

T R A N S C R I P T

Mastering Illusion

Hello, this lecture will cover the topic of mastering Illusion – an important key concept.

When you think you can or cannot do something you're in an illusion because in reality they are just thoughts or imagination and not reality.

Your reality could be the 4 walls surrounding your bed while you're lying there just thinking and not acting.

Unless you get out of bed and start acting on your thoughts or illusions you will never know if you can or cannot make it a reality. Hence they are passive illusions if not sustained by actions.

There's a famous saying: action speaks louder than words and this is mostly true. Unless we do, we will not see any results from wishful thinking.

There are active and passive illusions as well as positive and negative illusions.

Your illusion may be highly positive. But it is still an illusion if not backed by action. You may think your team or company will hit record sales this year but unless you're daily acting towards that goal it will not turn out to be a reality.

Mastering illusion can be seen as an intelligent application of data. Thoughts are just data and unless we apply them they remain useless.

Several years ago, during lunch, I asked a sales person if he is Salesman of the Year. He said he was not. I then asked him if this was a passive illusion to which he replied yes.

I then asked him to create an active illusion that he was Salesman of the Year. He also decided on the criteria necessary to be Salesman of the Year.

The very next day he started applying those criteria or attributes to his work. He had two photos of himself displayed inside his front door. One looking highly cheerful and enthusiastic and the other with a normal expression.

Each morning before leaving his apartment he had to trigger his active illusion as Salesman of the Year. He did this for 3 months and started seeing incredible results. My associate and I were brought in to train the entire sales division where he worked. Needless to say they turned a simple passive illusion into an awesome reality by breaking all sales records.

Action speaks louder than words and you need to fake it till you make it! This is only one example of the many applications of *Mastering Illusion*.

The goal of this course is to *Attain Your Objectives with Unique Eastern/Western Strategic Tools* and Mastering Illusion is one of the key tools to being the producer, director and actor of your life.

It is an ultra rapid transformation process. It builds inner strength, increases agility and creates beautiful situations in our life.

Keeping in mind there are positive and negative illusions just like a stationary ball can make us believe that it is moving up or down through a revolving spiral.

**One more time ... passive and active illusions:
Passive Illusions can be negative or positive
past experiences recorded in our brain or subconscious
mind. Active Illusions are new perceptions or ideas
backed up by actions.**

**Here's another example: The two salesmen knocking on
100 doors.**

**There was Big Good Bob with 3 big clients waiting
for them on the 51st, 72nd and 83rd door.**

**But Good Bob could have appeared on the 5th, 42nd and
73rd door. But since they were dealing with the Boss of
bosses they had no choice but to dance the best they
could till they get to the 51st door.**

**The first salesman got 10 doors slammed on him and
began looking disappointed. Then after 20, 30, 40 and 50
refusals he lost half his confidence and doubted his
ability to continue.**

**Imagine him reaching his first real potential buyer on the
51st door looking discouraged and lacking confidence
after being whacked by Big Bad Bob? Would he still be
able to make his pitch?**

**What about the second sales person you may ask? Well,
after each refusal he continued with his *World's Most
Perservering Person* active illusion, and got more and
more enthusiastic till he finally reached the 51st door.**

**Both salesman had the same encounters but with
different illusions. One was on passive, the other on
active illusion. That's the success strategy.**

**And this is the same strategy you want to apply to your
life as of today. YOU master illusion by producing,**

directing and acting in YOUR Life!

You start by first creating your profile. How would you look, walk and talk. You're the star, the CEO of You & Co. and a VIP! You'll get your VIP status in the next lecture if you haven't yet.

The objective is to behave a certain way – and see how you feel and how people react, and what happens when you behave according to this *Active Illusion*. If it's good, you can repeat it at will, till it becomes a *Passive Illusion* – but one you decided and acted on.

Now, go decide on a personal *Active Illusion* on a blank page and test it today ... Have fun!