

# SUCCESS LEFT A CLUE

6 Life Changing Habits to Achieving  
Your Dreams While Keeping it  
Real, Relevant & Repeatable



BY

ROBERT RAYMOND RIOPEL

ALWAYS LIVE WITH PASSION!

**[WWW.SUCCESSLEFTACLUE.COM](http://WWW.SUCCESSLEFTACLUE.COM)**

Passion To Profit Publishing  
Montreal, Quebec, Canada

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Library and Archives Canada Cataloguing in Publication

Riopel, Robert Raymond, author

Success left a clue : 6 life changing habits to achieving your dreams while keeping it real, relevant & repeatable / Robert Raymond Riopel ; foreword by Les Brown.

Includes index. Issued in print and electronic formats.

ISBN 978-1-988835-01-3 (hardcover).--ISBN 978-1-988835-00-6 (softcover).--ISBN 978-1-988835-02-0 (PDF)

1. Success. 2. Self-actualization (Psychology). I. Title.

BF637.S8R56 2017

158.1

C2017-902932-0  
C2017-902933-9

Passion To Profit Publishing  
Montreal, Quebec, Canada  
[www.passiontoprofitinc.com](http://www.passiontoprofitinc.com)

Cover Design by: Gordan Blazevic [gordan.blazevic@gmail.com](mailto:gordan.blazevic@gmail.com)

Edited by: Perry Rose

For Roxanne,

Left to my own devices I would be comfortably miserable playing smaller than I am.

You hold me to my greatness and for that I am forever grateful

# ACKNOWLEDGEMENTS

This is something that I thought I would struggle with more than writing the book itself. Why? I guess because there are so many people who have had an impact on my life and contributed to the success I have enjoyed in my life so far and I do not want to miss any of them. With that being said, I will do the best I can.

First and foremost, I want to acknowledge the greatest inspiration in my life, my wife Roxanne. She is my soul mate, best friend, coach, lover and heart.

Jason Chechik, you started as a student and quickly became a friend, mentor and business partner. We are blessed to have you in our lives. You are family.

There are numerous mentors in my life. T. Harv Eker, Blair Singer, Mark Victor Hansen, Les Brown, Berny Dohrmann, Ken Courtright, Brian Tracy, Bob Proctor, Bill Bartmann, Richard & Veronica Tan, Michael Silvers, Adam Markel, Raymond Aaron, Gerry Robert and many more that I never had the pleasure of getting to know personally but, never the less, the lessons I learned from them were powerful.

My family and friends, I feel truly blessed to come from a very large family both related and extended. Each one of you has played a part in who I am today. Dale Jacobs, you have been a rock in keeping me grounded.

Last but certainly not least the team that helped get this book together as it is today. Laura Stone, Cara Witvoet, Gordan Blazevic and Perry Rose.

# TABLE OF CONTENTS

**FOREWORD**

**HOW THE JOURNEY BEGAN**

**STEP ONE – DREAM YOUR BIG DREAM**

**STEP TWO – FIND A MENTOR & MODEL THEM**

**STEP THREE – TAKE ACTION!**

**STEP FOUR – CELEBRATE!**

**STEP FIVE – BELIEVE**

**STEP SIX – REPEAT!**

**IF THEY CAN DO IT, I CAN DO IT (AND SO CAN YOU!)**

# FOREWORD

**“You have something special.  
You have greatness in you.” ~ Les Brown**

SUCCESS LEFT A CLUE is a classic book that's designed to help you to begin to live the life of your dreams. It will take you down the path to your greatness and introduce you to the life that's waiting for you to live, to step into and to begin to soar to new heights.

Robert Riopel, author, speaker, performance coach and my good friend, is not only a messenger for what is possible in life, but he is an example of it. He has trained and helped the transformation of thousands of lives around the world, including mine. Robert has inspired and taught people how to begin to face their fears, become more confident, and live an adventurous life. Hellen Keller said, “Life is either a daring adventure or it's boring.”

SUCCESS LEFT A CLUE provides clues that jump out at you. You'll begin to wonder, “Why didn't I think of that?” Einstein said that genius is the capacity to make the complicated simple. Robert has that gift. There are simple yet profound clues that will change your life, that will give you great insight and that will inspire you. One of his most profound statements is, “You will affect people with your greatness or infect them with your mediocrity.” Robert encourages you to upgrade your relationships, because who you run with will be who you end up with.

This book will transform millions of lives around the world. This book has raised the bar. This book is one that we need now more than ever before. It will help you and inspire you and challenge you to get out of your head and into your greatness.

Robert, I'm proud of you. This is Les Brown. That's my story, and I'm sticking to it.

~ Les Brown

**“Formulate and stamp indelibly on your mind a mental picture of yourself as succeeding. Hold this picture tenaciously. Never permit it to fade. Your mind will seek to develop the picture...Do not build up obstacles in your imagination.”**

**~ Norman Vincent Peale**



## HOW THE JOURNEY BEGAN

I want to thank you for taking the time to read this book and for being willing to go on an adventure that can truly change your life. It certainly has changed mine. All of the things that you'll experience while on this journey will be as different as you are.

This book has been a work in progress since 2001, and I want to acknowledge the people who have played such a big role in its creation. This list includes people like Mark Victor Hansen (co-author of the *Chicken Soup for the Soul* series of bestselling books). Over the years, I have had the pleasure of not only being a student of his, but of also being a trainer on the same stage. Although he knows me now, I doubt that he remembers the first time we met. I've never told him directly how he's affected my life, but I have shared the story of our first meeting with tens of thousands of students I've had the pleasure of training all over North America and Asia since 2004.

It was in the fall of 2002. My wife and I had become avid students of T. Harv Eker. I'd never taken any kind of personal development training before and was blown open by what Harv had to offer. He made it so easy to understand. It was because of how Harv affected our lives that we not only became students, but also became full-time volunteers for a period of over two years. We saw this as one way to give back and help others. It was at one of these events where I was volunteering that I was asked to be the liaison to the guest speakers. What an honor! I was told that the first speaker would be Mark Victor Hansen, and that no one was to know he was there until Harv introduced him.

Now, I was thinking to myself: I want to be a trainer and an author, and here I am, about to meet one of the people behind the *Chicken Soup for the Soul* phenomenon. Wow!

I set about to find a way to get Mr. Hansen from his room down to the conference room without being seen by any of the 1,000 plus students in attendance, and I only had ten minutes to get it done. After knocking on Mark's door, I introduced myself as the guy who was there to take care of whatever he needed. Naturally, I told him that I was honored to meet him. By a series of turns through the back halls, I managed to get him down to the conference room and ready to go. One of the many things that I love about Harv is that he knows how to talk and get an audience pumped up for the program. Because of this, Mark did not go on until 9:45 a.m. Let me explain why this is important.

While Mark and I sat by, waiting for him to be introduced, he asked, "What do you do for a living?"

"I'm currently retired," I answered, "But I want to be a trainer and an author." After saying this, I glanced into the room to see how Harv was doing.

Mark then said, "Well, you've got me. Ask me any question you want."

Shocked, I turned to the seminar room and emphatically mouthed to Harv, "Keep going! Keep going!"

With a deep breath, I faced Mark, hoping I didn't look as nervous as I felt. For the next forty-five minutes, I had a one-on-one conversation with this incredibly successful businessman and bestselling author. It was amazing how open he was to answering all of my questions. One of the biggest questions I had for him was about the book I wanted to write. I built up my courage and asked if I could bounce my book title ideas off him.

After a brief pause, Mark answered, “No, you cannot.”

You might think I’d get upset at that, but instead, I connected with some of the teachings that I had studied the past year: “Don’t take things personally.” I knew there had to be a reason for his answer. Despite this blip, we continued talking. Then suddenly, out of the blue Mark asked what the title of my book was going to be.

Confused, I asked, “But I thought you said I couldn’t bounce my title off of you?”

Mark looked me in the eyes. He said, “Bounce the title off me is the wrong question. When it comes to book titles, the question is: Would you buy that title for X number of dollars?”

What great insight! One question brings uncertainty of whether or not it will be successful while the other gives a clear indication to how successful it will be. I told Mark that I wanted to name the book: If They Can Do It, I Can Do It (And So Can You).

He paused for a couple of long moments. Once again, he looked me in the eye and said, “I like it because it makes me think of when I was young watching my brother ride his bike without training wheels.”

Mark told me how when he was a little boy, his parents wanted him to ride his with training wheels, even though his brother didn’t have any on his bike. Mark didn’t want them because he had the thought: “If he can do it, I can do it.” Having said that, he still did not feel that it was a strong enough title for my book, even suggesting that maybe it would work better as a chapter title. Again, I did not take it personally. Instead, I thanked him for his time and helpful insight, then wished him good luck on his presentation.

As you will notice, the last chapter of this book is what was supposed to be the original title. It’s my way of inspiring you to live your dreams. Don’t be discouraged or stopped by other people’s negative or narrow-sighted opinions because, little did I know, only a few short years later from that insightful conversation with Mark Hansen, I would realize one of my dreams.

I had a dream of writing a book and being a trainer all the way back in 2002. I had no idea how I was going to do it or what I would even write about, but it was an idea and a passion that was deep in my heart. I strongly knew that I wanted to teach and train the kind of information that Harv was teaching his students. I know it changes lives. It changed mine.

With this intention, I was able to set about creating the reality. Only two short years later found me creating the Reality of Training with both Harv and Peak Potentials. I’ve gone on to conduct more than three hundred trainings for well over 250,000 students for more than thirteen years. Not only did this deeply affect my life, but has enabled me to help change thousands of lives around the world. Through the process of teaching and being a trainer, I have first-hand experience with all of the things you’ll read about in this book. This has allowed me to come from a place of experience instead of a place of guessing and just hoping it will work.

I know it will work because I’ve lived it and experienced it. As I have trained people, I’ve become known for giving people what I call “CLUES!” So, throughout the book, you’ll find CLUES in each chapter that you can use in your everyday life. In fact, let’s start with one right now.



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Too many people play life safely or at a mediocre level. We all have greatness in us, and it is only when we allow that greatness to emerge will we be able to have fulfillment.

At all points in life, you are affecting the people around you, whether you know it or not. So, the question is: Do you want to affect them or infect them? Playing at a mediocre level will only serve to bring others down, while allowing your greatness to come out will serve to lift them up. Play in your greatness and don't be afraid to show it.

Finally, as I mentioned earlier, the last chapter of this book is my way of inspiring you to live your dreams and not be stopped by other people's negative or narrow-sighted opinions. Writing this book has been a great joy in my life, and I say this to any of you who have ever dreamed of fulfilling a lifelong desire: "If they can do it, I can do it, and so can you!"

In this book, I have outlined six steps to "re-set" your "mindset" for success, how you can achieve your dreams, financial wealth and freedom, and discover your heart's desires. You will then learn how to anchor those steps in, followed by my personal message to you. Included are detailed processes within these steps to help you understand and grasp each principle, cementing the concepts for achieving your goals.

I hope to show you how to grow into your greatness. It's my goal to help you create a new internal program so that you can live in the world as a fully realized individual. It's my goal to help you live more successfully and more peacefully with yourself.

Join me on this journey, won't you?

~ Robert Raymond Riopel

# STEP ONE

# DREAM YOUR BIG DREAM

**“Man is a genius when he is dreaming.”**  
~ Akira Kurosawa

No one was ever hurt by dreaming. It's in the doubting of your dreams that pain and suffering come along, so allow yourself the space to dream and dream big!



People always ask me, “How can you be retired and financially free when you’re so young and the economy can be so sketchy?” It hasn’t always been this way for me. I wasn’t born into a wealthy family. I did not inherit millions or win the lottery like some do. No, I’ve learned these lessons, these principles of success the good, old-fashioned way. I’ve achieved my success from rolling up my sleeves and experiencing both failures and successes through that hard work. The way I’m living now has allowed me to succeed financially far beyond what I had expected was possible when I was young.

I’ve had a lot of fun along the way and, true, I have made a lot of money. I’ve met celebrities, millionaires, billionaires, businesspeople, and super-star sports figures. I’ve also met down-to-earth people just like you—people who want to learn these principles and who want to better their lives. I’ve helped thousands of people just like you who strongly desire to change their lives and become successful. It’s a journey that is unlike all others, and if you follow these principles, they can take you beyond your wildest imagination.

I've learned that while success as a principle is simple, achieving it isn't easy. I have also noticed that what sets successful people apart from those who aren't are specific traits. It's their attitudes, the actions they take, their persistence, and how much heart and passion lies behind all of the above. This book can tell you how you can achieve anything you want in life from financial success, great relationships, health... to whatever else it is that you dream. And don't we all dream of those things? But you'll have to put in the work.

Throughout the book, you'll find CLUES and actionable steps to take as a fun sort of homework—they'll help keep you focused on your journey and cement in your mind the principles to achieve success.

Speaking of what makes success simple, Step One, "Dream the Big Dream", is so simple that people often overlook it or even discount it as unimportant. Simply put, in achieving wealth and abundance in any economy, Dreaming is your first step. Yes, Dreaming-with-a-Capital-D. It's that important.

When we were children, we dreamed all the time. "When I grow up, I'm going to be a baseball player!" "When I grow up, I'm going to own the tallest building in town!" When you're a child, the sky is the limit. Anything and everything seems possible. It's fun to envision all the wonderful things your future holds. Somewhere between being a big-dreaming kid to adulthood, we let the act of Dreaming fall to the wayside. It's almost as though society knocks that out of us. We're told, "Who are you? You don't have the right education. What makes you think you can do this?"

We end up putting ourselves in a little box, limited from ever breaking free. And the view... Nothing but tunnel vision in that little box. What happens if the answer you're looking for is just on the other side of that narrow view? You'll never see it.

Dreaming enables you to open up that tunnel vision to what I call a Total Vision. You'll be able to Dream big again and start attracting what you want and need into your life. Too many people have subconscious beliefs limiting their ability to dream, let alone to Dream Big.

Maybe you were told as a child that you weren't right for something, or that you didn't have the skill to do something. That may have been true in the moment. If you file that away as truth, what happens the next time you're confronted with the opportunity to try that thing? Chances are you're going to remember that you were told you couldn't—you were told to stop Dreaming—and you'll stop yourself from trying again.

Dare to Dream! But don't just dream, Dream Big! Nothing is stopping you but you. Get out of the way of your own success.



It's when you are being present that some of your greatest ideas will appear. When they do, write them down so that you can stay in the present instead of trying to remember later what it was that you thought of or said. Don't waste time trying to recall a detail—write it down! In my opinion, this is the precise reason sticky notes were invented.

Multiple studies by neurologists have shown that when you physically write things down, you engage multiple parts of your brain. This allows your brain to have feedback, and this is what leaves a memory in your brain. By physically writing ideas down, you influence your ability to learn. When we write something down, these studies suggest that, as far as our brain is concerned, it's as if we are doing that thing we've written!

Writing down your dreams and going for them will work. You don't have to know how it works or how it happens; you just have to trust it. And if you have a negative thought popping into your mind about these dreams when you do finally write them down, I want you to use Quick Release to get rid of it.

Now, you might be asking yourself, what is Quick Release? This is a term I use, which we'll discuss in Step Three at length, and it describes the specific action needed to address a Distraction. Basically, distractions, usually non-supportive thoughts or acts, take your focus off the thought you just had. Quick Release opens up the space that distraction, that non-supportive thought or act had previously occupied. You'll create room to put in an idea that supports you and drives you closer to your dreams.

I want you to think about some of your dreams. Are these BIG dreams? Or, did your mind limit your dreaming to a narrow, tunneled-view of what you can accomplish? Your mind is what a friend of mine by the name of John Kehoe calls: The Great Trickster. Your mind has a very important job and that job is to keep you in the same place—right where you are. When you look at where you are right now, there are no big challenges, there is no danger. You're safe and comfortable and in a state of stasis. To your mind, it's done its job. Your mind is not designed to help you become successful and happy, but to

simply survive. It serves as a protective mechanism to keep you from taking risks and going beyond your ordinary state of breathing, eating, sleeping—surviving, in other words.

As individuals, our goals and dreams are unique. For some of you, what you want from life can be complex, and for others, what they want is quite simple. Some of you want bigger homes, to achieve financial independence or even acquire some cool toys. Others want to put their kids through college without going broke or have more time to spend with them while they're little. Some of you are looking for better personal relationships, career advancement, better health or more money. These are all great dreams. What matters most is that you find a way to get what you want, and that you leverage your talents to make your dreams come true.

Defining what you want may not be easy. Of course, the most important thing you can do is start! A goal or dream written-down becomes motivation's playing field. When you write down your goals, you're turning energy into action. Action is motion. Motion creates momentum. Momentum moves you forward towards your dreams. All of this energy that leads to your success starts when you dream big.

Do you know what you want? Do you have a dream? More than one? Do you know what motivates you to get up each morning, hit the streets and be at your very best? Think about it... then when you realize what that is, I want you to get into the habit of writing it down.

As a friend of mine by the name of Les Brown says, "You have got to be hungry!" Folks, you gotta be hungry for your dreams. You gotta be hungry to take your life to another level. You gotta be hungry to make changes. When you do this, you'll walk into a room and people will see you in a different light. They will "get it" and know that you own your greatness. You're ready to affect others. Wouldn't you love to take people to a whole new level in your life?

To do this, you need to deeply desire your goal, that dream. Napoleon Hill in his landmark book, *Think and Grow Rich*, had it exactly right. "The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat." Your first step in goal-setting and achieving your dreams is that you've got to really, really want to achieve the goal. You have to be ready to work.

Again, as I stated earlier, you can commit to achieving the goal or dream by writing it down. Write down the plan, the action steps and the critical path to achievement. As we mentioned earlier, writing down the goal, the plan and a timeline sets events in motion both in your mind and in your life that may not have happened otherwise. In my own life, it is as if I am making a deeper commitment to my goals. It's now down in print. I can't fool myself later. The written objective really was the goal.

If you ever had the opportunity to listen to Bob Proctor speak, you'll hear him tell the story of how he uses Goal Cards. He talks about how in 1961 he wrote a dream down where he would have \$25,000 in cash. He didn't really believe it, but the book, *Think and Grow Rich* told him to do it. So he did.

His goal was to have \$25,000 in his bank account by 1971. (That was a large amount back then and, hey, still is!) He said he didn't believe it would come true. His firefighter friends saw that he carried the book, *Think and Grow Rich* with him all the time. They asked, "Why do you always have this book around?" Then they looked at his goal cards.

He explained his goals and process to them. At the time, he said he felt embarrassed about even saying it, but he learned a lesson. To be in alignment with his true self—his heart—he knew he had to own this truth and trust it.

His goal cards were a smaller version of having a Dream Board, you know, a physical board where you possibly affix or draw pictures of things you want in life, goals you want to achieve, your dreams. These goal cards of Bob's are, in fact, a pocket-sized version of one. Later that year, he was making over \$100,000, then later on made over a million dollars a year and has continued to increase his success ever since. After the process of writing it down, the habit of looking at the book and his goal cards brought his vision into reality. Just like the physical act of writing, visualization will create action and memories. It tells your brain it's possible.

## VIBRATIONS, FREQUENCIES, ENERGY AND THE BUTTERFLY EFFECT

We discussed Dreaming and how important it is for success. We also discussed the idea of how your mind wants to keep you in a state of stasis, like perpetual "survival mode." Head down, don't rock the boat, and don't make waves. Waves are exactly what you should be making, but we're going to take that concept and call them energies and vibrations.

We all affect one another with the energies and vibrations we put out, whether we're conscious of it or not. Within all of this talk of energy and its transference exists something called the Chaos Theory...The Butterfly Effect, which I know sounds a bit non-dreamy and strange, but stay with me.

If we just narrow our focus on the last ten years of the world's economy, it's been a complete rollercoaster. From the creation of the European Union in 1993, the financial crash of 2008, the collapse of the housing loan market, and everything in between, the swings both up and down have been massive. And as of this printing, the Dow Jones Industrial Average and the Nasdaq Composite have hit record highs. Money managers don't know when the bull market will come to an end, or if this is a sign of even higher highs to come. It seems like currently everyone is holding their breath, waiting for that proverbial shoe to drop.

It's easy to grow confused about the economy and your place in it. Is the sky the limit? Is it all going to come crashing around our ears? You can quickly feel overwhelmed, maybe even discouraged about life and your livelihood when it almost seems that we are constantly bombarded with cautionary or out-right bad news. In this topsy-turvy environment, how can you be successful? How can you get rich and stay rich in this kind of economy?

You have the power within you to attract and manifest anything you want in your lives in any economy. In fact, I'm going to encourage you to create your own economy so that no matter where you live or who's in government, none of that impacts your financial life, relationships or health. Yes, you have the power to attract money, financial independence and freedom. There are no accidents in life, and everything happens for a reason. Everything happens to forward our development and personal evolution. Everything...in our relationships, in our work, in our health, in all areas of life, everything helps you become a more heart-centered, authentic human being.

First, however, you have to examine your mindset and understand how it affects or infects your life and your Dreaming. And it's important to understand that there are these vibrations of energy that affect or infect our mindset and which ultimately has an impact on our ability to dream and achieve success.

Let's discuss Chaos Theory and how that applies to your mindset. "What in the world is Chaos Theory?" you might be asking yourself. Sure, it sounds scientific, like something Einstein would talk about, but it's very important in understanding how you'll achieve success.

Chaos is a force, an energy whose purpose is to push us to evolve. When we are stuck, when we're comfortable and cozy in our ordinary lives, and when we know what every day will bring, we stop growing. When we stop growing, we become stagnant, bored, fat and lethargic. And often, we become broke and unhappy. We may even slide backwards in our personal growth. When we hear about natural catastrophes on the news, things like earthquakes, tidal waves, hurricanes and such; this can cause us to become afraid, further receding into our stagnation.

But the forces of nature that cause earthquakes, floods, hurricanes, disease, and economic chaos all have a purpose. Those massive sources of energy are all designed to force us to evolve. From their influence, we can develop the skills to be a master of life in any situation. In fact, people who have mastered life are so courageous, often times, they volunteer for chaos by shedding or even destroying whatever is holding them back or no longer evolving in life with them.

As an example, a few years ago when I was getting ready to start a training program in Toronto, Ontario, Canada, I was walking through the conference center on my way to the event. A woman came around a corner and spotted me. The moment she saw me, she stopped, pointed a finger at me and said, "You! Because of you I quit my job and left my husband."

Instead of withdrawing or avoiding her, I simply smiled and said in a leading tone, "And?" She then broke into a great big smile and told me that she was now living her passion. Even better, she had met her soul mate.

This means that, yes, there is a time to clean your closets, quit a boring career, end a bad relationship, move to a new city or write down your dreams and start getting serious about your goals. These are examples of how to cooperate with evolution, with those energies of chaos and change. You meet chaos with your chin high, ready to get to work.

To get a deeper understanding of how you can utilize the chaos theory to your benefit, I encourage you go to my website [successlefta clue.com/chaos](http://successlefta clue.com/chaos). There, you'll learn about a friend of mine who is doing research and studying theories on the topic of chaos. It is pretty deep stuff—both scientifically speaking and mind-bending—that will have you looking at the world and what you can accomplish in a different way.

As you read this, I want you to think of one thing that if you let it go, it would make your life passionate again. What is the one thing that would make you feel alive again? Is it a passion to travel abroad? To move to a new city? To get a new job? Maybe it is something as simple as organizing your cupboards or starting that exercise program you've been contemplating. It can be something big or it can be something small. As long as it is something, you are headed in the right direction and I understand that it may take courage to do something different than you are used to.



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If you believe the universal principle that everything happens for a reason, then it stands to reason that there is a lesson in everything that happens. I encourage you to look for those lessons. Utilize them to move you toward your dreams instead of being stuck. Instead of seeing chaos as a force of destruction, try to see it as a force for your own evolution.

## THE SCIENCE BEHIND CHAOS THEORY

If you study Chaos Theory, you'll learn how it applies to understanding your life choices, and how that ultimately affects every aspect of your Dreaming. James Gleick wrote a book in 1987 called *Chaos: Making A New Science*. Since that best-seller was published, chaos theory has become an increasingly popular metaphor in management literature. It's regarded as the "new science" of administration. While Gleick did not invent the idea of chaos, he did help lift it from obscurity in the pages of scientific journals and put it into the mainstream.

Chaos theory is broadly defined as "when the present determines the future, but the approximate present does not approximately determine the future." The present determines the future. But your present isn't your future. It's still unpredictable. It can still be determined as something else. (Keep this in mind as we discuss you, your mind, your heart, and your thought processes and how these affect your life.)

Some people regard chaos as disorder. Perhaps it is a bad name, because chaos probably makes you think of anarchy, mobs, randomness, things that are a giant mess and out of control. So what is the real meaning of chaos theory? Chaos deals with unpredictable and complex systems. Chaos Theory stems, in part, from the work of an MIT meteorologist, Edward Lorenz. He simulated weather patterns on a computer that had limited memory, especially compared to our computers today. One day after viewing

a particular pattern, he wanted to recover the data. So, he started the program again, except he put in the values rounded off to three places instead of the original six. He was surprised to find a completely different result on his computer than he had before, and it looked like this when printed out:



Because of its resemblance to a butterfly, this has become known as “The Butterfly Effect” and is often used to refer to complexity and unpredictability.

In Chaos Theory, “The Butterfly Effect” refers to the discovery that within a chaotic system such as global weather, tiny perturbations in the weather may sometimes lead to major changes in the overall system. It is theoretically possible that a slight rise in temperature in the ocean off the coast of Peru, for example, will create tiny changes in the airflow that would eventually lead to different weather in North America and Europe. In most cases, the slight change would make no difference whatsoever, but when the system is unpredictable at a certain stage, the future may unfold quite differently, depending upon what little difference occurred and the various situations around it. This could lead to a cool afternoon breeze in North Carolina or a Category Four hurricane along the Eastern Seaboard.

As for his research results, what was the causation of such a dramatic difference? In Lorenz’s computer memory, six decimal places were stored: .506127. On the printout to save space, just three appeared: .506. Lorenz had entered the shorter, rounded-off numbers, assuming that the difference—one part in a ten-thousandth—was unimportant. A tiny numerical error was like a small puff of wind—surely the small puffs faded or canceled each other out before they could change important, large-scale features of the weather. Right?

Wrong! In Lorenz’s particular system of equations, those small errors proved catastrophic. He published a paper about this subject called, “*Predictability: Does the Flap of a Butterfly’s Wings in Brazil Set Off a Tornado in Texas?*” and the term The Butterfly Effect has remained. In The Butterfly Effect, the amount of difference in the starting points of the two curves is so small that it is comparable to a butterfly flapping its wings.

Today, sensitive dependence on initial conditions is referred to as The Butterfly Effect and it has spawned research over the last several decades known variously as chaos theory, complexity theory, stochastic processes, and other names.

The takeaway from this is that the flapping of a single butterfly’s wing today has the potential to produce a tiny change in the state of the atmosphere. Over a period of time, how we expect the atmosphere to behave diverges from those very expectations. So, in a month’s time, because of a strange low-pressure system that briefly appears in the Canary Islands and changes the wind’s course by a few meters, a hurricane that would have devastated the Indonesian coast doesn’t occur. Or maybe it creates a Category Four hurricane that slams the Indonesian coastline.

This is an example of how every thought you have, every action you take, every dream you dream can affect your life and others. And remember: You are either affecting people with your greatness, or you are infecting them with your mediocrity and negativity. Your actions set up the behavior of dynamic systems that are highly sensitive—just as it is with The Butterfly Effect. The important concept here is that chaotic systems aren't random. They're unknown. The key point is that when something is random, it's unpredictable. It's not controllable. When something is unknown, it can be studied and more importantly, learned.

You might be feeling a little skeptical about the relevance of this to your success at this point, but stick with me. Skepticism is just a trick your mind plays on you to keep you in a state of comfort. It's crucial to understand how you are affected by Chaos Theory. Let's delve deeper into this and relate it to quantum physics. (Don't worry – this is easy to understand and not highbrow stuff at all!)

## CHAOS THEORY & QUANTUM PHYSICS

With his famous equation,  $E = MC^2$ , Albert Einstein proved that when you come right down to it, everything in the universe is energy, both in the physical plane of our reality of matter—our bodies, the blood flowing in our veins, the chair on which we sit—as well as the abstract reality of our mind—our thoughts, dreams and passions. They are all made up of energy patterns.

The concept of a universal energy flow is not a new one. The ancient Chinese called this flow “chi”; the ancient Hindus called it “Prana”. The disciplines that developed in those two cultures—t'ai chi and yoga, respectively—are based on the art of tuning in to the flow of energy and using it to center the self.

In our world, all things consist of energy that vibrates. We're all made up of atoms, which are constantly in motion, vibrating with their positive and negative charges, tiny little universes that swirl and orbit within their own structure. This follows that we're vibrating with energy, too. And because of the tiny differences in each of us, that adds up to our unique frequency at which we're vibrating. Someone six-foot tall is going to be different than someone, say, five-foot-seven. A person who weighs two hundred pounds will have a different frequency than someone who is only one hundred pounds. Different mass, different shape, different vibrations. Easy to understand, right?

These vibrations follow the various laws of Physics, including the higher principle of Quantum Physics. Yet there is an even higher level, realm, study or dimension above this, and it is that of Metaphysics. Metaphysics is the philosophical branch, where we can place our unknowns and attempt to understand them. In Metaphysics, we can find all the things that aren't really classified yet, because we don't fully understand them and how they work. I'm sure you'll agree with me on that.

Suffice it to say that just as all living things and even inanimate objects vibrate at their own voltage and velocity, the same things happen in all human relationships. All communications from a handshake to a smile to the energy generated by our lungs blowing out the air to speak are based on these vibrations. They all have an effect on outside forces. Your handshake may have given the other person a tiny shock, making you both laugh in surprise before parting. That smile of yours was possibly the first act of kindness the recipient had all day. That conversation aided the other person to break out of a cycle of negative thought that had plagued them, giving them a new focus, which leads to a new energy of their own. These vibrations, those tiny flaps of wings, affect not only our future, but the unknown future of others. The Butterfly Effect.

But what happens if those wings don't flap, so to speak? What happens if there isn't a tiny change, a fluctuation in the energy forces that surround us?

There is a story that follows this way of thinking. A child visiting the zoo sees a bear sitting there. The bear is visibly upset. The child asks why, and the zookeeper explains that the bear is sitting on a nail.

"Why doesn't it move?" inquires the child.

"Because," answers the zookeeper, "it doesn't hurt enough."

There is a lack of what we call chaos for the bear to make the move or even actually to want to make the move. So the bear will continue to sit in its same place, in the same way, doing the same thing, until that moment when chaos is encountered in order to make the bear move. Do you recognize this in yourself? When does the pain become so intense that you will make the move?

This encounter with chaos can arrive in any shape or form. The trick is in learning how to let go of the conscious mind, to stop expecting it to announce itself by arriving in the form your conscious mind is expecting. If you're waiting for someone to show up at your door with a check for ten million dollars, that's an example. Chaos is something that while out of understanding in the conscious mind, it does have its state of formation within the sub-conscious mind. It's you hearing a trainer say that it isn't relevant that he thinks you can achieve something; it's you recognizing either consciously or subconsciously that you can do it for yourself.

To the bear, while not rationalizing comfort in the same way as we humans do, it does have the rationale to know that it is uncomfortable, but not enough to move. What if a bee came along and angered the bear by buzzing around its nose? Even though it's in an uncomfortable but bearable—ha—state, the bear is actually looking for a reason to move, but the impulse to act is lacking. The bee creates in the conscious mind an aggravation, but now, added into the subconscious of the bear with the nail, it, the nail becomes intolerable, and thus, the bear moves.

To the spectator, it would appear to be the bee that made the bear take action. To the zookeeper, he understands that it finally became the time when the bear moved. To the bear's real process, it was the nail that was seeking out some kind of added energy (chaos) that once encountered would give the bear the stimulation to move.

We use the word "chaos" to mean something unexpected, with a magnitude of force to impart a definite effect on the situation, but without any forethought or planning to it. It was by accident, so they say. We can observe the situation with all the information and see that it was waiting for a catalyst. The bear had grown "comfortable". It may not have enjoyed the sensation of the nail, but it certainly wasn't doing anything to change the situation. The bear needed an outside force, another source of energy applied to its situation to create the change necessary to improve the bear's present and future.



Are you going to be the bear sitting on that nail? Is that minor discomfort going to become your new normal? Your comfort zone? If you truly want to grow, you are going to have to stretch your comfort zone and actually practice being in your un-comfort zone more. Being comfortable is highly overrated and actually holds you back, becoming the number-one killer of your dreams.

While you're reading this book, be aware of the things your mind will tell you. "Oh, this is too easy. You can't really achieve your dreams and goals by doing these simple things. This is just not realistic." I beg to differ, and so would the thousands of success stories I hear from students all over the globe.

Learn how to listen for your mind's voice butting in with the same non-supportive statements it's fed you your whole life. When you identify the non-supportive phrases it uses, you have two options: Ignore it or use a Quick Release and replace that negative thought with something that does support you. Easy doesn't mean it won't work. In fact, let's make a Pledge. Put your hand over your heart and say out loud three times

"Starting today, I intend to have a great day. And I commit to dreaming big. Bigger than I have ever dreamed before."

Awesome. Now I want you to say  
"I have a mindset for success"

If you dream it, you can achieve it. It's time to expand your dreams. You may be living too small and too comfortably. You're coming from a place where up until this point, all you've been told to believe is possible has been grossly limited. It's been based on survival mode. But now you're taking steps to

realize you've been looking through that tunnel-vision, and that narrow point of view has been limiting your dreams.

Folks, it's time to Dream Big. In fact, let's take that Dreaming and put it into Action.

## ACTION STEP

### BUILD A DREAM BOARD

Get a poster board or anything similar and start creating a Dream Board. Write down your dreams on this board. Use pictures that you find or have drawn yourself and affix them to it. When it comes to a dream board, don't just cut out pictures, slap them on, and tuck the whole thing away. Have you ever seen children's art work on a fridge? This is your time to do the same for yourself. In fact, if you have children, tell them that this is Mommy or Daddy's artwork. Put it out there! I want you to see it daily. Trust that the universe will help you move in that direction. Your energy will attract what you want. And when you do this, the entire universe now knows where its job is: Fulfilling your every wish.

In today's day and age of technology, you can build dream boards in many wonderful and exciting ways. For an awesome resource, why don't you go visit my website [successleftaclue.com/dreamboard](https://successleftaclue.com/dreamboard), where you will find a link to a great application that allow you to build your dream boards using all of today's technologies.

In addition to this dream board, I also want you to take a moment to start listing some of the dreams that you have in a journal or even just on a piece of paper for now. Stop reading at this point until you have written down at least three of your dreams.

Did you do it? Okay. Now take a look at your journal or sheet of paper where you wrote your goals and dreams. Review what you wrote down. Now I want you to rewrite them, but this time, you're going to build them from the narrow point-of-view on the page into something even bigger. Be specific about place, time, conditions, feelings—everything. Make them big dreams. Bigger! The only way to do this wrong is not to do it in the first place.

You can be the catalyst for your own “butterfly effect”. If one of your dreams had an income goal, I want you to add a 0 to the end. That's right, make it ten times bigger. How did that make you feel? Were you uncomfortable? Remember the Clue: “Your comfort zone is the killing zone of your dreams.”

Let's stop and make a Pledge, and I want you to repeat this three times

“In everything I do, I will own my greatness,  
thereby affecting others.”

You said it, right? Good. Now follow it up with

“I have a mindset for success.”

You're already on your way!

## STEP TWO

# FIND A MENTOR & MODEL THEM

**“A mentor is someone who allows you to see the hope inside yourself.” – Oprah**

## MENTORING

No matter what it is you desire to be, to do, or to have, the law of averages states that there most likely is already someone else out there who has already achieved what you want. Some people might allow that to infect them, leaving them to wallow in non-empowering thoughts. “It’s already been done!” Instead, I’d like you to realize how empowering this is: it can be done! It has been done. That means that you, too, can achieve this! You might be asking yourself how. You do this through mentoring and modeling. A mentor can act as a guide, as someone who has “been there, done that”. They can help light the path to your success. And if you model their tried-and-tested approach, you can duplicate their success for yourself. I believe so strongly in this, I consider it a CLUE.



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Whatever your dream is, someone has achieved it. That means there has been success, and you can follow their path to your own. Find a mentor for yourself. Whether it’s someone you know or someone you know of, it doesn’t really matter. What does matter is that there is plenty of accessible information about how they achieved their success, either through books, lectures, conferences, or DVDs. These are

important tools you can use to find out their mindset and how they faced both challenges and opportunities. What critical decisions did they make along their path? What was their positive self-talk that helped them through the hard times?

On my journey to becoming a trainer and author, I made a list of people who I wanted as a mentor, and then went about creating the reality. The first person on my list, naturally, was T. Harv Eker. However, when I asked him to become my mentor, he turned me down. He said that he didn't have the time for one-on-one mentoring, and that if he had, it would cost me about a million dollars. At the time, I was frustrated by this, but was fortunate to have my wife, Roxanne, catch me before those non-empowering thoughts of frustration could take root.

We decided that the purpose for volunteering with Harv's group wasn't for us to get something for ourselves, but for us to give and help others. In fact, we decided to step it up wherever we could and volunteer more. We decided we would find another way to create the reality of being one-on-one mentored. I knew that I wanted to be a trainer, and I knew that I could learn a lot from Harv. After all, he's a master at what he does. So as the saying goes, "Where there is a will, there is a way." It was during this time that I learned the true power of your next CLUE.



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We'll talk more about the concept of Intention in the next chapter, but for now, I want you to think about creating your dream with the intent of making it a reality, then giving that dream the space it needs to happen. Most people hang on so tightly to what an outcome "should" look like and a rigid timeline for its achievement that they miss the true power of the creation. When you truly want to create, I want you to dream, set the intention, let it go, and then be open to however it comes back. In other words, don't be attached. When you do this, you may just be surprised at what happens, just like I was when I began my own journey.

I want to go back to the story of asking Harv to mentor me personally. After my wife Roxanne and I got

our minds back on empowering thoughts, we set the intention to find a one-on-one mentor and let that go. The very next day, we drove Harv to an event in a city an hour-and-a-half away. During the drive, our conversation came around to training. Harv—already knowing my goal was to be a trainer—asked my wife Roxanne her goals. What did she see herself doing in the near future? One of her passions is to support me (aren't I lucky?), so she answered with how she wanted to run the logistics for any future events I would teach.

Harv asked, “Does that mean you want to be a logistics supervisor?” She replied yes, and on we drove.

Over the next few months, for every new event where we volunteered or participated, we made a point of learning every aspect of the logistics that go into running such an event from the current Logistics Supervisors. They acted as mentors to Roxanne, and over time, she was able to work in the official capacity of the Logistics Supervisor. Goal achieved!

Dream Big. Write it down. Find someone who knows how to do what you want to learn. Let that intention out into the universe, and be willing to accept how it comes back. It absolutely works.

While this was happening for my wife, I was acting as a personal assistant to Harv. That wasn't my dream. It was a huge job that covered everything from stage-preparation, organizing training materials, even down to meal arrangements. Whatever was needed, I oversaw that need. While it wasn't the dream I'd had for myself, after questioning why I was there, I realized that I wanted to make sure that the students received every ounce of learning they could. One way that I could help achieve that was to make sure that Harv had everything he needed. That freed him up to focus solely on the training and nothing else.

While he was working with students, I, however, was freed up from all the preparation-work to watch his every move. See where this is going? Because of the nature of the job, I was able to connect and talk with him one-on-one with increasing frequency. Someone in the head office pointed out to me that in the five weeks of intensive weekend events, I'd actually spent more personal, direct time with Harv than anyone had in over a year. This was when I started to see the power of non-attachment. I began to take everything I'd learned through observing Harv and put it into the evening trainings I'd started. I modeled his methods and mannerisms to connect with my students.

Ask yourself: “How much do I want to create more wealth, health or happiness in my life? Who already has achieved what I want?”

Find someone to mentor from and follow their system, even if your mind is saying you can do it better. We'll talk about that in a minute. First, get the success. If you follow the system, you will achieve your objectives more quickly and with less struggle than trying to do it on your own without a tested method. In any area of your life, relationships, health, happiness or wealth, this method will help you succeed. There are people who will help you get where you want to go.

I want to make very clear a key point with finding a mentor. Make sure you find one who is in alignment with who you are and who you want to be. They should be someone who has the same kind of vibrations, the same mindset as you. I've heard people say about their mentor, “Yeah, they're a jerk, but I'm learning something!” If this is the case, you're subconsciously learning things that your mind will later challenge, and it's because their energy isn't in alignment with yours. Don't go against your morals and set of values just because you think you can learn something from a person. You'll probably learn the wrong thing and set yourself back several steps. I guarantee that there is more than one person who has accomplished what you aspire to achieve. Find those to learn from who are in alignment with you

and your mindset.

Just as important: You model what's working. I learned that when I got into Domino's pizza, in which the average franchisee was twenty-three years old. The founder of Domino's created a system by saying, "Instead of just buying a franchise, we'll teach you how to manage a store successfully for at least a year, then we'll give you the right to own your own store for no fee if you meet certain criteria."

When I took over my first store, it wasn't the "book smarts" that said I could do it, it was the fact that I had modeled the already successful system and kept to that. However, the average time to bankruptcy when someone became a franchisee in Domino's Pizza was six months. Why? Simple: Because the moment that they became a franchisee and not just a manager, they thought their way would be better. They thought they were smarter. This led them to "thinking" themselves straight into bankruptcy.

Near the end of our career as franchise-owners, we would travel from store to store and take over those that were bankrupt or close to bankruptcy. We quickly turned the sales and profits around. We were able to do this to a number of stores, and people would ask us how the heck we were able to do it again and again? Our solution was simple: We would get that location back to the basics established by Domino's. We focused on customer service, and our sales would go up. Our success was based on our taking the store and management back to the system that Domino's was built on.

It's from experiences like this that helped me come up with your next CLUE.



So many people learn something and instantly want to do it their own way. Why cause unnecessary struggle? If you want to be successful, again, the key is to find someone who has accomplished what it is you want and model them. Later, when you are already successful, you can then do it your way if you still choose to. At least you will be successful when re-inventing instead of struggling because you tried to re-invent first!

## MODELING

When I look for an answer, I always look for someone who is in alignment with me. I study how they achieved their goals and follow those same steps, even down to my stage presence, as I did when I first started with Harv. This is called modeling. Modeling someone doesn't mean you have to physically follow them around. Twitter is a great way to "follow" others and learn from them, as is Facebook. I particularly find books to be useful, especially biographies of famous people. With so many wonderful and empowering books out there (check out the ones by Tony Robbins, Brian Tracy or Bob Proctor for starters), you have a ready-made source to instantly connect with lessons directly from the author.

In addition to T. Harv Eker, I also looked to other people to model success. One such person was the great Charlie Pride, a ground-breaking country singer for the sake of being a black man in a predominantly white genre. I took my father to a concert for a Christmas present one year, and we were blown away. The guy is just an outstanding performer. There are folks who can sing, and sing well, and then you have the entertainers. They're in a class all by themselves. Charlie Pride is without question an entertainer. As soon as he stepped on the stage, he had the whole crowd in the palm of his hand. Everything he did was with his enormous talent and passion that even the "cheap-seats" could feel. As soon as that show ended, I bought his autobiography.

The lessons in his book were invaluable, and they weren't limited to someone who aspired to become a singer. First of all, I learned that he never intended to be a country singer; he wanted to be a professional baseball player. This was in the time of Segregation, so he played in the American Negro League. It didn't stop him from trying to break into the big leagues. He did anything and everything he could think of, even working in a factory because they had their own baseball leagues from where he could possibly be recruited.

Charlie Pride had a vision and was relentless moving toward it. To support his family, he worked all day, played baseball when he could, and then on weekends, he drove to another city three hours away to perform whatever gig he could book, then made the long drive home. He did all of this to support his family while moving towards his dreams. When he got older and couldn't play baseball anymore, he realized he needed a new plan to support his family.

At someone's mention, he headed to Nashville, but no one wanted to take a chance on him. He started back at the bottom rung, singing at places that paid very little and that would take hours to get to. Eventually, he signed with a record label. His first royalty check was a measly \$17. Even though things didn't look that great, he kept going. Persistence, folks. And boy, did his persistence pay off. His second royalty check was over \$17,000, and the checks just got bigger after that. He kept moving toward his goals and never gave up, and that's because his heart told him to go for his dreams. It wasn't about the money. It was about his passion. It was about his dream.

Are your dreams and passions big enough to move you like this? Let's take a moment for another Pledge. You know what to do. Hand on your heart and repeat three times

"From this point forward, I will keep moving toward my goals. I will not take myself off the path of success."

Excellent. Now say  
“I have a mindset for success.”

When it comes to creating the reality you want, it's important to understand that you must be willing to do whatever it takes. You'd be amazed at what little things stop people. For me, I love putting in sweat equity and “paying your dues”. Earlier in the book, I mentioned how important not letting other people's non-empowering words or thoughts stop you from achieving your dreams and goals. It's important for me to bring this up again because you may find that as you go forward on your journey and find someone to mentor or model from, others in your life may not understand why you are doing what you are doing. They may consciously or subconsciously try to hold you back. This has nothing to do with you, by the way. It has to do with the space they're in, which is based on their mindset and programming.

The choice is yours whether you let it infect you or not.

When I started the process of learning how to train, I spoke with someone at an event who took a moment to thank me for all of the care and attention I'd put into it. He asked in a pointed way, “I hope you're being paid well?” I explained that I wasn't being paid; I was volunteering at my own expense. He became upset, so I asked him why that reaction?

He told me that he was upset that up until then, he'd assumed that I was being paid for all of these events because of the value I added. He said that discovering that I wasn't being paid really angered him. This didn't make sense to me since it had nothing to do with his life, but he said that he felt I was being taken advantage of, and that it wasn't right.

I thanked him for his concern and asked him a question. “How many people go to college or university for three or more years at the cost of tens of thousands of dollars, in the hopes that they will get a job after, one that pays them enough to cover the loans?”

“Millions,” he replied. Exactly. I then pointed out that I chose to create a situation of being mentored by Harv.

“And what did it cost me?” I asked him. I was doing better financially than I ever had before. I was financially-free, able to help a lot of people month after month, and in two-and-a-half years, all of this may have cost me \$20,000 in expenses. If you remember, Harv had said that if he'd had the time to do one-on-one mentoring, it would cost me a million dollars. “So you tell me again, why are you upset at my situation?” That's when he got it. You see, he was coming from his programming and beliefs. It was totally my choice if I let his beliefs infect me or not. With that, I feel it is time for your next CLUE.



Don't ask yourself, "How can I make money?" Instead, it's better to ask yourself what you're passionate about. Once you answer that question, you can then ask yourself, "How can I make money living my passion?" This is definitely where mentoring or modeling comes in.

Let's take another Pledge. You know the drill: hand over your heart, and repeat three times

"I will create my situation to achieve  
the goal I have in mind."

Fantastic. And now say  
"I have a mindset for success."

## BECOMING A MENTOR IN TURN

When it comes to finding a mentor or someone to model, I realized that as important as it is to learn, it's also important to give back. One way of doing this is by becoming a mentor to others along the way. You might think, "What have I done that could help anyone?" There's always something. It could be as simple as volunteering with a local charity, or becoming a part of Big Brothers or Sisters. Again, ask yourself what you're passionate about, and then find a way to help others in that subject.

For example, let's say that you love to golf, but you aren't necessarily putting up Tiger Woods-level

numbers. Maybe you used to shoot a game around 120, but with practice, you managed to drop your game consistently to around 100. Are you going to be able to teach someone who is already shooting a game under 100 how to golf? Most likely not, what about those who shoot 120 or higher? Do you think you could help them with form and technique? Absolutely!

Something I believe completely is the saying: “The best way to learn is to teach.” One of the beautiful side effects of helping others is that while teaching, you’ll find the lessons more deeply ingrained in your mind. Going back to our golf scenario, as you teach someone how to lower their game, chances are high that your game improves at the same time.

I found this to be true as I started to teach hundreds of people by the same style in which I was taught. Each time I taught the course, I ingrained those lessons a little deeper in myself, and the difference could be seen and felt the very next time I was on stage. I strongly encourage you to become a mentor as soon as you can by utilizing this next CLUE.



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When your dreams involve helping others, it becomes a win-win for the world. Even if your dream or desire is about something for you personally, ask yourself, “How can I help others?” By doing this, you show the universe that you understand that it’s not all about you.

## HOW TO AFFECT POSITIVELY INSTEAD OF INFECT

Some people say that to be successful you should watch little or no television. I disagree. I love to sit down and watch a good show or movie as one of my ways of winding down at the end of the day. Now,

you don't want to get caught up in watching a lot of the non-empowering or negative shows out there, but fortunately, there are a lot of good ones.

I love to watch shows on the Discovery or History Channels because of the things I learn. It's important to keep growing, and one of the best ways to keep growing is to keep learning. These types of shows provide a great way to do just that. In fact, I've had some of my greatest lessons from watching their inspirational shows. Let me give you an example.

One of my favorites is Extreme Makeover: Home Edition. What can I say about Ty and the design team? I don't care who you are, that show can bring you to tears. I honestly believe the creators of that show should be given a humanitarian award for what they have done for so many people; those on the show and those who watch. Many of the top trainers and authors out there talk about giving back and helping others, but this show is the real deal. That's exactly what they do. Not only have my eyes been opened to the living conditions of some people, but I've witnessed the amazing hearts of everyday people who are out there willing to give everything they have to help others in need.

One season in particular was based around everyday heroes and helping them. I was riveted to the TV every episode to see just what regular people out in the world are doing to help their fellow man. In one episode, the show helped a father of three teen-aged boys. This dad not only stressed the importance of education for his boys, but he also mentored over one hundred other kids in the community where he grew up. He uses his own money to take these kids on trips to museums, libraries, and anywhere possible that can serve as an educational opportunity. This man didn't have a lot. In fact, his three sons had to share a bedroom. They had to fill a bucket in the bathtub and use that to wash up, brush their teeth, and even had to use it as a means of flushing the toilet. His house was falling down all around them. They were in some pretty dire living conditions. It would be easy for someone in that situation to give up or complain, but that was the furthest from what this man did. Instead, he continued to go out into the community and help out wherever he could.

Again, you can learn something from any situation. For me, this happened during the beginning of the show where Ty, the host, talked to the father to get to know him a little better. As he spoke about what inspires him to keep going and help others, and he quoted something he had learned earlier in his life.

This lesson from a hard-working, dedicated and giving father was so powerful; I decided to make it a CLUE.



Instead of the mindset of using others as stepping stones to climb the ladder of success, why not lift them up with you? You'll create amazing life-long relationships. When you reach out a hand to someone else, you connect more directly to others. Researchers have found all manner of benefits to altruistic behavior, as well. It increases your health, improves your mood, and builds longer-lasting feelings of positivity. (Those energies we've been talking about!)

Ty, his producers and the staff members on Extreme Makeover: Home Edition, are affecting the world in a most magnificent way. Imagine The Butterfly Effect they're having on the world! This one father, now that he isn't being drained of that positive energy by worrying about a house falling around his ears or for his sons not having what they need, can now put even more positive energy and effort into the kids of his neighborhood, who can then turn around and improve their situations, affecting even more people until it snowballs into a Category Four of community change.

You can do this, too. Understanding your role in both the Chaos Theory—how your energy affects others and how their energies affect you—and the impact of The Butterfly Effect will take on new meaning when you apply it to everyday circumstances.

Again, I want to point out the importance of not just dreaming, but dreaming big. When you allow yourself to not only dream but to dream big, you activate the Law of Attraction in your favor. The creators, producers and behind-the-scenes team of Extreme Makeover: Home Edition, have made that show a success, not just because they dreamed it was possible, but because they decided to dream as big as possible.

Think about this: The original Extreme Makeover show was about giving people a general makeover through cosmetic and fashion means. Although it did affect lives, it didn't last on TV because the vision and dream of the show was limited. The longer that show was on the air, the more groups and organizations stepped up, wanting to be a part of this awesome force for positive change. They achieved

a real success with a lasting and effective change when they dreamed bigger, taking their vision of changing someone's life to "How can we change their life so they can affect others?"

Step up your vision and dreams. Take a look at what you've written down. Again, if you look at your dream and think that it's easily possible, you're not dreaming big enough! It's time to take those dreams to the next level.

## ACTION STEP

Reflect on your dreams and goals. Who can you use as your model to get to where you want to go? Who can be your mentor? And, just as important, who can you mentor? Remember, it's not just about finding someone to mentor from, but asking yourself: Who can I mentor in turn? It's important to give back. You might say, "How can I even think of becoming a mentor? I haven't had any success," but that's your mind trying to keep you still and safe. It's time to evolve, to push out of that comfort zone. There are areas in your life that you have excelled in. Start with those and choose to mentor others. Give back from your heart. Start two lists.

1. Who would I love to be mentored by or model from?
2. Who could I start mentoring?

After you've written that down, add how you could learn from the people you want to be mentored by or model from. Do they have books, learning CDs, courses? Start your list and design your reality.

I also want you to do one thing each day that lifts someone else up. Your energy will affect their energy. A smile, a word of encouragement, a phone call, a helping hand. It doesn't have to be large and impressive; sometimes, the smallest thing can have the largest impact. Believe it or not, this will start changing the very vibration of your being. It will work as a building block to create the right mindset that will help you achieve your dreams and ultimately, wealth and abundance in any economy.

Let's have a final Pledge for this chapter. Repeat three times

"On my journey toward achieving my goals, I will give back and mentor others."

Awesome. And then

"I have a mindset for success."



## STEP THREE

# TAKE ACTION!

**“You are what you do, not what you say you’ll do.”  
~ C.G. Jung**

You can have the biggest dreams in the world and even the greatest people to mentor or model from, but if you don’t take the next step, you’ll find yourself dead in the water. You must take Action! It might sound easy enough. It certainly makes common sense, yet not taking action is what most people do, in my experience. Taking action is not just important, it is critical, so why do so many people hold themselves back from taking action? One word, FEAR.

There is an acronym for FEAR: “False Evidence Appearing Real”, and it’s true for most people. Recently, I heard another variation: “Failure Expected And Received”. These beliefs come from our past programming and play a major role in our day-to-day, moment-to-moment decisions. It’s Fear that cripples us, so how can we take action even with fear? With the next CLUE.



The saying “We are our own worst enemy” is so true. You must get out of the way of your creations. You don’t need to know every detail of how something is going to happen, just trust that everything happens exactly as it is meant to. If you get mired down in the details, you’ll never get out of the planning or dreaming stage. By removing yourself as the obstacle, you will create the space for the right people and resources to appear.

It's time to change the way we think and speak about our dreams. Transforming a conversation, just like manifesting a dream, begins by setting an Intention. Intentions are what turn dreams into actions. A working definition for intention is "to have in mind a purpose or a plan, to direct the mind, to aim." Your intentions assist you in taking greater control of your life.

By now, you've written down your dreams and built your dream board. If you haven't, go back and get that done, then come back to this point. Now it's time to set your mind to the purpose of directing that dream into being; that's your intention. When you lack intention, you leave yourself open to stray without any direction or meaning. But with it, all the forces of the universe can align to make even the most impossible, possible. For example, my intention is to take the conversation around dreams and transform them from fear and doubt to those of hope and possibility, followed by action and results.

Some might tell you that this isn't the right time to dream. With all the unknowns in the world happening today, the media and masses say, "It's time to be realistic." But consider this: Without our dreams, all we have is our present reality. Now, reality is not a bad thing. We have to know where we are so that we can design the appropriate strategy for getting to where we want to be. The challenge lies in our attitude around "reality" and being "realistic", and our lack of understanding at how being realistic costs us. What does it cost us? Our passion and joy, our hopes and dreams. Given the unknowns and the sometimes craziness of life, I'd say there has never been a more important time to dream, and setting your intention is the first actionable step in moving you forward after you've found your mentor to model.

When should you set an intention? You could set an intention every day. Your intention could be to work less and make more, or to find a new career that you are passionate about. It could be to get healthy and physically fit, or to spend more quality time with loved ones or alone.

Intentions can be specific and about something in particular or more like a quality, such as to be more relaxed or involved with life, to laugh more, to stop and smell the roses, so to speak.

At seventy, Sally set an intention to become a world-famous photographer. Although many said she was too old, she didn't agree with them. She entered a photo contest where she won the first prize of \$10,000. Her prize-winning photo toured around the world with a Kodak exhibit. Her response to the naysayers? "We're never too old to make a dream come true."

People set intentions for all kinds of things: to get married or have children, to get a job or make a career change, to write a book, to lose weight, or to move to a foreign country. When you set an intention and then act on it to demonstrate your commitment, amazing things occur. Intention can also give us fortitude for dealing with tough times.

Another example is when a dear friend of mine began rebuilding her home. She started out with the plan of adding on a new bathroom, but with all of the surprises an old (and charming) house can offer, every turn became a shock, sometimes even a nightmare. Plumbing problems, electrical issues, foundation cracks.... It looked like the entire building needed to be rebuilt. She gathered herself together and set down her intention: to live through this process with dignity and grace. Oh, she was tested daily, but she stuck to it.

It wasn't always easy, but the act of setting that intention helped her maintain composure, sanity, and on a good day, a sense of humor about the headache of remodeling. She turned her house into a home, one even better than she had envisioned it would become in the end. This is what makes "intention" such a great concept: It can be used for community or social issues, global events, literally anything where you

need to focus your mind to achieve a goal. Before you get out of bed, you can intend to have a fun or productive day. Before you leave the house, you can intend to have quality time with your family or friends. Before you start your car, you can intend to have a safe ride to work. Before you enter your workplace, you can intend to learn something new or be helpful. Before the meeting begins, you can intend to be brilliant or calm.

Setting these intentions and then acting on them gets you in the mindset for success. You're already opening yourself up to the possibility of achievement! If you vocalize these intentions, you'll hold yourself accountable to achieve them. If you set a plan to become physically fit, as so many of us do, what has been shown time and again to keep you on the path to lacing up those shoes and getting out there? It's making the intention that you'll do it... with a partner. I like to call this your Accountability Partner. If someone knows to expect you at the gym at 6:00 a.m., studies done by the University of Aberdeen and supported by another study by the Society of Behavioral Medicine show you're more likely to follow through and show up.

If your intention is to learn something new or be helpful at work, saying it out loud reinforces your intent. Or maybe you and a co-worker set each other up as Accountability Partners, endeavor to challenge each other to achieve this intention. If you know you have to show a result at the end of the day, you're going to stick to your plan. (But don't beat yourself up if you fail. Course correct. If you didn't learn something new today, set the intention to get it done tomorrow. And then get it done!)

One of the key aspects of setting intentions is consistency, which creates a habit when done. If it helps, consider the declarations and pledges that I ask you to take throughout the book to be an intention you set. Once you've done it, you've just achieved that goal. It takes practice and perseverance, but once it becomes a habit, you won't even realize that you're setting intentions subconsciously! In my podcasts—available at [successlefta clue.com/podcast](http://successlefta clue.com/podcast) — I talk about how important it is to set intentions and declare them, and how this leads to achievement. I tell myself I have twenty-one days to make it a habit.

To accomplish this, I number along the left-hand side of my success journal the number one when I've been successful. The next day, if I keep it up, I write a two, then three if I achieved it, and so on. If I skip, and here's where the lesson is, I can't write my number, can I? The next day, I course-correct and start again. "One. Two. Three..." I do this over and over until I get a straight line to twenty-one. It's that important. It's making a habit of checking in with yourself to see how you're doing.

When you set these intentions, not only do you trend into believing in yourself more because you're experiencing more success, you'll become more in tune with your goals and timelines. You are going to start truly working within what intentions you've set. You increase your "follow through" because now it's always top of mind. In other words, what you focus on expands, and this in turn grows your dreams into successes. Those successes keep you overcoming self-doubt, and from falling victim to that tunnel-vision we talked about before. They keep you in alignment with going toward the dreams and goals that you've put on your dream board.

This isn't easy for many people. We have our minds set from all the situations from our childhood, bad experiences growing up, all of those non-empowering thoughts we've held onto that have locked our minds into that limited, tunnel-vision we talked about in the beginning. In order to be successful, you're going to have to re-set your subconscious mind.

In order to change your mindset, you'll be required to work with the power of your subconscious mind. You have to learn how to use affirmations, visualization, and the many other techniques we'll discuss that will aid you in harnessing that power. I know what you're saying, "Robert, this all sounds hokey and New Age-ish, a little 'WU-WU'. I don't think I like where this is going." I know, I know. I used to feel this way, too. But, the fact is, this stuff is real and it works.

What I'm talking about goes beyond simple positive-thinking, and gives you a system that you can apply every day so that you'll regularly direct your subconscious mind into creating the positive and rewarding life you want. There is no such thing as positive and negative thinking, no right or wrong. It's my opinion that there is only empowering and non-empowering. It is our perception of everything in life that makes a difference. There are people who are on the extreme side of "WU-WU", that hippie, New-Age mindset so many people like to joke about and dismiss because it is extreme. However, on the other side of things are the people who are very practical, almost to a fault. They don't believe one iota in the "WU-WU" way of thinking.

Guess what? That used to be me. But my life changed dramatically when I allowed myself to believe in things that maybe didn't seem practical to me at the time, or in things that I didn't understand. When I reflect back, I can clearly see how that was the controlling, non-empowering person inside of me.

Believing in myself and in the idea that I didn't have to understand everything made me realize that balance includes being practical and WU-WU. This was such a big lesson I decided to coin a new word, "Practi-WU". To me, this word describes the balance that I want to have in my life, and all I have to do to bring myself back to a supportive energy is say it. "Practi-WU."

Your subconscious mind is far more powerful than your conscious mind. To unleash your hidden potential, you have to tap into the power stored in your subconscious mind.

Tony Robbins, easily the top motivational guru in the world, once said, "All personal changes must take place at the subconscious level." I would like to add that the subconscious level of thinking is the same as the heart level. To have permanent changes in our lives, we must change the thinking of our subconscious mindset.

Mind power is our conscious mind, the way we think. The mind is similar to a constantly flowing spring. However, a natural spring can't carry both fresh water and bitter salt water from the same head or its start, nor can it deliver both salt water and fresh to its end. It's the same with your mind and its thoughts. Your mind cannot equally think empowering and non-empowering thoughts at the same time. One will rule the other.

Since the mind reflects habitual thoughts—those life-long programmed thoughts—it becomes our responsibility to influence our mind and brain with empowering emotions, thoughts and energy as the dominating factors in our mind. Mind power is beyond positive thinking or brain power. It's thinking and then believing what you think that will manifest your desired reality. Since this mind power is the power of thought and beliefs, and these thoughts and beliefs can create the outcome of your present as well as your future, you can see the importance in staying aware of what you're thinking.

Mind power is a dual system that includes your power of thought (your brain) and your subconscious mind (your dreams and beliefs). We all have power in our subconscious minds. It can be found in as small a thing as smiling at your boss in the hopes of improving the odds of acquiring a raise. It can be

the way you subconsciously handle an unexpected situation, whether appropriately or not.

Power of the subconscious mind comes from the thoughts and beliefs that have been ingrained all your life. How you think and believe is what your subconscious mind will produce. This is done continuously, one second at a time. Every thought nourished regularly by your mind power will activate your subconscious mind to generate those thoughts and energy, whether they are empowering or non-empowering for your life. This is how your present and future is created.

Your mind power and your subconscious mind work together. They are what fashion your reality. Let's use an example to help you visualize how this works. Your subconscious mind power is similar to fertile soil that accepts any seed planted inside it. Your habitual thoughts and beliefs are the seeds which are being continually sown. Eventually, they will produce a crop. This means that if you plant weeds, you'll get weeds as your crop. Fat lot of good that will do you... However, if you plant fruit, you will get a bounty of fruit in the end. In other words, you reap what you sow. Building on this garden of thoughts and beliefs, I want you to imagine that your conscious mind, your mind power, is the gardener. It's the mind power that controls what reaches our inner garden—the subconscious—and gets planted. It's what controls what end result is produced.

Unfortunately, most of us don't have "green thumbs" with a flourishing garden of empowering thoughts and beliefs. Because so many lack the knowledge of this law, the psychology behind this path to success, they ultimately allow all kinds of seeds, both empowering and non-empowering, to enter the fertile landscape of their minds. Because of this ignorance to what could generate the rapid growth of their successes, the power of their subconscious minds are left to manifest failure, ill-health and all kinds of misfortunes just as effortlessly as it could have manifested success and abundance.



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Take heart in knowing that it cannot manifest both at the same time, however. This is why we need to constantly activate positive and empowering thoughts until the fertile soil of our subconsciousness reaps

only abundance. You are the gardener who decides what can enter your conscious mind. You are in control. Success is truly only a choice away.

Mind power is about much more than just positive thinking, of course. Once you realize that it is the power of your thoughts and beliefs that create your reality, you will begin to pay close attention to the thoughts you're having.

“Beware of your thoughts for they become your words. Beware of your words for they become your actions. Beware of your actions for they become your habits. Beware of your habits for they become your character. Beware of your character for it becomes your destiny.” ~ Unknown.

Your thoughts lead to your actions. Your dreams lead to their becoming a reality.

## ENTRAINMENT

When discussing mind power and energy, I would be remiss if I didn't talk about entrainment, a phenomenon discovered in 1665 by a Dutch scientist named Christian Huygens.

Entrainment is this: “If there is a non-empowering thought in place, the universe will deliver it.” Can you see how the reverse will also be true? If there is an empowering thought in place, the universe will deliver that.

The universe doesn't know if what you're thinking is an empowering or non-empowering thought. It just responds to the thought. The universe is your genie in the bottle. Your thought is its command. All you have to do is change your mindset—if the thought isn't empowering you, then get rid of it. If you put more emotion and energy into the non-empowering, the universe is going to deliver the non-empowering right to you.

A dear friend of mine who is no longer with us, Bill Bartman, came up with this terrific analogy: Your mind is a big filing cabinet. Imagine that it is the size of the largest warehouse in the world with filing cabinets along the one wall. When we are born, we have what we'll call a “file master” that files away all of the experiences that come to us in our lives into these file cabinets. When we're young, the file master is able to keep up with the filing of everything you are experiencing for recall later. As we get older and experience more, our file master gets overloaded and isn't able to keep up, so most of the information ends up not going into the filing cabinets, but ends up in a pile in the middle of the warehouse floor to be dealt with later. The only thing that gets filed tends to be what catches the file master's attention. For the most part, this tends to be the non-empowering experiences that happen in your life due to the way you experienced the world growing up.

An example of this: You walk down a street on a sunny day. Because this is similar to a lot of other days you have experienced, all of the things you are seeing and feeling (the sun on your skin, the sound of the trees as a breeze blows through its leaves, the smell of freshly cut grass, the gravel on the sidewalk slipping under your shoe, and so forth) those sensations are being added to the pile in the middle of the warehouse. They're just things you see every day. They don't require the attention of the file master. All of a sudden, just as you are about to step off the curb and into the street, a vehicle comes screaming by and nearly hits you. This experience has a far greater impact on you, and so it catches the attention of the file master, who takes the experience and files it away.

You may ask why this is important to know. If your mind is nothing more than a filing cabinet, then any time being used to make a decision regarding what we want to do or dreams we want to attain, we're accessing the files we've stored in the filing cabinet to see how to handle a situation. This becomes important especially if the things in the files tend to be experiences from your childhood or non-empowering experiences that happened as you got older. If this is the case, you're most likely making your decisions based off those experiences.

If the only data we've stored is non-empowering, then we're using that data to make future decisions, which will continue the cycle of non-empowerment. Picture this: You want something better in life. Your mind asks, "How do we do this?" or "Is this even possible for me?", and this goes to the files, those same thoughts to be pulled out again and again whenever confronted with an opportunity. If all your mind can find is non-empowering files, this infects your decision-making in a non-empowering way. You might even decide not to go for it. Let's say you want to ask for a raise, but that voice in your head is saying things like "Who do you think you are? You don't have the right education. They didn't give Bob a raise, so why would they give one to you? They're going to say no, so don't even ask." There goes the raise.

You can only make decisions based on what's in your files. This is why so many people believe they can't have more wealth, better health, a brighter future, or anything else they might dream of having. If you think about it, you are making most of your daily decisions based on non-empowering childhood experiences, each of them filed away and which have never been updated. These non-empowering files from your life are clogging up your file cabinet. This is what you are subconsciously attracting into your life every day through the law of entrainment.

The good news is that you can clean out the non-empowering files from your filing cabinet and fill it instead with empowering ones, thereby getting the law of attraction and entrainment subconsciously working in your favor. You can have empowering thoughts working for you to help you attain your dreams. How cool is that?

Let me put it another way. Are you still using Windows 95 as your operating system for your computer? Now, you might be laughing right now because you think that's a ridiculous question. Of course you're not running Windows 95; it's out of date and wouldn't even be able to run the programs being created today. If it could run a program from today, it would operate incredibly slow and crash constantly, correct? Like most people, we automatically update our computers and smart phone software all the time.

Well, I'm here to tell you that most folks are running Windows 95 as their internal software right now. That's why any kind of success you're looking for seems to come slowly, if at all, and just when you think you have it made, you crash. Sound familiar? You may be running an internal software version of 1.3 when you could update to 9.6. It's time to upgrade our operating system software of life. It's time to let all the benefits and power of the newly upgraded You into your life.

Entrainment: If there is an empowering thought in place, the universe will deliver it. Fill your file cabinet with empowering thoughts. When your subconscious needs to get a file to direct you in life, have that cabinet positively stuffed with what empowers you.



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Clarify your dreams. This means that you need to be specific. You and you alone are the keeper of your dreams. You are at the steering wheel of your life. If you let someone else drive, you hand over the control to get where you're going. Also important: Don't let other people rob you of your dreams. Their subconscious actions, words and ways of being can rob you of your dreams if you let them. They're your dreams. Know what you want and go for it.

Notice how I said subconscious actions instead of a term like purposeful action. What that means is that at any given moment in time, all people—including yourself—are simply doing the best they can with what they have, and they're doing this based on their subconscious programming. They're using the data stored in their file cabinet. If it's loaded with non-empowering thoughts and ideas, there's only so much they can accomplish. The same is true for you, as well.

When you understand this idea, when you accept how your subconscious feeds on these ideas, empowering or otherwise, you'll begin to understand how you've come to where you are. It also allows you to be gentler on yourself and others. This also is the reason why you must take responsibility for being the "Keeper of Your Dreams". You need to be in the driver's seat, so to speak, so you can get to where you're going with a minimum of detours.

Let me ask you this, are you the type of person who tends to beat yourself up over decisions you've made, actions you've taken, or dreams that haven't come about? If so, here's another CLUE for you.



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As the saying goes, if we had a friend who treated us the way we treat ourselves; they probably wouldn't be our friend for very long. When you find yourself in a tough situation, ask yourself how you would help a friend through it, and then do that for yourself.

A tool that can help when you have a tough decision to make is to learn how to ask your heart. Any decision you ever have to make, that should be your first step. When you come from the heart and ask it any question, it will only answer one of two ways: a yes or no. Think back on what we just learned about your mind, that it's nothing more than a filing cabinet. If you ask it a question, it can only answer based on what's in your files. However, your heart is connected to your true self and will answer based on what is truly right for you.

If you want to keep it simple, then follow this rule. Ask your heart a question. If it answers yes, then follow it, trust it, and don't second guess it. If it answers no, then follow it, trust it, and don't second guess it. It really can be that simple, if you choose to let it be. Don't overthink it; you'll think yourself right out of the simple answer. A saying that I both love and completely believe is, "Thinking is hazardous to your health and your wealth."

Let that one sink in for a while. Instead of taking a pledge, I want you to do something slightly different. Put your hand up in the air with your fist closed and just your pointer finger pointing straight up. Now, bend that finger down and say, "Pause."

Did you do it? If you didn't, I want you to notice if your mind just said something like "Robert, do I really need to do this?" or "This is silly." Take note, because that mind or inner voice is holding you back from truly reaching your potential and dreams. Did it also keep you from doing the other pledges that came earlier in the book? (Or maybe you just thought of them and didn't say them out loud.)

This voice that I'm talking about is the one in your mind that fills your subconscious with non-empowering chatter, and most likely fills your subconscious with it around the clock. It's the one that

tells you why things won't work or why you're not good enough or why you can't do this or that. Does that sound empowering to you?

Before we continue, if you didn't do the previous pledges out loud, I want you to go back to them now and do them each three times out loud with your hand on your heart before you go on to the next one here. When you're ready, you can put your hand back up in the air with all of your fingers bent, raise your pointer finger and say "Un-pause."

Now, where were we? Oh yes, it's time for a Pledge. Place your hand over your heart and repeat three times out loud

"From now on I will be gentler with myself."

Now say

"I have a mindset for success."

This is where that word Practi-WU comes in. You really don't have to understand how or why it works, just trust a little and be prepared for what may just start coming your way.

One day a guy came up to me and said, "Robert, all of this is good, but I'm content where I am." What I told him is that the mind is the Great Trickster. It knows what to say and just how to say it to keep you the way you are and where you are. Stagnation, remember? It's great to be content, but ask yourself: Is that serving other people?

I'm not saying you have to go gang-busters and go for multi-millions, but what I am saying is to keep growing. It's so important to keep learning and growing as a person. If you don't, then by universal principle, you are going backwards or dying. If you are not sure if this is true or not, ask yourself, "If a plant isn't growing, what is it doing?" Think about a pond. If that body of water doesn't get fed new water and life, it becomes stagnant, choking off anything growing. This is a principle that governs all things the same way; you and I are not separate from that.

After I mentioned this, the guy replied, "Yeah, that's fine and all, but I'm doing well. I don't think I'm dying." I asked him about the world. Did he feel it was always changing? What about technology? Isn't that always growing and changing? "Of course it is," he said, to which I countered, "Then if the world is changing and growing and you aren't, what does that mean you are doing?"

He hadn't thought of that bigger picture, and that's what led him to understanding. I want you to think about this as well. Remember we discussed the idea that you are either affecting people or you are infecting them? When you grow, you are subconsciously giving others around you permission to grow as well. That is "affecting" them.

Those of you who are parents know this already. You're models for your own children. If you're going for your dreams, you're giving your kids subconscious permission to go for their own dreams. Your children, your friends and family, everyone in your life will learn more from you just by watching, more even than from anything you'll ever say. They learn from the visual of your actions. As the saying goes, "A picture is worth a thousand words," so what picture do you present? One of empowering action?

What we verbalize represents only a fraction of how we communicate with each other. That means that most of what we are saying has nothing to do with our words. So what on earth makes up the rest?

## IMAGES AND VISUALIZATIONS

Our entire lives are governed by images. We create images in our mind, and we live according to what we create, intentionally or not. These images that we create are empowering and non-empowering, they are positive and negative, real and unreal.

Image-making, or visualization, is an integral part of our conscious-thinking process, and we engage in visualizing or image-making on a continual basis. Heavy image-making is even known as “daydreaming”. We all daydream from time to time, some of us more than others.

However, it follows that we should be truly aware of the images that we build in our mind. They will also take up space in that mental file cabinet, after all. Because of that, it also follows that we should be aware of the necessity of building images that will produce the results that will move us onward and outward toward our desired destination.

All images created in our conscious mind are planted into the subconscious mind, intentionally or unintentionally. Our subconscious mind has no ability to “think on its own”. It has no ability to question, filter or even reject the conscious or active thoughts and images that we create in our conscious mind. Our subconscious can’t even take a joke. It merely accepts as true every image, thought or creation imagined, created or realized in the conscious mind. Think about the filing cabinet. Filing cabinets don’t think. They just hold what is put into them, whether organized or not, whether empowering or non-empowering.

## QUICK RELEASE

I mentioned the idea of doing a quick release earlier in the book, and it’s a great tool to use in resetting your mind to empowering thoughts and in storing the right images in your file cabinet. Get in the habit of being aware of your thoughts and visualizations at all times. When you think something that doesn’t support you and your dreams, this is when you’ll use a Quick Release. In other words, let it go. Just let the non-empowering thought go. That’s the awareness: Knowing where you are, being aware of your thoughts, that there are no good or bad thoughts, nor is there right or wrong. There are only the thoughts that help or hinder your progress. Once you’ve become aware of the thought, ask yourself if the thought empowers or dis-empowers you.

You want to use Quick Release and let go of the non-empowering thoughts immediately. Do this by using words in your head or out loud like: STOP, ERASE or CANCEL.

My wife and I use the word “Cancel” to quickly cancel out the thoughts that don’t empower us, and get it out of our heads. Then, and this is key, we immediately replace it with something that does empower us, like a goal we both share or an idea for a trip. It’s a great way to move in the direction you want. We turned this into a game that we play in our day-to-day lives because we’re not perfect. We still have non-empowering thoughts that try and creep into our minds and in our words on a daily basis. The game is who can catch the non-empowering thought or words first—maybe you’ll want to make a game of it, too, with some type of reward for whoever can cancel out more non-empowering thoughts!

For my wife and I, it's fairly common for us to be out walking or shopping, some activity together, and out of the blue, one of us says "Cancel, cancel, cancel," because one of us realized they were having a non-empowering thought or the other person said something non-empowering. We can then do a Quick Release and turn our thoughts in the right direction.

By supporting each other, we tend to catch things faster, and because we make it a game, we don't let it slip by without making a correction to the thought or words. When I say correction, I'm referring to replacing any non-empowering thought with one that empowers you as quickly as you can. This will train your brain to have the habit of not only identifying non-empowering thoughts, but to replace them immediately.

Unfortunately, most people don't dream big, and they never think about canceling non-supportive thoughts. If you make this a game and a habit with your family and friends, you'll start to notice how many non-empowering thoughts you'll catch. More importantly, you'll reverse that slide backward and get yourself moving toward empowerment.

To anchor this in, let's make it a CLUE.



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Non-empowering thoughts are around us all of the time. Practice releasing them quickly. The more quickly you catch yourself with one, the quicker you are at releasing it and replacing it with an empowering thought. And when you can master this, the quicker you will have more happiness in your life.

ACTION STEP

Right now or before you go to bed, I want you to listen to one of your favorite songs that inspires you. I'm a big fan of Country & Western music, and a very inspirational song for me is "Live Like You Were Dying" by Tim McGraw. Whatever your favorite song is, the one that gets you pumped up and ready to tackle life, I want you to turn on the music, sit up straight, close your eyes, and let yourself go. Take in the music, the words, and the feelings the song inspires. When it's over, answer the following questions:

1. If I had perfect health, I would...
2. If money was not an issue, I would...
3. If time was not an issue, I would...

Now, use these answers to expand your dream board, and don't forget to utilize the AmentorA app: [successlefta clue.com/amentora](https://successlefta clue.com/amentora)

## STEP FOUR

# CELEBRATE!

**“Celebrate good times, come on!” ~ Kool & The Gang**

**“Life is what you celebrate. All of it.” ~ Joanne Harris**

The next important step to achieving wealth and abundance in any economy is celebrating. That’s right. Celebrate your successes. What do I mean by successes? Do I mean the big ones or medium-sized ones? No, I mean all of them.

People dream, create a list of goals. They take action. They do it and then they say, “No big deal.” Do you think that empowers you to want to do more? If you set the goals, find the mentors, and take action, then if you celebrate it, it drives you to set even bigger goals the next time. This is so crucial; we’re leading off with a Pledge. Repeat three times

“I love achieving my goals. By celebrating each goal no matter how small or large, it allows me to achieve more, which helps more people. I will celebrate all of my successes.”

Now say

“I have a mindset for success.”

Some people believe that only big successes need to be celebrated, like significant milestones. I’m here to let you know that a success is a success, and every one that you don’t celebrate loses its value to you. Create the habit of celebrating every success no matter how big or small it may seem to be. This is why it’s a good idea to have a success journal and write down five successes a day.

To truly utilize in your favor the Law of Attraction, you must celebrate all your achievements. Children are taught not to brag. But if you’re doing something you’re proud of, then talk about it! Acknowledge what you’ve achieved. It’s not bragging. It’s the truth. You own your greatness. When you put that greatness on display, the people around you will naturally be uplifted. This all circles back to that positive, empowering energy we’ve talked about at length. The universe needs your empowerment. The people in your life need that energy. Do you see how it’s not just about you? Your mind will play tricks on you, tell you that it’s wrong to celebrate, but don’t let it.

This is important enough to serve as a CLUE.



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When I say “Own your own greatness,” I don’t mean in an ego way, thinking you have to tell everyone how great and totally awesome you are, even if you are! I just want you to realize and accept that you are a miracle, and that you deserve love, happiness and success just as much as the next person. Own it! Believe in yourself.

When you believe in yourself, it allows you to actually have greater belief in yourself. You’ll be so full of this empowering mindset—that you have worth—that you deserve success and happiness in your life—that there won’t be room for the non-empowering thought and that you shouldn’t own your own greatness. This will allow you to have bigger dreams, which means you will find even greater people to mentor and model from, even more receptive people who you can in turn mentor and model, which leads you to take even bigger actions. After this comes bigger celebrations, which means your belief in yourself grows; setting in motion your greatness into perpetuity, and you’ll realize that you’ve become un-freaking-stoppable. Unstoppable!

In fact, let’s take a Pledge. If you have a mirror in front of you or anywhere around you or your phone, pick it up, and look at it. In fact, pick up that phone, go open up your camera and look at it. Flip it around so you can see yourself and with your hand on your heart, repeat three times

“I am unstoppable.”

Now say

“I have a mindset for success.”

“Okay, Robert,” you might be saying. “It’s getting a little WU-WU.” Well, let me just say that I’d rather

be “WU-WU” (or Practi-WU) and really rich and successful than really cool and really, really broke. How about you? (This is another great lesson I learned from my mentor T. Harv Eker that I still use today). And now, if you filmed this on your phone, you can use this short video of yourself as a Quick Release. I encourage you to do so.

This process, these steps work. And I know because for over the fifteen years in which I’ve been teaching this process, I’ve witnessed how it works in the everyday lives of everyday people, folks just like you and me. I say like me, because there is no difference between us. In fact, one of the first notes I made before writing this book was that I wanted to dispel the belief that successful people don’t experience self-doubt. We absolutely do. I don’t care how successful a person is, if they are breathing right now, if that person is on this planet, at some point everyone experiences self-doubt.

### SUCCESSFUL… EVEN WITH SELF-DOUBT!

Non-empowering feelings come up for all of us and at different times in our lives. We will all experience self-doubt, even if everything has been going well. I’m not going to pretend that I don’t experience self-doubt at times, because I do, of course. The question is, when it hits, what will you do to move forward?

If people who have success experience self-doubt, that means you can experience self-doubt and have success. It’s just a minor obstacle, not a massive road sign that says “STOP” and holds you back. It’s not the end of your road. It’s important that you understand that, and that I am no different than you.

Some of the greatest advice I was ever given by one of my mentors was advice that I chose not to take. I know, I know. You’re thinking, “A mentor gave you advice and you decided not to take it?” Yes, because I’m still in charge of what I choose to do or not do, and the outcome is on me, just like it will be on you for your choices.

I was learning to be a trainer, and a mentor of mine at the time said, “Robert, when you are on the stage, people can’t believe that they can do what you do. They can’t believe they can get to your level.”

Instantly I asked, “Why? That doesn’t make sense. I want them to understand that if I can do it, then they can do it, too.”

He replied, “No. They can’t believe that they can get to your level of success. They most likely believe that perhaps they can get started on being successful, and then move in that direction and follow you, but they can’t believe that they can get to your level.”

Because of this, I’ve decided to reframe the original thought of “If I can do it, you can do it.” I want you to take that idea and allow me to reframe it for you, as well. From now on, I want you to hear: “If I can do it, you can do it. But will you?” It’s not just the empowering thought this way. Empowering thoughts are important, but by now we also know that once you have the thought, you have to act on it. The key to getting to the step of celebration is the actions you’ve taken that lead up to it. It’s the choice you make after having your dream. It’s “If I can do it, you can do it, but will you?” that choice. Are you willing to do it? Are you willing to take the action? Are you willing to do what needs to be done and to be a whatever-it-takes kind of person?

This is so important, it became another CLUE. That's right. I don't want people to believe they can be like me up on the stage. I want them to believe they can even be greater.



We all have value to offer to the universe, but most people discount their own greatness. Because of this, they don't contribute their ideas. They keep their dreams to themselves without the intention to fulfill them, and so they don't. Not to be harsh, but when you do this, you rip off other people from experiencing your gifts. You deny the rest of us your greatness! This doesn't serve the world. If in doubt, look back at the clue "Own Your Greatness".

When I teach this principle, I usually hear back, "Come on, Robert! How are you personally going to grow if people believe they can outdo you? If people grow beyond your achievements, where does that leave you?" I'll show you how short-sighted that way of thinking is.

### GROW INTO YOUR GREATNESS

If a student of mine stretches themselves to new heights, then I grow, too. This is true because it means I will have inspired them into their greatness. I may be good at what I do, even fantastic. But I want to see people outdo me! If they are outdoing me, that just supercharges my own success. If you, Book Reader, outstrips my success from learning these six principles to succeed in your life, then you just helped me help even more people. Thanks for that, by the way!

At this point in my career, I've personally taught almost three hundred-thousand people around the world. But think of all the people those once-trainees have since helped. That takes the numbers of folks affected by these teachings into the millions around the globe. So if someone—and I hope it's you—

aspires to not only do what I do, and be not “as good as” I am but even better than me... Wow! Take a moment to think of what they are going to bring to this planet. Think of how they are going to help people. See, that’s my celebration. That’s me owning my own greatness, and you’re a part of that. You succeeding, adds to my own success, and that’s what makes this whole concept such a beautiful thing. Talk about empowering!

Let’s make a Pledge. Repeat three times

“I got this. If you can do it, I can do it and I WILL.”

Now say with me

“I have a mindset for success.”

That’s awesome. See? That’s the key. That’s how you supercharge your success: by that belief that you will. It all comes around to complete the circle, because now if you believe in yourself and that you can do better than I’ve done and affect even more lives than I have, just think of how much bigger you’re now going to have to dream. Ha! See how I just put you into that cycle? How awesome is that?

I became a student in 2001; that’s when I found my passion. That’s when I got on stage for the first time, and as I started that journey, all of a sudden I was almost immediately catapulted into doing warm-ups, to sharing some data, to co-training, until all of a sudden in June of 2004, I ended up doing my very first training on my own. Twelve-hundred students. Just me teaching them. From there I broke through, catapulting forward where I was teaching forty to fifty multi-day trainings a year. All while this was happening, I was getting better. I was learning, growing and expanding my dreams to heights I hadn’t even considered.

I decided in 2008 after doing two hundred trainings to take a break and go on hiatus for year. A year turned into three-and-a-half years. I needed a break. At the end of three-and-a-half years, I felt like I was ready to come out of retirement. Self-doubt quickly reared its head as we all know it can do. I wondered, “What if I forgot how to train? It’s been years since I have trained. What if I don’t have it anymore? What if I don’t remember how?”



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Another key to success is to surround yourself with people who not only believe in you, but who are willing to hold you to a higher standard. You want people who will call you on the stuff that holds you back. I'm blessed to have that through my wife, Roxanne. Not only is she the love of my life and my soulmate, she is my best friend. She is my greatest coach and my everything. She noticed something was going on with me, and called out CANCEL. Yep, I was having those non-empowering thoughts.

She asked, "What's going on?"

I shrugged it off, but because she's the one who calls me on what holds me back, she wouldn't take that shrug as an answer. After pressing the issue, I finally revealed that I was feeling worried that I'd lost the ability to teach and train.

You can practically see in your mind, her staring at me with her hands on her hips when she then asked, "Are you done? What do you mean, what if you don't know how to train anymore?" I said that that was precisely what I meant. "No, that's what I'm asking," she replied. "Are you done? Because are you kidding me? The moment you step back on stage, it's going to be like you never left."

Of course, she was right. The moment I stepped on stage, it was like I hadn't left. Remember, first you are going to have to gain control of your subconscious mind. You drive your mind's file manager. You choose to have empowering thoughts. You choose to act. It's not enough that you can do something, you have to do it. Have you ever heard someone say about a piece of modern art, "I could do that." Yeah, but did you?

When you act, when you follow through on your dream and do what it takes to achieve that goal, that's when all the pieces fall into place. And I want you to celebrate that you did it. All of my celebrations include my wife, Roxanne. Thank goodness, I have people in my life that hold me to a higher standard and help me not get caught up in self-doubt. Surround yourself with people who will do the same for you.

These principles of success are tried and true. They've been tested. Now it's down to: will you do it? The more you follow these steps, the more they will become a habit. The more you do this, the more you get in the habit of doubting the doubt, the more quickly you will catch it, the more quickly you will be able to turn around and the more quickly you will be able to use it to empower you instead of holding you back.

Pledge time. Put your hand on your heart and repeat three times

“From this moment forward, I doubt the doubt.”

Now say

“I have a mindset for success.”

One of the ways that I love to celebrate my success is through my app Amentora, found on my website at [successleftalove.com/amentora](http://successleftalove.com/amentora). This app can help bring about stratospheric success. Through it, you can design a success journal, a celebration journal that keeps you on track for every single day. Every day, I want you to celebrate. That's how you supercharge your success, by getting in that habit. It reminds you that a success is a success. It's only in our mind that puts a small, medium or large tag to them.

It is important to keep positivity in the forefront of your mind. This is why Step Four is Celebrate. Celebrate your successes, because every one of us has those two meters inside of them. You have a failure meter (I actually call it the “crap meter”) and a success meter. They can't both be up or both be down. They only work if one is up while the other is down. Because so many people have been conditioned to focus on the failures in their life, that failure meter is way up, which means that their success meter is way down. So, by getting into a habit of celebrating your successes, your failure meter will automatically drop because your success meter will have shot through the roof.

When you spend your energy focused on your successes, your energy is then channeled into creating more success. And, of course, this is true for those non-empowering thoughts. Most people focus on the failures. They only notice the non-success in their life. I want you to focus on your success, not on the other. Get rid of the other and focus on the empowerment. That's a part of celebrating, the focus you put on your own successes, from tiny to huge. Focus on the wins.

Realize there is no right or wrong nor good or bad. But there is supportive and non-supportive. You make the choice of which one you choose to focus on. And since you have the choice, choose to focus on what supports you! So do you choose to focus on the non-supportive things in your life? Or do you focus on what's empowering and supportive in your life? Every day you're given a choice. Make the choice that leads to celebration!

#### ACTION STEP

I want you to take on the mantra: “Doubt the doubt.” I want you to write that down, put it up somewhere

in front of you, so that you can always see it. What does this mean? It means that the moment you second-guess yourself or your dream, like my coming out of retirement to train again, you will turn that second guessing on its ear by second-guessing it. Doubt the fact that you are having doubt. Play Devil's advocate. Turn it around and turn it around on yourself in an empowering way.

Look at your path, and the dreams you've been building to become bigger and better with every thought and action. Ask yourself what you have done in the past to support the fact that it's a crazy thought. Doubt the doubt! Find the evidence to move forward, because you are amazing. You have a mind for success.

I'll give you another saying to supercharge your success. "Focus on what you want, not on what you don't want." So, by doubting the doubt, you are now able to turn around and start focusing on what it is you truly want in your life and can move towards that instead of focusing on what you don't want and being held back.

And when you get it, celebrate it!

## STEP FIVE

# BELIEVE

**“All that we are is a result of what we have thought.”**

**~ Buddha**

In breaking down the way we affect others and build our dreams, I want to put some attention on how The Butterfly Effect affects your mindset, and how that mindset is affecting how you think and how you live. So by now you understand how everything is energy. Let's now work on your mindset to realign the connection between yourself, who you really are and what you really believe, with your dreams and goals. I want to help you develop your mindset to create success.

In this chapter, you'll learn how to reshape that mindset to reflect your heart's desires and build your dreams. You'll realize that everything works from the inside out, not the outside in. This is why you want to approach your life from your heart.

No matter what you do in life, you need to be willing to give it everything you have, because success is not always convenient. If you wait for it to be, you'll never truly live up to your full potential. Look for the situations that allow you to “get in the game” and take them—change your mindset to be ready for action.

It's easy to get caught up in the day-to-day economic survival. We have, based upon our economic situations, a multitude of ways to overcome the boredom of survival as we sail aimlessly along trying to make sense of things. With the various stimulants in day-to-day life that drive so many of us into false ups and downs, it's easy to think that what we're feeling is real. We aren't, though, we're dampening those inner emotions we don't want to own. In too many cases we do this because those inner emotions frighten us.

As we interact with our fellow humans, we can start to see if we remain conscious of the concept that many of our interactions are in fact chaotic to some degree. The ones that are the most chaotic, and thus the most beautiful and harmonious in the opposite state are those with our family, friends and co-workers. This is our learning ground; this is our stage to act out all that we set out to do in this life.

But even then, we are oftentimes reluctant to do so. This can be due to our fears that to act this way or that way will result in some unknown outcome. It's beyond our control, so we do nothing about it, we avoid it, or we accommodate this state of being to the point where we start to be a different person than who we really are. By dampening our emotions and actions, we're dampening the energies, the vibrations that make us who we are—or who we're supposed to be. Life will send us strong vibrations to tell us we need to wake up and take notice, to take charge of ourselves to fix the situation.

All too often, what happens is that we develop more fear in these situations as we cannot control the outcome. We don't want to face the adventure of the unknown, so we develop more coping mechanisms to add onto the ones that we already have. This in turn leads us to more confusion. We don't realize that life will devise other methods to get the point across. So along comes even greater vibrations that can easily turn a situation into total chaos because of our unwillingness to face ourselves and be all that we

can be. Remember the story of the bear on the nail until the bee came along? If the bear continued to ignore the bee, who's to say a wasp wouldn't have shown up? A pesky bird? A hailstorm? Eventually something would have happened, something big enough to get that bear to move. Some people might say it was just "coincidence". An "accident". No. It's the universal energy of chaos.

When we look at accidents that happen, we can easily see that many of them, if not most, are caused by just this type of chaos, the kind that hits us or at least brings it into our consciousness at what feels like an inopportune time. In hindsight, we can realize it wasn't inopportune but was actually opportunity.

When we look at disease, which when broken down into its roots is dis-ease, we can see that the cause of it all is our psychic energy going out of balance. We have encountered a chaotic energy that we are not dealing with in our conscious mind, and thus we keep it repressed. However, as we've learned, it isn't staying repressed. All that time it's seeking expression. While we may think it's "under control", that disease, those cells, those very electrons that make the atoms that make everything in existence are vibrating on their own frequencies. The built-up energy becomes unbearable to the bio-organism which then releases it in any way that it can.

This buildup is in the chaotic energy within each of us. If we don't face it and balance it, then a chain reaction, or what the Buddhists and psychologists call cause and effect, is then set into motion. (People also call this karma.) Out comes the dis-ease because something is not right. But most people just ask: "What? Why me?" and don't think of going inside themselves and take a look at what is happening within them that created the process in the first place.

An example of this in my life happened in August of 2010. By that time, I had been on a sabbatical from training for two years and was spending most of my time relaxing and enjoying lots of time at home. I was slowly writing this book and not too worried about when it might be completed. On a day I will always remember, August 10, 2010, I headed up the street from my house to help my mother and father in-law with something. On the way back, I saw a couple coming out of a walkway with a large Bullmastiff that appeared to weigh about one hundred-and-fifty pounds or more. Huge, huge dog. Since I'm an animal lover, I asked them if she was friendly. They told me that they had just rescued her and were working on rehabilitating her. The dog's behavior was an unknown. Because of this, they kept her on a short leash and held her back about twenty feet.

As we talked, I knelt down and they eventually brought her over to me slowly so that she could smell my hand and get acclimated to my energy. This all went well, and I was able to pet her neck and her head without any problems. The problem came when I started to stand up. The very moment I started to stand, this giant dog lunged at my neck. Luckily for me, I had my chin held down—I didn't even see her lunge—and she latched on to the point of my jaw instead of my neck and attempted to drag me to the ground. It happened so fast that I just reacted out of instinct and kept standing. I didn't let her dominate me on the sidewalk where things could have gone from bad to worse.

Her owner had to grab her powerful jaws and pry them off of me because she did not want to let go. When they did get her off of me, it took both of them to hold her back because she was still trying to attack.

This story ends with me in the hospital with lots of stitches and a scar on my face from the attack, but that is not the reason for the story. After this attack happened, I had a choice. I could either say, "Why me? What did I do?" or "Poor me," and play the victim. I could be terrified of dogs, I could blame the owner, I could get mad at whoever had abused the dog in the first place, leaving her with all of those chaotic energies building up until she exploded in an attack on me.

Or I could ask myself “Why did this happen?” and get the lesson from it. I chose to do the latter. What I got from it was that life is short, and if you have a gift or passion, it’s important to use it or else you could lose it in the blink of an eye. One small change in that situation—I stood up differently, I didn’t have my head down, the dog leapt at me from a different angle or had another twenty pounds of muscle of her frame—and maybe I wouldn’t be here today. One small change and everything would have been completely different.

Again, do you remember the story about the bear on the nail not moving until a bee came? For me, that moment was the bee. You see, even though I loved spending my days at home and doing whatever I wanted, I wasn’t living my passion of training people and helping them create wealth in their lives. I had gone from doing that full throttle to a complete stop. It was from that incident with the dog when I decided to look at my life and see if I was contributing to living my passion or just laying back and becoming stagnant. It was then when I decided it was time to finish the book and get back to my passion of training again.

Let’s take this lesson even deeper. What most people don’t realize is that the conclusions I came to have nothing to do with what is right or wrong or the truth or the way it is. It’s what my mind made up to be my truth. It was my interpretation, by which I mean that it was I who gave it meaning and then decided to buy into it. I could just as easily have decided that it had no meaning, that it was something that just happened. Or, I could have chosen to play the victim and shut down to animals with the fear that I may get attacked again.

We all make up our realities by how we interpret the situations in our lives. In fact, this is a simple equation I teach:  $E + R = O$ . It means “the EVENT + your REACTION = the OUTCOME”.

Let me be clear on this, it’s not the event itself that will create the outcome, but how you react to the event. I’ll say that again: How you react to the event is what will create the outcome. People say to me all the time, “I had no choice”. That’s just bull. You always have a choice in everything you do. Do bad things happen in life? Absolutely they do, but that doesn’t mean those things have to rule or control you.

In everything that goes on in your life, you have the choice of how you will react to it and yes, that will determine the outcome.

## HOW THIS PUSHES US TOWARD SUCCESS

Let’s look back at the word dis-ease. Realize that you can create ease in your life by choosing to find supportive things in the events that happen to you. It may not always be easy to do, but like anything worthwhile, with practice you will get better at it.



When I was retired, I had all the time in the world, but I wasn't training like I wanted to, no, like I needed to be doing. It wasn't convenient. Sitting around the house? Incredibly easy, but I wasn't living my passion. I was in a state of stasis, of stagnation. The energies of the world, those vibrations and frequencies we've talked about were building up until it exploded in that one moment with that dog. That was the bee that got me off the nail of complacency and moving forward into success and living my passion.

I was able to add E + R to get the OUTCOME of living my passion, teaching and training my amazing students around the world. It changed everything in my life at that moment. No matter what you do in life, be willing to give it everything you have, because success is not always convenient. If you wait for it to be, you will never truly live up to your full potential. Look for the situations that allow you to "get in the game" and then take them.

Let's look at it all together. When we factor in the things that we do to avoid ourselves, our nature, we find that what we're really doing is appeasing our self-esteem. We smoke, we drink, maybe we've indulged in drugs or have a habit of overspending, over-sexing, over-extending ourselves in a million little ways that have become our coping mechanisms. We're just coping. We're just getting by. We're just trying to find that stasis, that comfort in surviving.

Why do we do this to ourselves? It's because these are the survival-methods we learned at an early age. This is what we set up as our super-ego, which is a term that refers to our inner beliefs, morals, and value systems. We all function from our super-ego, albeit subconsciously. And this is the answer to the question, "Why do we do this to ourselves?"

We're doing these things subconsciously. But if that's the case, how are we to know who we are, what we're doing, and ultimately, how this affects where we're going? If we're essentially sleepwalking through life, how can we avoid the accidents that lead us slipping further from our goals? If we're not

listening to our real soul and spirits and not letting them flourish into what we want them to become, then who the heck are we listening to?

Consciously, we are listening to our wounded inner person, to our egos who want control. We're listening to our mind ("The Great Trickster") and all of its incessant chitter-chatter in its attempt to keep us in that state of stasis, of not moving forward. We're left stagnant and not evolving. All of this dampening of energies through non-action and stagnation gets externalized, dumped from ourselves until it piles up around us and keeps us still. That butterfly flap gets sent out into the universe away from us, leaving us stuck in a place where we won't do what we need to. It gets added to Chaos, and most likely will come back around as a Category Four Problem that only worsens our present scenario and requires all the more effort to make things right.

A human body operates on the laws of science. Therefore, we should be completely predictable, right? Wrong. Humans are far too complex, and the smallest change in a person's environment can cause a series of neurons to fire, which in turn can cause behavior that is completely different than what was expected. Humans can be explained with the laws of science, but can never be predicted.

Because of the principles we've talked about in *The Butterfly Effect*, at all points of life you will impact the people around you, whether you know it or not. Your energy affects those around you. Their energy affects you. I'll ask you again: Do you want to affect them or infect them? Picture a small body of water, again. If you divert the stream that has fed it, the stream that brought fish and plant life, the microbes they all need to thrive and grow, that body of water is no longer being fed and grows murky and still. Stagnant. Everything inside of it will eventually die off; it's no longer being fed, nor is it able to support any life that comes along. The same is true for each of us.

When we play at a mediocre level, hunkered down and slipping into stagnation, this only serves to bring others down to our place of non-growth.

However, if you allow your greatness to come out, if you expand and grow, if you learn how to adapt and change, you'll be able to better serve those around you. You'll affect them. Play in your greatness. Don't be afraid to show it. You're not only improving your own life, you'll benefit those around you. One of the most important CLUES I can share with you, feeds into this mindset.



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The greatest way to attract and affect the people you want in your life is to be authentic. Your true power and greatness is letting people see who you really are, and either they are going to like you, which is great, or they won't, which is also great. How is that great, you might be asking? Go back to energies and frequencies. If someone isn't going to like you, that's negative energy they're putting in your life. They constantly want you to change back to what they prefer. The most important thing you can do is to break out of stagnation, that kind of life that doesn't allow for your self-evolution. They don't like you? Great! Now you know the energy they put out into the world, and you can act accordingly. Now you have one less obstacle on your path to success.

Remember: there are over seven billion people on this planet and you'll never please them all. Just be yourself!

## THE LAW OF ATTRACTION

By now I've mentioned the Law of Attraction. Do you believe in it? The "Secret" is a great movie and book, but it doesn't go far enough in its teachings. I'll take it a step further for you. It is one of the most important parts in almost every one of the six steps for success.

The Law of Attraction refers to the belief that your feelings and thoughts have a tremendous impact in your life, and that as a fully capable individual, you can create and mold your own reality by managing your thoughts and emotions.

Some people don't believe in this famous "spiritual power". They think of it as a myth or fairy tale. Others—including myself—do believe in it and think that in one way or another, the Law of Attraction

is the responsible force for all of their life experiences, empowering or otherwise.

Here's why it works. Everything in this universe is energy. Energy travels by vibrations, as we've discussed in Steps Two and Three through chaos, The Butterfly Effect, entrainment and how those vibrations affect everything in existence.

We also discussed how there is no such thing as positive or negative, no right or wrong. It's our perception of something that makes it good, bad, right or wrong. That experience with the dog, while not one I would have chosen for myself, was one that I chose to use to push me in a direction that got me where I needed to be, and the same is for everything else. Either it supports you in moving in the direction you want or it doesn't.

Your mind comes up with whatever you want, and you emit a specific vibration and a feeling, and the universe then says, "Okay." The universe doesn't know if this thought is good or bad for you. Keep in mind that I say "universe," as a way to describe a higher power, something bigger than you or me, but you can say "God" or whatever terminology you prefer. I'm just calling it the universe as a practical way to describe it here.

The Law of Attraction when distilled down is this: "I attract to myself whatever I give my focus, attention, or energy to; whether wanted or unwanted." This is a good place for us to pause and say a Pledge. You know what to do. Repeat three times

"I attract to myself whatever I give my focus, attention, or energy to, whether wanted or unwanted, and I choose to focus on what empowers me."

Now say

"I have a mindset for success."

If you think about being broke, poor, lonely or miserable, and you believe your thoughts, then guess what? That is exactly what you'll be. "All we are is a result of all we have thought." This Law applies to your life and to every other person's life on the planet, and like all scientific laws, it is impartial and impersonal. It works when you want it to and when you don't want it to (and whether you accept it as truth or not). Because remember, the universe doesn't know if your thought is going to be supportive of your dreams or not. It simply recognizes your energy and vibration and shrugs out an "Okay".

Everything comes to us through the most elemental law of physics. Think of the concept, "Like Attracts Like." This idea is just another way of saying the Law of Attraction. It is absolute and has nothing to do with your personality, your religious beliefs, being a "good" or a "bad" person, or anything else. No one lives beyond this Law. It's an unquestionable law of the universe.

I want you to imagine yourself finally starting to believe in yourself and in your infinite possibilities. Imagine believing that you deserve everything you want out of life. Imagine getting everything you want out of life. The thing is, you can!

In the movie, *Evan Almighty*, Morgan Freeman—playing God—told Lauren Graham, "When you ask for happiness, do you think God sends someone named Happiness?" What this rhetorical question means is that we create our own happiness by what we already have in our lives, the things and the

people around us.

Like attracts like. The Law of attraction.

## ACT AS IF

William James, regarded as being the Father of American Psychology, once said, “If you want a quality, act as if you already have it.” When you act as if it—it being this greatness you want to achieve—is already happening, you emit the energy that tells the universe, “This is happening.” You’re feeling it. You’re living it. You’re believing in it. If your mind says, “That won’t work, and you believe it?” then you’re right. It won’t. So act as if you do.

Many A-list celebrities act as though they are confident, even when they are suffering from stage fright or feeling camera-shy. The same applies to popular speakers. They act “As If” and this helps them succeed in their quest for stardom.

In fact, shortly after I had started my journey as a trainer back around 2004, I was invited out for a round of golf. Folks, I did not see myself as a good golfer. In fact, my game was like the ball was in the Army: constantly going Left–Right–Left. On this day, it just so happened that it was during a camp I was training where that very morning I had taught the students about the power of Acting As If. I was set to golf with the owner of the company, who had heard me talk about my not-great golf skills. It was apparent he was pretty excited about the lack of challenge for him. I grew more and more intimidated by the whole thing, especially when I learned that the course where we were scheduled to play was a majestic championship course nestled in the Rocky Mountains of Alberta, Canada.

But because of the lesson I’d just finished teaching, I knew that I needed to put it to practice. The golf course was full, so we were paired with another group of golfers from the U.S. Of course, it was just my luck that they were really good, too. Jeez, no pressure, huh?

As we worked our way through the course, while I wasn’t hitting long drives, the ball was going straight down the fairway. Even better, it dropped where I wanted it to almost every time. Around the 6<sup>th</sup> or 7<sup>th</sup> hole, my partner tapped me on the shoulder and said, “I thought you said you weren’t a good golfer?”

“I’m not,” I replied, “but Tiger Woods is!”

I had a choice that day. I could have bought into the stories in my head that I wasn’t a decent golfer, and therefore put out that energetic vibration that would have confirmed it. Or, I could act As If I was someone who was good, thereby changing the vibration. I have used this principle so many times in my life, and I continue to on a daily basis because of the power it has. It works, friends. Even as I write this book, I can either buy into the chatter in my head that says, “You never wrote a book before! What do you know?” or I can act As If I am a writer. What I have to say may help people to change their lives and what they attract to themselves. We’re both empowered by it. Win-Win.

Another example from my life where this power has been made manifest was through my journey to become a great trainer. When I started on stage, I was the first person to head a full training for Peak Potentials without the owner being there. To say that I came up against some resistance would be putting it mildly. People always expected to see T. Harv Eker, since it was his program, but instead they would

be seeing me step on stage. At this point, I again had a choice. I could have bought into the mental chatter, that pesky self-doubt that was going on in my head, the sort of thoughts like, “Who do you think you are? Why should they listen to you?”

Instead, I chose to act As If I was already a great trainer, and that by holding my power on the stage I could affect lives and assist people in taking their lives to a whole new level. This is where having big dreams really came in handy for me, because I hit a lot of resistance. There were times when I even questioned whether I could do it or not. At the very least, there was consistent doubt going through my head on a continual loop. But instead of succumbing to the non-empowerment, I reminded myself of those big dreams. I acted As If I was already where I wanted to be, and because of this, I was able to break the mold and prove that someone other than Harv could teach the material.

Because I allowed myself to embrace acting As If, that led me to leading numerous other people to become trainers for the company. That allowed Peak Potentials to affect even more lives around the world. To this day, it’s one of the great pleasures of my life.

Tying into this, let me give you another CLUE:



Most people wait for something to be perfect before they even begin, then they wonder why they have a hard time bringing their dreams to reality. The only way to achieve something is by getting in the game. This is the key principle of acting As If and one you must believe in. Start as soon as you can without worrying if you will be good enough. As the famous quote from Nike goes, “Just do it!” By jumping in and doing, you create the habit of action and getting more done. By getting more done, you will naturally get good!

Bob Proctor, in his book, *You Were Born Rich*, relates the true story of an insurance sales manager, Paul Hutsey. The story goes that year after year, despite trying harder and harder, Paul’s sales team always managed to pull in the same numbers. They were stuck. Stagnant. However, with the right coaching, and

some proper goal-setting and Image-making, Paul finally attained phenomenal sales results by employing the act As If method in his Image-making transformation.

What Paul had been doing year after year was allowing the present circumstances and the history of prior sales to dictate each year's bottom line. He couldn't see past the previous results, despite the fact that he tried harder and harder each year. Through proper image-making, or imagining, Paul implanted into his conscious mind the grand image of greater sales. He held onto that Image with persistence and a determined will. As a result, these prosperous images were planted into his subconscious mind, thereby evoking emotion and transferring his emotional energy into Action.

But Paul didn't stop there. As Bob tells the story, Paul "would be quick to tell you that he never let present results dictate the image that he holds in his mind. Rather, he holds the image of what he wants and then he acts As If he already has it." It's that last step that makes it all real: acting As If.

Bob continues to explain that when we "build the image of prosperity on the screen" of our minds, we enable ourselves to achieve the goals we've set. Times are going to get tough. There will be moments when you'll think you not only aren't moving forward, but possibly are even backsliding into harder, more difficult times. But that's when it's crucial that you "continue to hold the picture of personal prosperity" in your consciousness. Persistence here is absolutely key—without it, you prevent yourself from receiving the good things in life you're going after.

So now I ask you: Have you really been writing down your dreams and all of the other Action Steps that appear throughout the book? Or did you just pass over them and let your mind give you a reason as to why they weren't important to do? If so, take note and be aware of your thoughts! You might find a pattern is emerging in your behavior, a pattern that is preventing you from achieving the dreams and goals you've set for yourself. A good teacher will say that to make change or to create habits that support and empower you, you must first have awareness of what is going on in your present.

A good teacher will also make you go back and do the work until you get it right. So on that note, if you didn't do the previous Action Step, go back now and complete it. Have fun with it and make the practice something you do on a regular basis. Remember, I'm only putting into this book what has worked for me and the hundreds of thousands of people who I have taught. You don't have to take my word for it that acting As If works. A former student, Aly, a woman who has gone on to build her own coaching business, shared this with me:

"I met Robert five years ago at an event in Australia. At the time, I knew I wanted to impact the world with my message, but I just didn't know how to get it out there. Robert's contagious energy left me feeling like I could do anything, but most of all, made me take action.

I had always wanted to write my own book, but just didn't think someone like me could do it. What would I write about? Who would care enough to read it? Your mind certainly almost always tries to keep you safe and glued to your comfort zone, and mine was no different. After that event however and meeting Robert, a lot changed for me. Looking back at where I was and to where I am now, I did a 180. Due to Robert's ability to listen, connect, teach and inspire, I was able to write not one book, but three books since then. My coaching business has also expanded, and now I am able to travel the world doing my own events inspiring others to do the same: To take action to live life on their terms. You can't see the label from inside the jar, and Robert has a special ability to pull out what's already great inside of you and spotlight it in a way where you take center stage. Once you are there, the world is your oyster!"

I'm so proud to get to work with amazing people like Aly, folks who realize that they hold the keys to

their own success. They do the work, they persist at imagining their dreams, they put out energy and vibrations and hold empowering thoughts in their minds, and it pays off in the end. They take those steps necessary for success.

**ASK YOURSELF: WHAT'S THE NEXT STEP  
I CAN TAKE RIGHT NOW?**

Taking one step at a time keeps you present and doesn't let you think a thousand steps ahead of yourself. In other words, like we discussed before, don't get in your own way. This reminds me of that joke, How do you eat an elephant? One bite at a time. Or if you were going to climb to the top of the Empire State building, would you be able to just jump to the top? Of course not. You would use the stairs, taking that first step with your right leg, for an example. Then what is next, oh yeah! You take a step with your left, and then another with your right. It doesn't take a day, a week, a month or a year of planning each step. You make the first one and then decide where you will place your next one, and the next, and so on as you're taking those steps.

And just like in life, you may find you have to go back down a floor every once in a while because something was blocking your way. This is okay, because you know where your final destination or dream is. Also, like in life, when you are present, you will learn new things along the journey that may help make it easier (things that you might miss if you are not present). On your journey up the stairs of the Empire State building, let's say you meet someone on their way down, and they teach you something new. They might tell you that if you check the door handles at each floor, you will find that some are unlocked; you can use those doors to get to the elevator on that floor and save yourself a lot of steps. This is no different than when you continue to learn every day of your life. One little CLUE can take you ever closer to your dreams, as long as you are in the presence of mind to notice them.



The key to everything I'm saying here is that you have to take that action as soon as you can, so that you can begin creating momentum. You have to believe that by taking those actions, you'll have the desired results. If you don't believe, you'll be stuck. Without action, there can be no dreams. Even if you don't think you are ready to take that first step, take it! At least you're now on your way. As soon as you take that first step, check in with yourself and see how you are doing and celebrate. Then take another one! If something needs to be adjusted, do it, and then continue taking the next step.

In Zen-philosophy, this is called "correct and continue", and the emphasis I want to make is on the word "continue". Don't get stuck in the correcting phase. When I say to take a step and then check in with yourself to see how you are doing, my experience has shown me that at first checking in with yourself may seem awkward. But like anything new you learn, you'll create a habit of it the more you do it, and as you practice, it will become a subconscious act that you do with every step.

Action is your flow. I keep bringing this up because non-action, not believing that this will truly work is what kills so many people's dreams. Let me give you an example.

A friend of mine planned to take his sailboat from Florida across the Atlantic Ocean and all the way to Africa and beyond. The trip was going to take approximately a year, and would include an older couple for the journey. The three of them planned the trip, including a test run from Florida to Cuba to make sure everything was ready to go. The test run lasted about three weeks before they came back to the couple's home.

When they reached the dock and secured the sailboat, the husband turned to my friend and said that he'd decided that he wasn't going to go on the year-long trip. Why? He said it was because he had more planning and adjusting to do before he felt comfortable going. Now, he hadn't said a word before this, not even to his wife. His wife, dumbfounded, no doubt, stared at him and my friend on the dock for a few moments before saying, "Well, you may not be going, but I am!"

She then asked my friend if that was still all right. She was in her sixties at the time. All her life she'd dreamed of being able to travel; she'd never had the opportunity and didn't want to miss this chance. My friend agreed and they departed a few days later. The entire trip took more than fifteen months. They toured some of the world's most beautiful locations, hiking in places where very few people have ever heard of, let alone had ever been. They even sailed two hundred miles up an African river and helped build a school for a tribe of people. Talk about an amazing adventure! It was one of the highlights of her life and she was so glad she went on the trip.

It would be great if that was the whole story, but of course it isn't. The main reason I wanted to write about this person is because of what happened to the husband, you know, the one who stayed home to plan? While his wife was on the trip with my friend, her husband was back in Florida with his sailboat, planning and re-planning and re-planning and... You get the idea. He never did take another trip. And his boat, just like his dream, has remained tied up to the dock behind his house, turning green and orange with mold and rust, bobbing in place in stagnant water. This is just like the dreams we don't take action on.

I love that this woman didn't let her husband's non-supportive vibrations infect her dreams. To say the least, she took a massive leap of faith, and she did it because her dream was worth it. Her story leads us to our next CLUE.



Trusting that you can handle any situation that comes your way gives you the power to move forward. Continuing to move forward is a huge step in achieving your dreams! When it comes to taking action on something new that you want to learn, jump in anywhere you can. Don't be afraid to start at what you might think is the bottom.

Think of this amazing woman, ready to take on the adventure of a lifetime. She climbed into the boat and learned along the way while her husband stayed home, never taking a step beyond dreaming.

Dreaming is the first step, but it cannot be the last! If you start with that first step and then trust yourself to take the next, you get in the game. That's what counts—keep taking those steps!

Some of my greatest achievements have come because I was willing to learn every aspect of the area I was interested in. I didn't just think about these areas, I jumped in. With Domino's Pizza, I started as a driver, then became a manager, then became a franchisee. As a trainer, I started as a student, then a volunteer, then I did warm-ups for the main trainer, then I did some data, then I trained my first course.

Your mind may tell you a job is beneath you or that you have too much experience to be expected to do that, or whatever. Ask yourself if your dream is worth achieving or not, and if yes, get in there! No one is above the simple act of learning. No one is above the chance to have a new experience, to grow. Remember: put your intention out in the universe, and then be willing to accept how it comes back to you.

Remember: Everything is energy, and energy travels in vibrations. They're frequencies. When you act As If and then take that first step, you create the frequencies that will be in alignment with your goals. Of course, you'll have good days and not-so-good days. It won't be pure bliss all the time. If someone tries to tell you it will be, run away from them!

If it helps you to better understand this with respect to energy and vibrations, I want you to think of a seismograph, the tool that measures earthquake vibrations. Can you picture that in your mind? When it's triggered and the recording mechanism draws an image of the strength of vibrations in the earth's crust, is that a straight line? Of course not. Some are tiny waves; others almost leap off the page. And as in this, so it is in our lives. There are ups and downs in all things.

Take note of that: There are ups and downs in all things. Nothing will only ever go up. Knowing this, here is maybe one of the important questions for you to ask yourself: How long is your "down" going to be?

I've had "downs" that would last for a day or a week or even a month. Now, however, if I notice myself having a down for more than five minutes, I start to check in with myself to see what is going on in my head. I have a sort of checklist for myself:

- I take a deep breath.
- I make myself become aware of the present.
- I ask myself why this is affecting me.
- Then I ask myself what is one thing I can do to get back on track.
- I then take action and follow through on that.
- I check in with myself again and take another step, and another, one step at a time until I get back on track to going up.

My wife helps me with this because she will usually catch it before I do. Now my lows don't last for very long. Here is some good news for you: While true that you'll still experience highs and lows—we all do, because that's life—the more you learn and grow, the more this affects your vibrations. They'll climb to a higher level with every day until your worst day will be better than your best days were

before.

Let's have another Pledge. Place your hand over your heart and repeat three times

“On my journey to my goals, I will not think myself out of success. I will take action by doing one step at a time.”

Now say

“I have a mindset for success.”

### ACTION STEP

From your Dream Board, make a list of things you want to achieve and write them down “As If.” For example, if you're in a low-wage job, you might write:

- I'm earning \$1 million annually.
- I'm the sole owner of a company that grosses \$10 million annually.
- I have expanded my company into multiple locations.

Now, choose one of these dreams or goals. Write down what your first step can be for creating that reality and don't forget to utilize your AmentorA app for your dreamboards. This first step doesn't have to be huge or complicated. Make it something achievable. Set out a date and time for when you will complete this step. Take action on that step. Repeat with the next step and the next and the next!



## STEP SIX

# REPEAT!

**“Winning takes talent, to repeat takes character”**

**~ John Wooden**

## COMFORT ZONE

Earlier, I explained how your mind is The Great Trickster with one job: keeping you in the same spot where you are right now, the Comfort Zone. It keeps you in the same hunkered down and stagnant mindset day after day. When you are dreaming and putting together your dream board, if you happen to write down something you know you can already do, you're dreaming too small. You're keeping yourself in that comfort zone. (We all know the person who puts things they've already done on their To Do list just so they can cross it off, for example.)

No matter what you do in life, be willing to give it everything you have, because as I've said before, success is not always convenient. It's not always going to be comfortable; opportunities won't always fall in your lap. If you wait for everything to be just right, you will never truly live up to your full potential. Look for the situations that allow you to “get in the game” and take them.

We're going to dip our toes back into what some folks might consider the “WU-WU” side of things again, but stay with me. I used to think that meditation and all that was “WU-WU,” or that it just wasn't right for me. In fact, I used to believe that meditation was supposed to be me forced to sit in an uncomfortable position for thirty straight minutes, twice a day. I knew that wasn't something I was likely to do on a regular basis, if at all. It wasn't until I was attending a four-day Zen retreat that I learned a very valuable lesson. One of the participants asked the teacher how they could become more disciplined to meditating at least twice a day because they saw the value in it. The problem they were having was that they lived a very busy life like so many of us do, and they felt that it was going to be a very difficult transition from hectic, “Go-go-go!” to sitting still and mindful, maybe groaning out some “Oms” or the like.

What the Zen teacher said about how to properly meditate hit me right between the eyes like a one-handed clap. For those of you who may not know what a one-handed clap is, take one of your hands and tap (or slap) your palm onto your forehead right between the eyes. There you go. Another way of thinking of it is an “AH-HA” moment.

The teacher explained that meditation is really nothing more than a way of becoming present and in the moment. So at any time during your day, no matter what you are doing, if you are present, you are meditating. When driving, you're actually being safer by being present and not distracted by your cell phone or eating or whatever else it is that is keeping your mind off of the task at hand. This means you are in a state of meditation. When you are with your significant other, the more present you are with them, the more you are connected, and the deeper your relationship will be. This means that you are also in a state of meditation. One-handed clap, right?

That lesson alone made the whole four-day event totally worth it. It changed my life in the process. I encourage you to practice meditation in every part of your day. The benefit is a deeper connection to yourself, your thoughts, and ultimately to your dreams.

If you are unsure how to be present, the best way to do so is to focus on your breath. You can only breathe in the present. This is why when someone sits down to meditate, they immediately begin by focusing on the ins and outs of their breathing. If you're new to the process, try counting slowly to five as you inhale, and then slowly count to five as you exhale. You're solely focused on that one task, focused and present in the simple act of breathing.

We've discussed how the mind works and ways that we can condition it to work more for us, so now I'm going to ask you to raise your hand again with your finger in the air, pull it down and say, "Pause."

I'm sure there are those reading this book who will think, "I'd better get something out of this." Think back to the quote about how your thoughts become your destiny. If that's what you're thinking, that you "better get something out of this" book, the chances are that you'll find a reason to make it not worth it. You're starting off with a non-empowering thought, and you're gumming up the works. Those thoughts put a big stop sign on your forward progression. Those non-empowering thoughts are one of the more powerful ways your mind keeps you right where you are, stagnant and unable to evolve and move outward.

The reason I know that things work this way is because again, I'm teaching you from the changes I've experienced in my own life. You'll get to a place where I'll share ways to recondition your mind from thinking, "I better get something out of this" to the more empowering, "If I get one golden nugget from this book, then it will have been worth reading." As your mind learns to come from this approach, you'll find yourself amazed at how much more you get from all situations in your life, and even better, you'll stretch out of your comfort zone.

Hand back up in the air, straighten your pointer finger, and say "Unpause."

We talked before about your comfort zone being a killing zone. You can't grow when you're stuck in a stagnant mindset. Let's say that your comfort zone is at Level 5, but your dreams are at Level 10. When your dreams start to get outside that comfort zone, to Level 6, 7 and higher, it becomes uncomfortable. This is what will stop a lot of people from going for those dreams. Why? Well, let me ask you this: Do you enjoy being uncomfortable? Our minds think, "Oh, no, I'm uncomfortable and this is bad!" We then fight to get back or stay at Level 5.

Understand that to go from Level 5 to Level 10, you're going to have to cross into that Uncomfort Zone. Instead of viewing it as a non-empowering thing, I encourage you to take control of that thought and reframe the experience in your mind. Look at it as something that's supporting you. After all, if you're getting out of your comfort zone, you're growing. Or think of it as the bee helping get that bear off the nail. He didn't like the bee, but he's definitely better off.

A way to anchor this more fully into your mind, or as I like to say, to better get the attention of your file master, I want you to do the following. Every time that you feel uncomfortable, the very moment when you notice it, put your hand up above your head with your palm faced backward, bend your elbow, and pat yourself on the back. And while doing this, say, "I'm Growing. I'm Growing." This was another huge lesson and blessing that I received in 2001 from my mentor, T. Harv Eker. Not only will this get the attention of your file master to file the experience in the cabinets instead of in a pile on the floor for when the next uncomfortable situation comes along, but this will also empower you to go to another

level outside your comfort zone. You'll recalibrate those levels, in fact. What was a Level 7 will become the old Level 5. As Oliver Wendell Holmes, Jr. said, "Man's mind, once stretched by a new idea, never regains its original dimensions." The same is true for your comfort zone.

I wouldn't be writing this book if it wasn't for my wife's willingness to help me get out of my comfort zone. And after more than twenty-seven years of marriage, she is still my best friend and my number one coach in the world. I'd be a fool not to listen to her sage advice.

Have you been playing smaller than you really are? Are you hanging out in those lower levels of your comfort zone? If you can acknowledge where yours is, it will help you grow.

When I was looking for funding to open my franchises, I kept hearing "No." Every time my wife and I went to a financial broker or bank and heard them say no, we learned something new about the process. I knew that we had to keep trying, and the effort pushed me out of my comfort zone. This next CLUE helped us, even though we didn't know we were doing it at the time.



Instead of going into situations thinking "this better go right", go in looking for a lesson and what you can learn. By having this focus, you will be able to see things that you may have missed. You will also have a happier life!

Let's have a Pledge. Place your hand over your heart and repeat three times

"I will continue to stretch my comfort zone on a daily basis!"

Awesome. Now say:

“I have a mindset for success.”

When stretching your comfort zone, an important lesson is to understand that money is not everything, but instead is simply a tool. That’s all it is. My wife and I needed money to open franchises. The money was our tool, not our goal or dream. The fact is we choose money. We choose abundance. And the reason is because it becomes a tool that allows us to embrace our dreams. That’s all money is. We choose food to survive. And we choose money to achieve financial freedom.

Many people worship money and let it get in the way of achieving their true dreams and goals. The money becomes the focus instead of the passion for their goals. Know that money is a tool. To cement that thought, let’s have another Pledge. Hand over your heart, and repeat three times

“I love money for the tool it is  
and what it can help me do!”

Now say

“I have a mindset for success.”

We want to get into alignment with our dreams—the dreams of our hearts—and we want to start creating bigger and better dreams. I remember when I was a kid how my brother and I dreamed we were truck drivers. The next morning, we dreamed we were lawyers. Every day, something new. But when we got older, society’s expectations kicked in, and we started hearing things that told us and our friends why we couldn’t achieve whatever dream we were holding in our hearts at the time.

I’m probably not alone in having heard these sorts of non-empowering things.

“You can’t make money as an artist.”

“Who do you think you are?”

“You don’t have the education to do that.”

“You’re a woman, your role is to raise children.”

“Why do you think you deserve that job?”

“You’ll never amount to anything.”

“What I have is decent, it’s good enough.”

Did any of these ring a bell? We’re told we can’t do things, that we can’t achieve our dreams, and it gets stuck in our mindset. That file labeled “CAN’T”, becomes the only one our file manager retrieves. Soon, we become comfortable with that mindset and get stuck in a smaller “comfort zone”. But as Brian Tracy

says, you must “move out of your comfort zone. You can only grow if you are willing to feel awkward and uncomfortable when you try something new.”

James Cameron wrote and directed a wildly popular movie, *Avatar*. There are so many deep lessons in that movie; I don't even know where to begin. Rent it and watch it if you haven't seen it. He already had achieved an almost ludicrous amount of success with his previous movies, *Terminator 1 & 2* and a little cult-classic called *Titanic*. Maybe you heard of it? The guy didn't need to make another movie as long as he lived. That's not the way dreamers—successful dreamers—think.

James Cameron had to be a big dreamer to create *Avatar*. It took him ten years to write it and create the new technology necessary to even film it. He started writing it in a world where the tools needed to create the special effects didn't even exist! If he had been dreaming small, we would never have had *Avatar*. If he had stayed in his same mindset, in his comfort zone, *Avatar* wouldn't exist. If he had listened when some naysayer said, “James, that's impossible. You can't make a movie like that,” then the movie not only wouldn't have been made, but the mind-blowing technology he had to create just to film it wouldn't exist, and so many movies today use that very technology. It wouldn't have affected just that one movie, but dozens, if not hundreds of other movies.

That's the importance of dreaming big. This is the ripple effect. You dream, you act, you succeed, and then you repeat these steps, only to dream bigger. When you do this, you don't know who you could affect and who they are in turn going to affect, and who those folks can one day affect! Exponential growth with no end in sight. That's the importance of moving outside your comfort zone. And moving outside your comfort zone helps to change your mindset. All of these are integral parts of Dreaming, finding the will to take action, setting your intentions, and getting it out into the universe. Got it? Let's make sure.

## ACTION STEP

Go to your dreamboard or your dreamboard on the AmentorA app. Choose one of your dreams that you would like to see manifested in the next five years. Know it. Memorize it. Then, have a reunion in the future.

For example: It is five years from today. See this as a reality. Picture it having come to fruition in your mind, and now you're explaining how it happened to an old friend you've just reconnected with. Take an opportunity to talk about your dream and how it has changed your life, just as you would at a reunion. Notice what's coming up for you in your thoughts as you do this and how you feel. Use Quick Release if the thoughts aren't supporting you.

I encourage you to form a group of people who are also reading this book, or find them through the AmentorA app groups feature. Get together and add energy to the experience by doing the exercise together. Take five minutes with each person you meet to explain the dream as if it has come true already. Then, move on to the next partner. As you're saying it, you'll notice what “feels” right and what doesn't. Use this awareness to adjust your dream until it does. The important part of this exercise is to let go and have fun.

If you experience paralysis in which your dream is something that feels too big where you don't know how to start, remember: Act As If. Act As If it already happened. Visualize it now and write down what's happening in your Reunion Dream, what you feel, what you notice.

Dream. Find a mentor, and model their success. Take Action. Celebrate every success. Believe in the process. Believe in yourself. Then: repeat!



IF THEY CAN DO IT, I CAN DO IT

## (AND SO CAN YOU!)

**“The person who says something is impossible should not interrupt the person who is doing it.”  
~ Chinese proverb**

Remember that as successful as I have become, you can become. You can become even more successful! But remember: will you do it? All you have to do right this minute is take that first step. Then take the next. Trust that the principles you’ve learned will work. Trust in yourself. As you take these steps, you might stumble. You may be so busy looking up at the sky that you miss a tiny rock in the road. What matters most in that moment is how you choose to react to that event.  $E + R = O$ , right? The event plus your reaction determines the outcome.

You’ll experience those highs and lows we spoke about; that’s just life. But when those lows or “downs” show up, I encourage you once more to be gentle with yourself. It’s so important as a CLUE that it bears repeating.



As the saying goes, that I had mentioned earlier, “If we had a friend who treated us the way we treat ourselves; they would not be our friend for long.” Prepare yourself for the stumbling blocks you’ll encounter as you adopt these steps and principles, because they’re coming. You’re going to have to face your file manager, deal with the naysayers in your life who are dealing with their own pre-set ideas and who will try to challenge you and what you’re setting out to achieve.

Watch how your mind tries to take you out of that place of discomfort back down to where you were before. Remember, it wants you safe where there is no risk. Use the Quick Release method and let it go. I choose not to loan out Roxanne, so if you can find a partner who will help you recognize those lows and keep you on track—something you can accomplish with the AmentorA app by connecting with an Accountability Partner—you'll be well on your way to success yourself.

The universe is going to test you and your mind is going to try and shove you back down to your comfort zone. An example for you: My wife and I were driving to a meeting in Las Vegas in our truck from Canada when the universe decided to test us. As we were driving into Butte, Montana—beautiful, open country with a whole lot of nothing as far as the eye can see—I saw that our oil pressure and fuel were dropping. We were about to get stuck at midnight on a huge interstate highway in the middle of nowhere. I pulled over on the side of the road and checked our reserve stores. We only had a little diesel fuel left in our spare container and there was no gas station in sight. We used what we had, then drove on, white-knuckled and anxious. Just as the vehicle ran out of fuel, there was a truck-stop we could coast into on fumes.

I called my father-in-law on the phone; he's a mechanic, and I knew he could help me. I didn't know what to do about the oil pressure. On the phone, I told him that I had the truck serviced before we left. My father-in-law said to check my oil. When I did, there was none. Zip. No oil! I saw that the fuel and oil had leaked out from the bottom of the engine. The next day, I called General Motors. They said they had been having a problem with the injectors, but would not replace it until I had an issue with it. Well, in my way of thinking, I had a real issue! They, however, didn't agree with me without some convincing.

After \$4,200 and two-and-a-half days of back and forth with me and GM, the truck finally was ready to get back on the road. I called my reservations in Vegas for the convention. They asked me if I wanted to cancel, but I said, "No, we'll be there." The universe was testing us. The easy way out would have been for us to just go home.

$E + R = O$ , right? The EVENT plus your REACTION equals the OUTCOME. Your response, your reaction to any event is what creates your outcome. This is independent of anyone. I can't affect your outcome, only you can. You are constantly creating your own life. When frustrating things happen in life, you have a choice. Are you going to let it shut you down? Or are you going to move forward? Most people get shut down very easily. It's not the event that creates the outcome. It's how you react to the event.

You can control your reactions. You can choose to react in a way that propels you forward. You can react to the events in your life in a manner that tells the universe to bring your dreams and goals into your life. Let's have a final Pledge. Repeat three times

"I will take action one step at a time when events happen. I know my response will create my outcome."

Believe this. Now say

"I have a mindset for success."

This whole experience isn't about waking up to sing, "I love my life!" Hey, if you do, that's great! But

that isn't the reality for everyone at every moment in their life. What you do, however, is wake up and choose to live your life with passion. I'm ingraining this mindset into every cell of my body: I love my life. And I'm jazzed. I say this to myself every morning, in fact.

Recently, I took a long, ten-hour flight. The flight attendant said to us, "I want to introduce myself. I'm the cabin attendant for your area. This is only my second flight, so please be gentle with me."

I replied, "Perfect, this is my first flight... of the day." I got the reaction I wanted: She laughed and relaxed. Throughout the flight, we talked here and there. At the end, she came over to me to say, "You know, I realized that I've made the right choice of what I want to do by being a flight attendant, if I get to meet more people like you. Throughout the whole flight, you've been happy and just a pleasure to work with. Thank you so much."

This was a moment in my life that was great. But does that mean there aren't times when things go wrong in my life? No, I'm human just like everybody else. But because I make sure my dominating thoughts—starting with my morning ritual—is that I love my life, I get to have the life I'm designing. I'll say it again: You have the life you've designed. It's not the event that equals the outcome. It's how you react to the event.

You can get upset, or you can say, "Okay, if my life isn't where I want it to be, how am I going to correct it?" Start by looking at what your predominant thoughts are, because that's what you're attracting in your life right there.

You are in the driver's seat. I can give you a map, a car that runs, and the key to start the car, but you have to drive it. You can do it... so will you?

### REPEAT... AGAIN!

I want to repeat a few things that I think are important:

- The problem isn't that we set our goals too high and miss them; it's that we set them too low and we hit them.
- Shoot for the moon and if you fall short, you'll at least land on the stars.
- Care enough to dream and dream BIG and set BIG goals.
- No one ever got hurt by dreaming. It's doubting your dreams when the pain and suffering comes along.
- When your dreams involve helping others, it becomes a win-win for the world. Even if your dream or desire is about something for you, ask yourself, "How can I help others?" By doing this, you show the universe that you understand that it isn't all about you.
- Whenever you ask your heart a question, it will only answer one of two ways. If it answers yes, trust it, follow it, and do not second guess it. If it answers no, trust it, follow it, and do not second guess it.
- Continually write down and review your Dreams.

- Continually review and update your Dream Board.
- Let the people who know and support you hear about your dreams and goals so that they can continue to support you and hold you accountable.
- Don't try to re-invent the wheel. If you want to be successful, find someone who already is successful in the area you're striving for, and model them.
- Use Quick Release if you have a thought that doesn't support your dreams and goals.
- When you set an intention, be willing to let it go and give it the space to create. Most people hang on too tightly to what an outcome should look like and miss the true power of creation. When you truly want to create, set the intention, let it go, and be open to however it comes back. In other words, don't be attached.
- The saying, "We are our own worst enemy" is so true. Get out of the way of your creations.
- You don't need to know every detail of how something is going to happen, just trust that things happen exactly as they are meant to. By removing yourself as the obstacle you will create the space for the right people and resources to appear and reduce stress.
- As the saying goes, "If we had a friend that treated us like we treat ourselves, they wouldn't be our friend for long." Instead, ask yourself how you'd help a friend through a tough time, and then do that for yourself.
- Trusting that you can handle any situation that comes along gives you the power to move forward. Moving forward is a big step in achieving your dreams.
- Get out of your comfort zone.
- No matter what you do in life, be willing to give it everything you have because success is not always convenient. If you wait for it to be, you'll never truly live up to your full potential. Look for the situations that allow you to "get in the game" and take them.
- When you reach your goals, set new ones. Then repeat from the beginning, but make it bigger!

Remember: always play in your greatness and don't be afraid to show it! If they can do it, and I can do... there's nothing stopping you from doing it, too!

## OTHER RESOURCES BY THE AUTHOR



Visit **successleftaclue.com** to access other resources such as webinars and Robert's upcoming release of his "ClueMoji".

To receive one of Robert's "Clues" in your email each week, simply go to **successleftaclue.com/cotw** to sign up.



Each week Robert releases a new episode of his Podcast "Success Left A Clue" that is full of insights, interviews and fun. To subscribe, go to **successleftaclue.com/podcast** to sign up and have access to all of the episodes as well as the transcripts.

To start bringing your dreams to reality, go to **successleftaclue.com/amentora** to gain access to a free trial of Robert's interactive web platform/App AmentorA and start creating your dream boards and action steps.



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