them automatically printed in the outer world of our environment. And it is a simple process, as you will see later. When we can do this, we have mastery, and not before.

'Well, then, you would say, the need must be to discipline the Outer mind, since it seems to be the offender.

Just so, but since it meets up with thousands of experiences almost daily, ordinary methods, of training might require years to accomplish results. Or, at best, such training would be a long-drawn-out process. There is a quicker and better way. A method which, when put into operation, employs the usefulness of the Outer mind without taking into account its vacillating wilfulness. And the first step in this direction follows:

## CHAPTER ELEVEN

### Three Reasons

We will suppose that there is an urgent need for you to reach a certain but unfamiliar town as quickly as possible. When you step into your car, you look at your road map to see where the town is, and then you look at the surrounding area to see if you recognize any named town in the immediate area of the town to which you wish to travel. It is only by finding such an identified area that you build the picture in your mind where you want to go and how you will get there. Then you trace the route backwards from the new town to the familiar town and back to your starting point. You cannot start off without knowing where it is you wish to go. Now you can naturally picture in mind a given point of destination and turn your face in that direction. If that point be distant, you may become diverted onto wrong roads many times, but upon noting this, you return and again take the proper course, guided by what? By the picture in mind of the place you are headed for, and you get there.

'You held to a set definite objective until you reached it. You held your objective or destination in mind without any particular effort or strain and merely returned the car to the proper road when you found that it had strayed, and you got there. Thus it is with us. A set definite objective must be established if we are to accomplish anything in a big way.

'What do I mean by establishing a set definite objective? Is it as simple as it sounds; no, not at the start. Would you set your objective at a \$million immediately and start out thoughtlessly to make it overnight? Yes, you might, if you have the capacity to see a \$ million as an immediate possibility. But this is quite rare. The wise thing to do is to grow to it as the marathon runner begins by first running a mile. Then he goes two miles, then three. Thus he expands his capacity to eventually cover the full distance, but he had the marathon picture in his mind BEFORE he set of on that first mile.

'Man had a burning desire to walk on the moon; indeed many published writers wrote novels depicting 'Man on the Moon'. But to physically get there we did not just launch a rocket into space on a clear night in the general direction of the moon, because it was a full moon and hope for the best. Gradually various sizes of rocket were tried with a number of different experiments all designed to edge closer to the day when man would walk on the moon. By the time the day arrived we knew all the steps that had to be taken, and although there was massive risk still in the venture it was a known fact that by following the carefully prepared

steps man would walk on the moon. There were definite objectives at every stage. It was conceived, believed therefore it was achieved when Neil Armstrong uttered those immortal words – “A small step for man but a giant leap for mankind.”

‘Why is a set definite objective necessary? There are three reasons.

‘First--The Inner mind is the positive pole of your being, while the Outer is the negative pole, as in geology the North Pole is positive and the South Pole the negative. There must be a positive and negative in everything in the universe in order to complete a circuit or circle, without which there would be no activity, no motion.

‘To illustrate this, there would be no forward if we had no backward. There could be no up if there were no down. There never could have been such a quality as good if there were no so called evil. How could there have been light without darkness? For us to be conscious of one thing there must be another opposite by which to compare it or it remains nonexistent to us.

‘Now, in everything that is obedient to Law, the positive dominates and governs and the negative serves. But mankind reverses this. The Outer mind looks out upon the world and reports strife, competition, obstacles impossibilities and similar conditions. Why? Because of the absence of direction, it is left to wander without a purpose and thus, aimlessly wandering, it accepts everything.

‘The set definite objective, firmly imaged or pictured in mind immediately whips the Outer into line by giving it a fixed duty to perform. This, automatically, without any effort on your part, infuses into it the positive quality of the Inner mind, and since the law of the universe and, therefore, also of your being, cannot change; negative conditions, including individuals, serve it and therefore you. And again, automatically, positive conditions and individuals are attracted to you as surely as the steel particles are attracted to the magnet. That is the first reason.

‘Second—the atmosphere, or ether, as we prefer to name it, is filled with millions upon millions of thoughts which are forever in motion. The hundreds of stations in your country, all broadcasting simultaneously, give you a slight idea of the thoughts in the air. Every human being is a broadcasting station and everybody is a receiving set.

‘To get back to our subject, the man who has no set definite objective is tuning in to everything and getting nothing. He is unfortunate indeed, for he is at the mercy of millions of conflicting thoughts and his is a life of confusion and distress. Some of those in my work have so perfected

themselves that they are able to see these thoughts by virtue of the same law developed in them. Therefore, we know what we are talking about when we speak of the chaos of thoughts in the air.

'On the other hand, the man who has a set definite objective deliberately tunes in to one thing, which action automatically makes him positive and consequently wipes out the others. If it is money he wants, he gets it. If it is position he wants, he gets it. Nothing that such a man tunes in to can be withheld from him.

'Third—When you set your mind upon anything, whether it be small or large, a pencil, a car, a house or great riches; whether it is tangible like these or intangible, such as an education, a profession or travel, you transfer a portion of your life force to that thing, or how could it be otherwise drawn to you? And you continue to nourish it as long as it is held in mind, and the intensity of your desire governs the power with which the force is directed.

'So you can see that were even a positive man to direct his force at several objectives, that force becomes divided and each objective receives but a feeble stimulus, resulting in slow reaction or none at all.

'Have you a great ultimate goal to reach requiring the attainment of lesser objectives on the way? Well then, let the many lie inactive and direct your force at the nearest or first and that being accomplished, take up the next and thus follow on as they occur in sequential order.

'Have I now given you the Law in its entirety"? Well, in a sense, I have. Then again, I have not. To instruct one as to what to do is good, but to show one how to do it is better. It is not only necessary that we learn how to attain, but we must also learn how to maintain.

## CHAPTER TWELVE

### There is but one I

**B**efore you can entertain the idea of making a mental picture of your desires as being at all practical, you must have some idea of your being.

'When you declare "I AM" "I WILL," "I DID." you are making a most mighty and profound utterance. There are very few who realize the power released when the "I" is expressed. Hear the great proclamation, "I AM THAT I AM," which has lived and rung out down the ages and which, when understood, unites each one with that impersonal, universal power.

'The body you have is personal, but the "I" you express is universal, for in the entire universe there is but one "I" in the entire universe there is but one number "1." The other figures are but multiples or derivatives of that number. The figure "7," for instance, is "1" repeated so many times. It is the understanding of those in my work that "I" is the root from which the figure "1" has sprung.

'From what I have said, you should be able to see this: That when you work in the "me" consciousness (Outer mind), you are working from the personal, limited standpoint. When you work in the "I" consciousness (Inner mind), you invoke and receive the help of the impersonal, unlimited resources of the universe. Well, you ask, how am I to arrive at this state? Easily, I will say. For by merely following the system of practice that I am outlining, you naturally gravitate into it unknowingly.

'Now listen attentively: If there is but one "I" and you cannot express yourself without using it, it follows that as far as you individually are concerned, there must be but one "you." I see that perhaps you do not understand this clearly? Well, did you ever apply the pronoun "I" to any other human being? Of course you did not. You could not. You might say "he," "she," "they," "you," "we," but never "I." For there is but one "I" and that is you.

We will suppose that through a slight accident, you were to be rendered unconscious for five minutes. During that period the world would cease to exist as far as you are concerned. It would be, absolutely wiped out. But, you will say, it would go on just the same. Yes, but without your consciousness of it, it is nothing; it is non-existent. Proving that there is but one - You.

'Since the great and mighty "I" is, when expressed individually, none other than yourself, you can see what power you have at your command. You can see what a wonderful being you are. You can see that you are now a master, not yet developed perhaps, but the qualities are there awaiting development and use.

'If you do not clearly understand what I have just given, pass it by for this time and let us go on to the next. You can return later and reason it out for yourself and discover the truth of it.

'You might question the value of such detailed explanation, but I have a purpose and that purpose is to force you to think, to think deeply, with intensity. One word of caution I would not have you confuse the word intensity with tenseness. Tenseness implies mental strain and arises out of fear and anxiety. It is destructive to body mind and soul. My use of intensity here suggests mental force or power and its results are constructive.

'You know so far that progress depends upon the degree of sustained intensity in a given direction. And you know that progress is very rapid today. We must travel as fast as the world or give up, and when we give up we immediately begin to go backwards. To enjoy enduring success we should travel a little in advance of the world.

'We are now able to fly through the air without so much as a second thought, is it because we have changed the laws of Nature or because the inventor of the aeroplane learned to use the laws of nature? The simple balloon was the forefather of jet travel as we know it today. Because an English nobleman proved that hydrogen gas was seven times lighter than the air we breathe the balloon came into existence and from that ordinary balloon the cigar shaped airship was developed.



By studying the birds of the air and how they were able to fly in the strongest of winds the science of aeronautics was borne which led to heavier than air machines, which through their great speed were able to cover great distances defying the law of gravity. It was finally the Wright brothers who shared a vision of travelling through the air in a machine that led us to where we are today. They knew what they wanted to achieve and kept the image constantly in their minds despite the many trials and tribulations they encountered and it is those trial and

tribulations that enables you and me to buy a ticket and climb aboard a Jumbo jet that can lift over 800,000 lbs and carry it a third of the way around the world without stopping. In making a mental picture you are not changing the laws of nature you are fulfilling them.

'Open your eyes and look about you. You can see the trend; for example is the computer that sits in the palm of your hand today the same speed and capacity as the one that filled a whole room just 25 years ago?

'Mind is forever reaching out breaking down the barriers of progress and has not stopped at the aeroplane as a rapid method of travel. The world is growing smaller as the Mind reaches out with faster and faster modes of travel and communication. I hesitate to tell you what the next great step in this direction will be, but I will tell you this: Mind is so rapidly coming into its own, that in the not too far distant future, the man who knows and understands the Universal Law will be supreme and the ignorant one who refuses to see it will just remain in bondage to his false beliefs. How important, then to learn the law of thinking things through rather than follow the time worn method of attempting to force them through. One is mastery and the other slavery.

Look around this room; look out of the window at the world, there is nothing you can see that did not begin as a thought in a human beings head that became an obsessive vision. It was that self same mental vision that caused Edison to try thousands of different filaments to find one that glowed for 40 hours, replacing the first experiments of an Englishman called Davy who developed a battery that caused a piece of carbon to glow.

'Obsessive visualisation is the mother of invention. Again they were not altering the law of nature they used the law of nature for the benefit of us today who casually throw an electric switch today to bathe our rooms in light as bright as the brightest sun filled day. Ordinary men and women throughout history have used the same obsessive visualisation that is within everyone if they know how to harness its power.

## CHAPTER THIRTEEN

### The Force of Success

The next requisite I might term your Nourishment or Reserve. We know that few are capable of sustained effort, and that is the reason why we have comparatively few outstanding successes.

'Learn that your great power lies not upon the surface but deep within your being, in your Inner mind. The average human lives upon the surface, ignorant of his great interior power. Placing what little faith he has, in the Outer mind, he is governed by its false reports, and as a result he is constantly in turmoil of confusion, never achieving his true destiny in life.

'How many times when you have been faced with a situation that makes you hesitate have you not had conflicting arguments within your own mind? Everyone has such mind conversations. One voice determines that you can achieve the objective the other says you cannot. The second voice draws on all the experiences of your past when you have not accomplished a task or have been told you cannot accomplish a task. This is the outer mind at work, if only we could rid ourselves of the negative thoughts what a difference there would be in everything we do.

'If you study these teaching you will rid yourself of all the negative thoughts your outer mind now puts forward. After all in those mind conversations you have who are you talking to? YOU! So you can dictate the conversation you hold silently just as you control the conversations you have on an audible level when you know how

'The power that exists inside you now which enables you to form a picture in your mind is the starting point of all there is.

'It is your rightful heritage, your birthright, to have anything that you desire and without limit, for, as I have said, you are in a sense the only one here, for yours is the only consciousness in existence as far as you are concerned. You can never know another. Those things that you desire were put here for you to use and enjoy. If not, why are they here? And since only you can be conscious of your own individual desires, those things were placed here specifically for you.

'Yes, you may have riches and position and with them health and happiness, when you know the law of your being and co-operate with it. I have no patience with the one who proclaims that poverty is a blessing. Poverty is the greatest curse upon earth. The one who preaches such a

doctrine is untrue to himself, for while such remarks are proceeding from his lips, the desire for the good things of life is gnawing at his heart.

'Knowing so well that each individual, being different in experience and personality when given the fundamental principles of the Law, will work it out somewhat differently. I have purposely avoided referring to my method of doing so, so that you might have your entire freedom of interpretation and decision. However, I will give you a hint of how I work, but do not let my way of doing things change you in your method, because of it having come from me.

'You cannot attain success by copying another, or by following custom or tradition. Sheep and plodders do that. Masters and Leaders never do. You cannot achieve by imitating those who have gone before, for they are individuals with their own thoughts and experiences which in essence must be vastly different from your own thoughts and experiences even though you may tread similar paths and professions. However that is not to say you cannot emulate what they have achieved and modify your actions to follow their successful pathway.

'A painting would be a dull, uninteresting thing if all artists painted using a paint by numbers canvas. Several artists can paint the same scene at the same time and yet each would have differences, why? Because each artist paints from a vision in their mind as well as the scene they see with their eyes.

'Our methods are similar. While he places his upon the canvas, I place mine within. He places the oak upon the canvas and gives it its natural surroundings. I do the same. To bring his picture forth, he is compelled to concentrate upon it to the exclusion of all else that would tend to draw him away from his purpose. So am I. At times something in the external world suggests the picture to him. At other times inspiration suggests it. It is the same with me. A hundred things, in a day come up to distract him and attempt draw him away, but with his picture uppermost, he does not resist those distractions, but gives them their due attention and returns to the picture. Just so with me; his picture completed, he begins another. I do also, for I am never consciously inactive. Inactivity is retrogression.

'Should I desire the presence a friend of mine at this moment, I would see him before me in my mental image surrounded by what is within my vision here and shortly that becomes a reality. By that I mean somehow we will meet, and that meeting some would say was a coincidence, but not if you understand the Universal Law. How many times have you answered the phone and said to the caller, 'I was just about to ring you!'

or met a friend or acquaintance in an unplanned meeting and exclaimed – ‘I was just thinking/talking about you!

‘Were I to desire wealth, I would build a picture in my mind not of a pile of money but images of me enjoying all the physical things such money would enable me to buy. I would get my suggestions, if necessary, from the mental image picture of another's success. I would go about my duties as usual. It matters little what I appear to be doing in the outer. It matters much what I am doing within. All said and done, happiness is the one thing which every human being wants, and the study of obsessive visualisation enables you to get more out of life than you have ever enjoyed before.

‘I can recount to you the many occasions when I have used obsessive mental visualisation that enable me to achieve goals which when I set out seemed way beyond my capabilities. You see nothing can prevent your picture from coming into concrete form except the same power that gave birth to the picture – YOU!

‘If I were a beginner and desired, for instance, a new motor car or home, I would select a picture in colours of the one or closely resembling the one I desired, from a trade or home magazine or from the Internet, and place it where it would meet my eyes frequently.

‘This would tend to hold the Outer mind in line and hasten the achievement of my desire.

‘An athlete as he stands at the starting line of a great race will not be looking at the ground beneath his feet. In their mind, they will be visualizing the winning tape ahead breaking with the force of their body reaching it first. A great golfer as he approaches his next shot walks to the ball directly in line with how he wishes the ball to travel after he has played the shot. It is only when he can visualize the shot with the ball rising majestically into the air directly toward the pin will he take his stance and strike the ball. They begin with the end in mind. So it is with you if you fill your Outer mind with images of what success will mean in tangible terms then your Inner mind seizes upon them and brings them to fruition. It is the Universal law it is your birthright.

‘Why should you use physical items for your vision? The mind of every man is governed by a constant flow of images. Is it not true that if I say to you, elephant, you do not see the word but rather an image of the beast? So you will agree that it is natural to think in images, just so then is it natural to use the Universal Law to bring everything you desire within your grasp.

'We all possess more power and greater possibilities than we realize, and visualising is one of the greatest of these powers. Concrete material is an absolute necessity of the Creative Process.

'Your mental picture is the force of attraction which evolves and combines with the Universal Law. It is the powerhouse within you which allows the Universal Law to express itself. Its creative powers are limitless without beginning or end, and those powers lie within you now waiting for you to discover them.

'As you grow in understanding as to who you are and where you come from, and how you are to fulfil the purpose for which you are intended, you will become a more and more perfect vehicle through which the Universal Law can fulfil your greatest desires.

'Now you may be thinking if all there is to achieving everything I desire simply by conjuring up a mental image and carrying it before me, why is there so much poverty and sickness in the world. Surely all that would have to be done is for the world to hold a mental image of abundance for the poverty and sickness to be banished forever.

'The reason why this is so is that there are a very few people who will take the trouble to inquire into the working principles of the Universal Law, and of those who make an initial inquiry the majority will dismiss it out of hand as nonsense without taking the necessary time to study and learn. It is either too simple or too difficult for them. They may initially make a picture of what they desire with some little understanding but within an hour or two their minds have turned to less demanding efforts, and the negative voice of the outer mind confirms their belief that it would not work for them.

## CHAPTER FOURTEEN

### In Quiet Solitude

**W**ith the rush of our modern everyday life the next lesson to learn you may feel is impractical, however without learning this lesson all else will not work.

'If you constantly practice building mental imagery of all you desire you will learn that the natural Universal Law will bring it to fruition but sometimes it will take a lot longer than you would wish. So I want you to learn this as by carrying out these instructions you will experience greater and greater accomplishments in your daily life.

'Here you must take a lesson not just from me but also from almost every successful person who has gone before me. Using meditation will enable the constructive force to work within you bringing with it all your greatest ambitions.

'It is not the role of these lessons to teach you meditation skills but I will give you a technique that I use and trust that you will try it and fit it into your everyday life until it becomes a necessary habit.



'I want you to go in solitude into a room of your house every morning before breakfast and every evening before going to your bed. In the morning I want you to see the mental image of your desire and apply that image to all that you have planned to do in that day. How does it effect the activities you have planned, what can you do with those activities that will bring your desire closer to fulfilment? After the day's activities again return to your solitude room and reflect on the day and see how you have used your image to influence your activities. For in

carrying our this exercise you will see an increasing effect on how you handle people and your work and more importantly perhaps your confidence as you improve your little bit of the world that surrounds you. If you seriously cannot devote even 15 minutes in morning and evening try to give 15 – 30 minutes for one session per day, take each word separately down the list, or if you feel so disposed, select such words from the list as you feel your particular needs require at the time. Firmly

impress your being with each word and at the same time, interpreting its meaning and its effect upon you, not necessarily in the terms of its generally accepted meaning, but strictly as it appeals to you.

'The more enthusiasm you are able to put into your picture, the more quickly it will come into visible form and your enthusiasm is increased by keeping your desire secret.

'In this time of quiet solitude mentally recap your day and dwell on the actions that you have carried out that are taking you toward the things you desire. I find it a good exercise to write down the good things that have happened during the day, if you like this turns into a journal of great personal motivation, for within the pages I am writing about my inner mind and by concentrating on that forcing the outer mind to fall in line bringing my desires ever closer.

'I appreciate how in this hectic world we live in that it is difficult to steal this time away from the demands of your everyday life, however I promise you this that if you do as I instruct your everyday life and all those that take part in it will be enriched from the time you spend in seclusion for just 30 minutes. They will be enriched because you will have thrown off the bondage of slavery and become a master of your environment and conditions.

'Although I continually impress on you with the fact that you are the "I," the power in your world, and that you are to stand upon your own two feet firmly and live it - not particularly display it, but live it— (great characters shrink from display and publicity because of the littleness of it). Yet I do not advise that the declaration "I am" be used in connection with these words unless you are at the time in a positive frame of mind; unless you have a full conviction of what you are repeating.

To declare, for example, "I am Power" lays the inner mind open to attack from the Outer in the form of denial or doubt. Whereas, when the words only are repeated, they do not take upon themselves the nature of a declaration, and consequently the Outer mind has not been given the opportunity to become aroused in opposition.

'To simplify explanation of your right attitude during this practice, I might say that keeping your thoughts off the body and off external affairs and things, automatically places you in the ideal mood. Of course, the Outer mind will wander and bring up hundreds of things, hundreds of times, but like the car that I mentioned becoming diverted on to the wrong road; you bring it back and bring it back, each time setting it on the right road.

'This wandering propensity of the Outer mind will gradually lessen during those periods and you will find yourself becoming a master of concentration. There should be no strain, striving, anxiety or concern connected with this practice. You devote each evening, unless otherwise taken up by occasional business, social or family matters, to allowing these words to sink in and penetrate your being and like drops of pure water entering a vessel of impure water, drop by drop the non-essentials are forced out and the essentials remain.

'These powerful words, acting upon you (your being) in the same way that food does upon your body, automatically find their own needed places and uses within, in the same manner as do the elements in the food which you eat and you should not look for results from this practice any more than you look for results from what you eat daily. You are to practice this system every evening as regularly and diligently as your affairs will permit and then forget them entirely until the next evening.

'They will be doing their work below the surface unknown to you, but their efforts will show forth in you and your affairs.

'However there is no need to strenuously endeavour to compel the Power to work out your image on the lines you think it should. That would soon exhaust you and cause you to change your imagery until it became so diluted that it almost but disappeared. Relax, obtain a physical photograph of what you want or as near to what you want to achieve, look at it while you build up the image of you enjoying the fact that you own what you are looking at. For example if you want a new house, get a picture of a similar type house, imagine living there going into the front door and seeing the layout of the house with the furnishings you have placed there, here the sound of your loved ones also enjoying living there. Soon you will not need the physical picture as your mental image will be strong enough to sustain you.

## CHAPTER FIFTEEN

### The Track

Approaching the close of your instructions, I believe it will be of benefit to outline an example of procedure for you. Since, as I have previously said, words are often so inadequate to convey the proper meaning when dealing with a subject of this kind, I will approach facts from different angles for clearer understanding.

'Here is an example: in making full use of this law, neither money, friends nor influence are necessary to the attainment of whatever your heart is set upon. Whether you are a senior executive, a clerk or a labourer it is no respecter of person or position. Whether your ambition lies in direct line with the position you are now occupying, or whether it necessitates an entire change from what you are doing.

'Most individuals have no plan in life except the fact that they want to get ahead. Well since all the desire in the world will get you nowhere, it becomes necessary that a definite objective be first arrived at and then firmly established within. As Mark Twain once said he can teach anyone in the world to achieve all they want, the problem is not many people know what they want.

'After intelligent deliberation you decide upon one Supreme Goal. It is distant, perhaps, but the glorious assurance is that it can be attained. What is your first step?

'If we return for a moment to my illustration earlier of reaching an unfamiliar town and after finding its location on a map you plotted your route in reverse, the same principle is applied to all planning to achieve anything you have set your heart on.

'Let me illustrate that another way, suppose you proposed walking 100 miles, how do you go about walking there? Is it possible to get there in one stride – I think not. Neither is it practical to achieve your life's goals in one step. Mentally you begin with the end in mind and calculate in reverse from where you want to be to where you are now to find the exact distance you need to travel. You need to see in your mind that you will get there and then calculate how many steps are required each and every day to reach your goal.

'How far could you walk each consecutive day, without feeling strain and damage to your muscles? Five, ten, fifteen miles whatever, if you take a number of miles you can comfortably walk each day and divide it into the

number of miles you need to cover, you know two things. You know first of all that you CAN cover your daily target without undue strain and you also know that by doing so you will definitely achieve your goal.

'Why do you need to set out a programme of individual smaller goals? When the first daily mileage is reached, what then? If you had not another small goal in mind to achieve, the peculiar nature of the Outer mind is to drop back into inertia after being forced through to an objective. You can imagine the Outer mind reflecting something after this fashion: "Well, I have been mercilessly whipped about and forced through to that thing, but I have reached it so now I will have a rest." And your answer will be: "No rest for you, for I have already planned tomorrow's goal." Because once having attained that valuable momentum, maintain it. Cling to it. And as the momentum increases, the steps in your progress become more rapid, until eventually it will be possible to reach all objectives almost immediately, as is the practice of those in my work.

'The course followed in achieving your objective can be likened exactly to the process that takes place in a seed. Being fixed in the darkness of the soil, it proceeds to express the exact picture held within its life cell, and, in obedience to law, it sends up a shoot seeking the light. At the same time, it sends down roots seeking nourishment. If, on the way up, that shoot encounters obstacles in any form, it does not attempt to force them out of its way. It travels around them. Likewise, if the roots fail to find the required nourishment, they seek it another way. If all goes well, it blossoms forth and, having reached its goal, a seed is again dropped and the process repeated. Bear in mind that the actual process takes place in darkness, beneath the surface. As it is with us, that is where all great and important ideas are developed.

"Now, are you going to cast glances out of the corner of your eye to see how the thing is proceeding? Are you going to set to wondering how the thing works, or if it really is working? Not at all, you set the objective. You therefore planted the seed. You would not dig up a seed in your garden to see if it were sprouting. You planted and watered it and are satisfied that, according to the law of its being, it will come forth. Likewise, nothing upon earth can prevent your objective from becoming externalized, because nothing in the world can nullify Universal Law. You plant the seed idea. You hold it there. You nourish it. You have done your part. Trust the Law to do its part.

'Will you encounter resistance? Of course you will. Your activity creates it. Why? Because action requires reaction to support it. Resistance is the

negative pole of action or activity, the positive pole, and you need both. If there were no resistance, action would be non-existent.

'It is resistance that keeps the aeroplane soaring. Without resistance, it could not fly. Neither could the birds fly; nor does the fish swim; nor you walk. Therefore welcome resistance, it only becomes an obstacle if you take your eye off your obsessive vision of your ultimate goal.

'This is an example for us. Momentum must be attained and then maintained if we are to reach the height of achievement. And the work is delightful after the apparent difficulty of the first step is passed. There is nothing more joyous than the satisfaction of having achieved something worth while.

'Are you to recognize resistance in any guise? No. For, if you recognize it as a power opposed to your progress, you are resisting it, and therefore you automatically acknowledge it as a power greater than you, for no lesser power can retard the prognosis of a greater one. That is plain. Think of the hurdler once he takes his eye off the winning post and looks at the hurdle it becomes an obstacle which he trips over and loses the race. Obstacles are only obstacles when you look at them and believe that they are greater than you.

'Going further, remember this great truth: Whoever or whatever you resist, be it in thought, word or action be it in the form of criticism, envy, jealousy, hatred or otherwise, you most assuredly help, and you weaken yourself proportionately. 'Why? Because you have deliberately taken a portion of your precious life force so necessary to your progress, and transferred it to that person or thing.

'Have you not witnessed the ease at times, of one becoming exhausted after a "fit of rage" over another? Exhaustion is depletion. And to deplete means to empty. Something went out. Yes, to the other person to his profit and the other's loss. This is an example of the transfer of life force in a violent form. You are very fortunate in having learned this wisdom. Now, by all means, practice it.

## CHAPTER 16

Perhaps there was one more thing?

**W**hat then should be your daily attitude? What is the attitude of the wind as it speeds on its way to its destination? It yields recognition to neither person, place nor thing as having any power to hinder it. The harm or the help it gives is measured only by the welfare of the particular one it affects. It is aware of causing neither harmful nor helpful results, for it is impersonal. The sun shines, the rain falls and the wind blows upon all alike. They choose no particular persons or things to help or harm.

'There is your lesson. You are not to be consciously aware of resisting or harming anyone in your way as you speed along to your goal. 'Those who attempt to hinder you are helping you and should be considered your friends. This is wisdom of the highest order.

'Keeping the secret of your aspirations locked securely within you sets up antagonism in the Outer mind, for due to its nature, it rebels against discipline. That evident weakness which stifled your great ambitions in the past is an illustration of the nature of this Outer mind. That is its habitual trait.

'Seeing that it is about to be deprived of its wanton freedom, it will, like a wild bull in a stockade, seek to escape by every means, except the way that you have provided. I am warning you. It will bring up every sort of argument to bear upon the futility of your purpose. It will tempt you to mention your plans and ambitions to others; to slow up in your activity; to doubt the power of the law operating on your behalf. It will try every known conceivable way to thwart you. And your answer to all this will be, "Obey. I am master here." Stand as master of your own being and hold your course steadfast to the goal.

'You may be led through strange places and take circuitous routes at times, but let that not disturb you. With the wisdom of the Inner mind at the helm, you are being led the quickest way, although it may appear to be the longest.

'This advice is necessary for you now as a beginner, but as you grow in practice you will find that these qualities become a part of your very being. They then function automatically entirely without any conscious effort on your part.

'What is the result? Due to the persistent holding to the goal and your absolutely air-tight secretiveness, the Outer mind finds no escape for its

increasing energy and in desperation it plunges through, like the overload of steam through the safety valve of a boiler and your objective is reached.

'We have come to the close of your instructions. Practice what you know. Living the law will make you a character of notice. People will be instinctively attracted to you both upon the street and among your social and business associates, without knowing why. You will become a mysterious being to the world. Let this not turn your head, but rather, in humble gratitude, give thanks to the great Supreme Power that has made this possible.

We all rose my friends and I deep in thought on the words that we had heard set out to depart from his room. My friends looked as tired and yet as exhilarated as I did for we had spent an exhaustive but intriguing three hours of intensive instruction.

I held back and attempted to hold our instructor in further conversation feeling I needed to know more. Was the secret really just visualization? When I say just I really mean obsessive visualization. The Outer mind is inundated with demands from our everyday lives business and social. Yes I could see that by withdrawing into

Perhaps there was one more thing?

The Master obviously saw that I was still troubled and he came over to me and said the words that changed my life forever, I pray and trust these last words serve you well and transform your life as mine has been transformed.

'Do not make the mistake of shrugging off what I have told you because you have heard it before. No doubt you have heard it already from at least one person in your life. You may have even heard it many times. Do you have any aversion to religion?

I told him that I had no formal allegiance to any religious community. I said, "I actually do not believe many preachers know what they are talking about or even what they are trying to teach, but I do know contained in the Bible there is a lot of great knowledge."

"Good," he said. "I would not want you to discount what I am about to tell you because it does come directly from the Bible. But its applications reach far beyond what most people can conceive of. It will take thought, intense pondering on your part, to begin to get some inkling of its power."

"This simple secret, when applied to your business, will draw money to you as easily as water runs down a mountain. Even a fool can apply it and prosper. When applied to relationships, it will create more friends than you can handle."

After all we had heard in the hours we had been with him, hanging onto his every word I was now really intrigued.

"Patience, patience" he said, "I will not give it to you as it has always been repeated by fools who have no respect or knowledge of what it even means. No, I will give it to you another way."

"What type of business are you interested in?"

I told him I was dabbling in Mail Order right now and that I would like to place ads and sell books over the Internet."

"Fine. Mail Order and the Internet it is. Let me tell you how to create a fortune in this business of yours. All you have to do is visualise and create the product you want to buy"

I looked at him with an almost blank expression, and told him that I didn't understand

"You will. You see, you are your market. Whatever you want, there are millions of other people wanting the same thing. That elusive product you are looking for is the product millions of others are also looking for right now."

"All you have to do is create the product you want to buy, the product you yourself have been looking for. Once you have this product, what would you want the sales message to say so that you know this is the product you have been looking for?"

"If someone else were selling this product, what would you want the advertisement to say, what would get you to buy this product? When you have that answer that is the advertisement you want to create."

I stroked my chin and hesitantly said that I saw what he meant, but he knew that I was still confused, he

Looking out from his hotel window he said, "See the business across the street there? Pizza Parlour, I could triple the business that place does inside of 10 minutes.

"All I would do is walk into the business as a customer. I would sit there and imagine all the things that could be done to me that would make me

a loyal customer to that business for life. What could they do for me that would make me feel this way?"

"Once I had the answers to that question, I would implement them across the board. Every customer would be treated the way I had imagined. And without any doubt what so ever that business would triple the profits it now makes."

At long last it began to dawn on me what he was showing me was the greatest marketing secret that could ever have existed, and one that would make me a fortune, I made for the door, but he touched my arm as if to hold me back.

"Wait, you don't really know anything yet. That's the problem with people. They brush something off because of where it came from or because they have heard it many times. Leave that for fools. You won't "know it" until you have deeply pondered it and put it to use."

I agreed

"What I am telling you has power undreamed of. The simple words used to describe it cannot contain it. Does not do justice to it, and has been prostituted by blabber mouths that let wisdom fall off their lips with not even a single brain cell grasping what they are rambling about."

"What I am telling you is Law, not man's Law, but the very Laws of nature herself. It's the way things work and those who truly understand it rise to the top in every field known to man."

"What people don't understand is that it applies to everything. This secret can be applied with virtually every step you take, everything you do, every word you speak and everyone concerned profits by it."

"If you are a writer, write like you would like to be written to" "If you are a salesman, sell like you would like to be sold to" "If you are a speaker, speak like you would like to be spoken to" "If you want more love, then love like you would like to be loved" "If you want more friends, be the friend you would like to see"

"When you infuse everything you do with this secret it takes on a magical power. Businesses dominate the market, books become best sellers, and leaders attract huge and loyal followings."

"How would you like it?" "How would you respond to it?" "How would it make you feel?"

"Those are great questions to think about every time you do or create something. You will get into the hearts and minds of everyone who comes under your influence if you will first think how you would have it done to you."

"I'm certain you already know the quote from the Bible I'm referring to. But don't repeat it, just ponder it and practice it." I said that I knew the quotation he referred to and had read it many times without it taking on the meaning that he had given it. I have never thought of how it could actually apply to everything in life. I too was one of those fools who passed it over without as much as a second thought.

And with that, he was gone.

Darkness had fallen on a day that would see the start of my new life, as I type these words I trust that you

How can you make your life richer?

How can you achieve all you desire, not just for you but those you love also?

This one simple secret is the answer. I always ask myself how I would like to be treated by this company. What would I like to see? What would I like to get? How would I like to be dealt with?

Those simple questions are all you have to answer. When you do get the answers, visualise the end result of your new life of wealth beyond your wildest dreams, but even more than wealth the ability to give back and help someone else achieve their dreams because you too have learned the Immortal Universal Law and become the Master of your Environment and Conditions

Create The Site You've Been Looking For Write Like You Would Like To Be Written To Sell Like You Would Like To Be Sold To Talk Like You Would Like To Be Talked To Deal Like You Would Like To Be Dealt With Create For Others What You Would Like Created For You Excite Others The Way You Would Like To Be Excited

VISUALISE in YOUR Inner Mind the Success You Want.

Universal Law will ensure you Achieve ALL that you DESIRE

## CONCLUSION

The lesson you have learned in the last few pages could set you up for the rest of your life if you allow it to.

You may recall in the Preface I said that I was in fact the Tom of the story let me tell you a little more about myself to see if you can relate to and learn from my story.

I would imagine like most people, from my earliest recollections I wanted to live a good prosperous life. My father was a labourer in the shipyards, I think the main lesson he taught me was that no matter what your station in life you could always treat others with respect; have good manners and work hard. Unfortunately he did not live to share the successes I have experienced since I was taught the technique that we have just shared together.

I came from an educational and social background of – work hard at school – get a good job and you will be alright. Well in those early years I did not really work hard at school – football was my dominant passion if not my obsessive vision. I left school with no qualifications except the bit of talent God had given to my right foot, my left was certainly only for standing on.

To cut the story short, after a brief spell as a part-time pro footballer, and serving an apprenticeship in the yards with a little time at sea, I basically drifted from sales job to sales job wondering why everyone else was working against me until I fell like a lot of people into financial services. It was there that I met my Master, he was very successful in business and in life generally. I do not have permission to print his name so he will just be referred to as my friend.

When I first started my financial services career I had the audacity to ask him what he did to be so successful. You have just read what he told me, I suggest you read it over and over until it becomes part of your very being.

The company had just announced that its convention was to be held in Austria and to get there one had to produce what to me at the time was an unattainable amount of business, I did not want to sell to family and friends and had no one else to talk to really.

Then my friend told me a part of the convention that he was looking forward to – the midnight masked ball in the Hofburg Palace. Don't know about you but I had never been to a masked ball, a palace or anything else like that, but I got this image in my mind of standing on the dance

floor (I cannot dance either) at the masked ball. I used the convention brochure to cut out a picture of the palace and a masked ball and put them on my car sun visor.



I wrote on a piece of paper the total amount of business that had to be written to qualify, the average sized case I knew I could achieve. From that was able to calculate the number of people I had to sit in front of, and phone calls that had to be made each day, to attain that number.

At midnight on 9th July 1982 I stood on the dance floor of the Hofburg Palace Vienna Austria after listening to Les Dawson in cabaret, turn to my friend who was also a qualifier of course and remember saying to him obsessive visualisation really does work.

However, that is only the first step. How do you know what to visualise, is your mind full of the things you want in life. How do you sort out the wheat from the chaff, that is why we have developed this programme of E-books; CD's and DVD's for we want to take you each step of the way so that you can build a solid foundation that will set you up for life. Not by telling you WHAT to do but by SHOWING you HOW to do.

Achieving Life's Goals Together

David Dutch

DoubleDee Publishing Preston England

Let Us Have Your Success Stories Click Here

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With your first step on the ladder of success it is time to take the second step to fulfil your desires and start to manifest everything you want in life.

### **In The Second Step You Can Discover:-**

How to guarantee that the WORDS you use are understood by those who hear them?

How to stop LYING to yourself and start succeeding?

How to stop hallucinating and start DREAMING?

How to clear your BRAIN of the clutter that holds you back?

What FIVE questions you must ask BEFORE you can start achieving your goals?

What is the SECRET CODE used by all successful people?

What is the most important WORD you can use?

How you can CREATE your own future history?

What is the GOLDEN RULE of success?

How you can totally conquer your FEAR OF SUCCESS?

Yes Dave I want to DISCOVER the Answers to all of the above questions please send me full details of the SECOND STEP without any obligation

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