7 Steps to Beating Fear, Doubt, and Indecision ... and How to Get *Anything* You Want
ABOUT THE AUTHOR

Sean Croxton is an author, entrepreneur, and personal improvement consultant on a mission to teach 1 million people how to discover and develop the hidden powers lying dormant within.

A former personal trainer and health coach, Sean began his journey in 2007 when he founded Underground Wellness, one of the first health-based channels on YouTube. His “edu-taining” video content quickly gained popularity due to his unique ability to make complicated matters of health easy and fun for viewers to understand.

In 2008, he launched Underground Wellness Radio, a Top 20 iTunes health podcast featuring weekly interviews with experts, authors, and health practitioners. The program ran for 7 years, with 348 episodes on all things real food, clean living, and functional medicine.

Sean is the author of The Dark Side of Fat Loss: Lessons from the Underground. He is the originator of the popular JERF (Just Eat Real Food) brand. And he has hosted and produced seven online summit events, including The Thyroid Sessions, The Digestion Sessions, and The Depression Sessions.

In late 2015, Sean decided to step away from the health space in order to pursue his passion for personal development, dedicating himself to studying and teaching the timeless works of Napoleon Hill, Earl Nightingale, Neville Goddard, Dr. John Demartini, and Bob Proctor.

His latest podcast, The Sean Croxton Sessions, features in-depth interviews with a new generation of self-help writers, internet entrepreneurs, and modern-day game changers.

He invites you to connect with him through his website and social media accounts.
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INTRODUCTION: ANYTHING MEANS ANYTHING

There is this marvelous inner world that exists within us, and the revelation of such a world enables us to do, to attain, and to achieve anything we desire within the bounds or limits of Nature.

— Raymond Holliwell, Working with the Law

You can have anything you want.

Seldom does such a bold statement arouse feelings of hope and optimism. Rather its tendency is to put our inner skeptic on high alert, stirring up images of past failings and fruitless efforts to rise above the ordinary life.

Perhaps the word anything has lost its appeal within the collective consciousness of a society mired in lack while clinging to a false sense of comfort and security. To want for anything is to disregard any and all sense of limitation, to open yourself up to censure for claiming more than your fair share, to acknowledge that all things are possible.

To reach for the stars is to stick your head above the crowd, vulnerable to the naysayers and fearful of leaving the others behind. Had they not surrendered their lives to the shaky hands of chance and fate, you could have risen together. Instead they chose ordinary lives of misspent potential and squandered possibilities. They can always change their minds.

The fact that you are reading this book suggests that the ordinary life is not in your immediate plans, that you know an extraordinary life awaits on the other side of your present circumstances. Chances are, your search for the right answers has led you down many paths, most of them outward bound but rarely showing the way within.

Within is where anything begins. At the root of the ordinary life is not the presence of fear and doubt, but the absence of understanding. With a true understanding of one’s self, of who you really are, fear and doubt fade away while faith and power appear in their place. It is from this heightened state of understanding that you will see your life through fresh eyes and become conscious of the fact that your outer world is but a mirror of the inner. Once you become aware of who you are and what you are capable of, the circumstances of your life become not a matter of chance or luck, but of choice and decision. YOU are responsible for your life.

It is the rare individual who accepts full responsibility for his or her life. To do so is to release all forms of blame ascribed to external circumstances and to willfully submit to the fact that you made it so. No, not to punish yourself by turning the blame within, but to be able to respond to life’s untoward conditions in the most constructive way.

You will come to realize that your constructive and destructive powers originate from the same source. Mind has the ability to create and disintegrate, build and destroy, accomplish and
sabotage. It is servant to its master. What you think and believe, mind accepts. Where mind
goes, life follows. You become what you think about.

It is the development of mind that bridges the gap between what you know and what you do,
what you want and what you settle for, who you could be and who you are. The unfortunate
reality is that you’ve never been taught how your mind works. For your entire life you’ve been
kept in the dark about the creative powers lying dormant within. Discovering these powers is
a responsibility in itself. To know of their existence but fail to make use of them is the tragedy
of all tragedies. Some would even call it a sin.

The educational system taught you how to use your brain but fumbled the mind. It taught
you to know and not do. Its emphasis on memorization and recollection is but a fragment of
mind’s considerable facilities, tantamount to honing a young superhero’s ability to see through
walls but never teaching her to fly.

You, my friend, have powers more magnificent than flight. You have been gifted with the
unique ability to live in a world of your own creating. Through right thinking you may make
and mold your life, have anything you want, and give everything you can.

Through the progressive development of mind, your outer world will take on a new form.
The limiting beliefs that have sabotaged your hopes and dreams will be plucked by their
roots. Your imagination will return from exile to build new ideas and images. And the
harassing voice that tells you why you can’t will be usurped by the guiding intuitive wisdom
that knows how you can.

It is said that the first law of learning is repetition. By committing to reading this book again
and again, you are becoming one of the very few who have chosen to trade the ordinary
for the extraordinary. As I have raised my own understanding and awareness through study,
repetition, and practical application, I have discovered that conceivably one-percent of the
population thinks, creates, and serves in the ways outlined in the pages to come. Thus it could
not be more fitting than to label this select group of thinkers, doers, and givers with any other
name but The One Percent.

Though, for some, the term “One Percenter” may conjure up images and adjectives relating
to greed and elitism, its meaning in the context of this writing concerns none of the above.
The time has come for a redefining of The One Percent, to turn it upright so that one day it
may summon images of those who stand for unlimited success and generosity from the inside
out. They are the ones who leave the world better than they found it by embodying the 21
selflessly rewarding characteristics below.
A One Percenter ...

1. knows what he wants.
2. takes full responsibility for her life.
3. has clear, defined goals written down.
4. guards and protects his mind.
5. does her own thinking.
6. wants for everyone what he wants for himself.
7. seeks counsel, not opinions.
8. chooses faith over fear.
9. makes decisions quickly and changes them slowly, if and when he changes them at all.
10. knows that the giving comes before the getting.
11. raises her income to meet her standard of living.
12. uses his imagination and follows his intuition.
13. never stops studying.
14. invests in herself.
15. gives thanks.
16. sees opportunity in failure.
17. does what he says he will do.
18. expects the good.
19. never takes the credit.
20. does what she loves.
21. starts with the what and ends with the how.
If you find yourself falling short of The One Percenter’s ways, fear not. Remember that everything about you and without you begins in the mind. If you can think it, you can be it.

By following the 7 steps herein, you can and will have anything you want. In fact, the truth is, you already have it. It’s always been here, patiently anticipating the moment when you reach inside and become who you must in order to receive all the good you desire. Everything you want wants you.

The happiness and health you’ve been seeking are seeking you. The financial security you’ve longed for longs for you. The like-minded friends you’ve been looking for are looking for you. All that you desire is eager to encounter the version of yourself that decides, vibrates, and persists in converting dream to destiny.

It will all make sense very soon.

For now, your first step is to UNDERSTAND where your mind has been and how you’ve gotten to where you are. And that is where we will begin.
STEP ONE. UNDERSTAND

"You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you."
— James Allen

One Percenters understand who they are and how their minds work. They know why we do what we do and why we don’t do what we really want to do. And as their understanding deepens through daily study and application, they may more effectively draw upon their inner resources to move toward and accomplish some meaningful end for the benefit of the greater good.

This is by far the most important step of the seven and will certainly be the longest chapter of this book. For where there is an absence of understanding, things show up as they are not. Minor obstacles resemble mountains. Temporary defeats appear catastrophic. But only in the presence of understanding may mountains be moved and alleged failures reveal their opportunities.

At the core of every fruitless intention is a lack of knowledge. The eager New Year’s resolution is easy prey to the deathless habit steeped in ignorance. Willpower repeatedly proves no match for the ruthless compulsions of self-sabotage. You wanted more out of life and ended up with more of the same. There is freedom in understanding why.

If They Can Do It, You Can Do It

One of the most limiting notions held by the masses is the idea that others can do things which we cannot. We’re inclined to believe that the great achievers of the world are in some way different from us.

The truth is, they are not.

In his timeless audio program, Lead the Field, legendary radio personality and speaker Earl Nightingale pointed out a hapless truth about the way we so commonly view ourselves and hence our capabilities. He said:

“…we tend to minimize what we can accomplish — the goals we can reach — and for some equally strange reason, we believe others can reach heights which we cannot! We tend to overlook the fact that there is enormous undeveloped potential within each of us — a great reserve of talent and ability which we habitually fail to use.”

Nightingale’s words, first recorded and published in 1972, reveal what is doubtless the most common rationale underlying the immense disparity in human achievement. For some strange
reason you’ve been convinced that others are more capable of success and accomplishment than you.

You must understand that we are all the same. No person was ever born with any gift which you were not gifted. As Nightingale asserted, you have made a habit of failing to use these gifts — your talents and abilities — and kept your unlimited reserve of possibilities in an undiscovered state.

All of the great achievers, past and present — from Thomas Edison, The Wright Brothers, and Henry Ford to Steve Jobs, Sara Blakely, and Beyoncé — were endowed with the same creative tools and mental faculties afforded to the rest of us. None were born with a silver spoon. Some never saw the inside of a college classroom. Instead, each understood how to use the gifts they were given to create what they wanted.

Life does not assign special parking spaces in front of the great storehouse of treasures for only the chosen few. The universe does not play favorites. It operates in a very orderly manner that cares nothing about who you are, but what you want, internalize, and claim as your own. Aligning yourself with this order by following the steps herein is the key to tapping your potential and unlocking your life.

Think. Feel. Act.

The simplest way to explain your current results is that you think with your mind, internalize through your feelings, and take action with your body. The end product of this three-part sequence of thoughts, feelings, and actions is your present state of happiness, health, and wealth. Your results are your life.

Everything begins with thought. The device with which you are reading this book was at first a thought before coming into the physical world. Its creator originated the thought and shaped it into an idea. He used his imagination to build an image of its finished design. He got emotionally involved with the image until it became a burning desire. And then he took all of the necessary actions to transmute the unseen into the seen, from his thought to the device you hold in your hand.

Such is the abridged version of the creative process, with all things beginning in the nonphysical realm of thoughts, ideas, and images before taking physical form through action. It is how all things come into being. Your thoughts become things.

Understand that your ability to use your mind to choose thoughts and ideas puts you in complete control of what manifests in your physical world. Your present results are the outcomes of your past thinking, while the future will be molded by how you choose to use your mind today.
But to use your mind to get what you want, it helps to know how the mind works.

**Your Invisible Mind**

No one has ever seen the mind.

If I were to ask someone what their mind looked like, chances are they would describe the human brain. However, the brain is a physical organ of the body. It is the instrument of the mind, but not the mind itself. The fact that mind is an activity with no physical form makes it difficult to comprehend in a visual world.

The first man to create a picture of the mind was Dr. Thurman Fleet, who originated his famous *stick person diagram of the mind* in 1938. This simple representation of the connection between mind and body has gone on to help millions of people understand who they are and how to get anything they want, largely through the works of legendary prosperity teachers Bob Proctor and the late Leland Val Van De Wall.

In the figure below you will see that you have but one mind. However, your mind operates on many complex levels, or planes of consciousness. For sake of simplicity we will examine the mind’s two primary divisions: the **conscious mind** and the **subconscious mind**.

![Mind Diagram](image)

This partitioning of the mind is depicted by the horizontal line drawn across the mind. We’ll call this line the **conscious-subconscious barrier**, with the conscious mind operating above the barrier and the subconscious functioning below.

You’ll also see how the mind connects with and essentially controls the body. As mentioned, your body is the instrument of your mind. It loyally obeys the commands of the subconscious and carries out its orders through your actions and behaviors.
This may shed some light on why your conscious-driven, willpower-fueled New Year’s resolutions always fall flat! Your body’s marching orders are taken almost entirely from the subconscious mind, the place where all of your habits, both good and bad, are kept under lock and key. It is important to understand that your subconscious governs your habitual behaviors, and almost all of your behaviors are habitual.

“[The subconscious mind] accounts for some 96 percent or more of everything you do and everything you attract into your life.” — Wayne Dyer, Wishes Fulfilled

So long as your unwanted habits are deeply rooted in the subconscious mind, no amount of conscious willpower will ever be enough to change them. The New Year’s resolution will always be forgotten before February. Your best laid plans will be broken without fail. That is, until you understand how to change your subconscious mind through your conscious mind.

We’ll get to that in a bit.

Your Two Minds

Before you can fully understand why your long-standing bad habits are so difficult to break up with, we have to explore in greater detail the inner workings of the conscious and subconscious minds.

Your conscious mind is your thinking and choosing mind. You use it to originate thoughts and turn them into ideas and images. It is also the center of your intellect and the part of mind of most concern to the educational system. Which may explain why so many brilliant people are unable to move ahead in life. The conscious mind knows but does not do!

The conscious mind has the unique ability to accept or reject incoming stimuli. For example, you are consciously aware of the words you are reading on this page and are hopefully using your intellect to think about the information being presented. As you consider the information, you have the ability to either accept it or reject it. This is known as inductive reasoning.

The subconscious mind is your emotional mind, storehouse of memory, and seat of action. In contrast to its more conscious counterpart, your subconscious has no ability to choose. It cannot reject. It MUST accept any idea — good or bad, constructive or destructive, real or imagined, big or small — impressed upon it, and then translate that idea into action.

**THIS IS IMPORTANT:** Whatever your conscious mind accepts to be true is then passed down to the subconscious mind, where the thought, idea, or image is taken on without deliberation and acted upon through the instrument of the body.

The conscious mind *impresses*, while the subconscious mind *expresses*. Whereas the conscious mind *knows* things, your subconscious is in charge of *doing* them. Here it bears repeating that it does not matter if the thought, image, or idea impressed upon the
subconscious is good or bad, or whether it is based in reality or a complete figment of your imagination. The subconscious is entirely impersonal, meaning that it does not care what you give it. It will do exactly what it is told, without exception.

Earl Nightingale could not have expounded this point more clearly in his famous audio program, *The Strangest Secret*, when he said:

“Suppose a farmer had some land and it’s good, fertile land. Now the land gives the farmer a choice. He may plant in that land whatever he chooses, the land doesn’t care. It’s up to the farmer to make the decision. Now remember, we’re comparing the human mind with the land. Because the mind, like the land doesn’t care what you plant in it. It will return what you plant, but it doesn’t care what you plant.

Now let’s say that the farmer has two seeds in his hand. One is a seed of corn, the other is nightshade, a deadly poison. He digs two little holes in the earth and he plants both seeds; one corn, the other nightshade. He covers up the holes, waters and takes care of the land and what will happen?

Invariably, the land will return what is planted. As it is written in the Bible, as you sow, so shall you reap. Remember the land doesn’t care. It will return poison in just as wonderful abundance as it will corn. So up comes the two plants; one corn, one poison.

Now the human mind is far more fertile, far more incredible and mysterious than the land, but it works the same way. It doesn’t care what we plant -- success, failure, a concrete worthwhile goal or confusion, misunderstanding, fear, anxiety and so on — but what we plant it will return to us.

You see, the human mind is the last great unexplored continent on the earth. It contains riches beyond our wildest dreams. It will return anything we want to plant.”
So ask yourself, farmer, what seeds have you been sowing?

Is your subconscious soil springing forth flowers of success or weeds of failure?

The proof is in the harvest.

“By their fruits ye shall know them.” — Matthew 7:16

Bodily Functions

The mind cannot create anything in the physical world without having a body to do its bidding. No one’s life was ever changed by thinking only. Action is the liaison connecting thoughts and things.

As you know, the body is the instrument of the mind. When your conscious mind accepts an idea, that idea is impressed upon the subconscious mind. Instantly, the subconscious mind alters the vibration of your body, thus producing a conscious feeling. It is the change in vibration that causes the expression of the idea by moving the body into action.

To better understand this concept of vibration-driven action, it may help to take a trip back in time for a quick sixth grade science refresher. This is around the time when you first learned that matter is anything that has mass and occupies space. You also discovered that matter can take on three different states — solid, liquid, and gas — and that it is made up of itty-bitty particles called molecules.

Packed with energy, molecules are in a constant state of motion. In other words, they vibrate. And it is the speed at which the molecules vibrate that governs which form or state matter will take. Slow down the molecules that make up water and you get solid ice. Speed them up and you get steam. The molecular structure never changes, only the speed or frequency at which the molecules vibrate.

Since all things are made of molecules, EVERYTHING is in a constant state of motion and has a frequency. Yes, the device you are using to read this sentence is moving right before your eyes! If it has mass (check!) and occupies space (check!), then it’s made of molecules and is vibrating on its own frequency.

Now consider your body. It, too, has mass and occupies space. If it didn’t, you wouldn’t physically exist. In fact, your body is a mass of molecular energy vibrating at very high rate of speed!

Why does any of this matter? (No pun intended. Well, maybe just a little.)

Because the speed at which your body vibrates is determined by the thoughts, ideas, and images impressed upon your subconscious mind. What you call “feelings” are nothing more than your conscious awareness of the vibration you are in. When your subconscious is pregnant with good, positive, productive beliefs and ideas, you feel good. But when it’s steeped in negativity, you feel bad. It’s that simple.
Your subconscious mind sets up your body’s vibration, putting it on a frequency in alignment with your thoughts. And since your body is the mind’s obedient servant, it will transmute your non-physical thoughts, ideas, and images into their physical equivalents by the most convenient means possible. Or as the great steel magnate Andrew Carnegie once said:

“Any idea that is held in the mind, that is emphasized, that is either feared or revered, will begin at once to clothe itself in the most convenient and appropriate form available.”

In doing so, your body will not only express these vibrations through your behaviors and actions, but you will also attract anyone and everything in harmony with your vibration, or on the same frequency.

Like attracts like. It’s the Law of Attraction!

But now I’m getting ahead of myself…

The Law of Attraction?

Now here’s where things might get a little “woo-woo” …

But wait! Before you close this book and call me a crackpot, bear with me for a moment as we consider a few universal experiences that have happened to presumably every human being on the planet. Yet seldom do we consider WHY they happen.

How many times have you been thinking about someone — maybe a friend or family member who you haven’t seen or spoken with in months or years — and all of sudden they call, text, or email you out of the blue? You probably said to them, “Oh my gosh, I was just thinking about you!” And maybe for just a moment you secretly wondered if you had some kind of magical psychic power. Be honest!
I’m sure you can think of dozens of times when you were somehow able to mentally connect or “vibe” with another human being, whether it was your good friend sitting across the dinner table or an old buddy on the other side of the planet. But regardless of how many times this happens, you chalk it up to random chance or coincidence.

Because anything else would be silly, right?

In fact, this actually happened to me last night. I texted my friend Beth and she replied:

“Hi! So weird! I was just thinking about you. How are you?”

Turns out, Beth was in the shower thinking about how she hadn’t heard from me in a while. When she got out of the shower, she had a text message from me.

My friend Gina and I do it all the time. It’s borderline scary!

So, how often does this happen to you?

Do you just chalk it up to mere coincidence, or do you feel like there’s something more going on?

Here’s something else I ponder every so often …

I’m sure you know someone who’s a real drag to be around — the classic energy vampire or drama magnet. Every time you come across him, you get an earful of his latest cluster of misfortune. He totaled another car; his third this year. (But it wasn’t his fault; it never is.) He got cheated on by yet another girlfriend. His roommate/best friend can’t come up with the other half of the rent, so now the landlord is threatening eviction. And of course, his boss hates him and is just looking for a reason to fire him. On and on he goes, just sucking the life right out of you. You can’t help but wonder how so much bad stuff can happen to one person. It’s just one thing after another. The guy can’t seem to catch a break!

At the same time, you know someone who seems to live a charmed life. When you bump into her, she radiates with optimism as she fills you in on all of the wonderful opportunities and happenings going on in her world. She got the job she wanted. She found the man of her dreams. She just returned from a backpacking adventure in Peru and is already planning her next trip to Iceland with her equally successful girlfriends. And then she takes you out to the parking lot to show you her brand new car. You would think a fairy came along and dumped pixie dust all over her!

What in the world is going on here?

How is it that one person is a magnet for drama while life seems to smile upon the other?

Well, the answer isn’t pixie dust. It’s The Law of Attraction.

(You still with me?)
Now let’s tie this all together. You have the ability to choose thoughts with your conscious mind. You can take these thoughts and turn them into ideas or images which you may impress upon your subconscious mind. Then your subconscious shifts your body into a new vibration, which presents itself as a feeling and finds expression through your actions.

FYI: I repeat things on purpose. That's how we learn.

And here's where The Law of Attraction kicks in …

Your action sets up an equal and opposite reaction, causing changes to the conditions, circumstances, and events in your life, otherwise known as results. The reaction is the attraction!

Energy vampires choose thoughts that set up and send out negative vibrations. Therefore, they always feel bad and can't help but attract negative conditions, circumstances, events, and PEOPLE into their lives. Because they're on an equally low frequency, vampires tend to stick with vampires.

Remember, vibration is energy. When you’re in a vampire’s presence, they can pull your energy down to meet theirs, but only if you let them. This is why they’re called energy vampires.

Optimistic people plant seeds of hope and success into their subconscious soil, creating a high-frequency vibration. Their energy is magnetic and they tend to have a highly attractive thing about them. They’re usually confident and upbeat and express themselves through purposeful action and disciplined behavior. Which sets up a reaction that can sometimes appear like a charmed life sprinkled with pixie dust.

You must understand that The Law of Attraction works the same for everyone. It does not matter what seeds you plant. It will attract everything and everyone you need to bring forth exactly what you sow.

It’s your choice. Choose wisely.
Your Hidden (and Not So Hidden) Gifts

You’ve been gifted with the powers to create anything you want.

When Earl Nightingale said that we have a great reserve of talent and ability which we habitually fail to use, he was referring to the two sets of gifts each of us received at birth; one we grossly misuse, the other we use against ourselves.

The first set of gifts afforded to your conscious mind is your **sensory factors**. These senses are indicated in the illustration below by the five arrows atop the conscious mind. They represent your ability to see, hear, smell, taste, and touch.

By using your five senses you can connect with and live in a physical world. As they work from the outside in, the senses allow you to enjoy all of the wonderful pleasures of life while also providing a system for monitoring your results. In other words, they furnish you with the best evidence as to whether you’re getting what you want, or not.

Remember, what is outside is a reflection of what’s inside. All that you experience in your physical world is an end product of your thoughts, feelings, and actions. The moment you forget this truth is when your five-sense gift becomes a curse.

The One Percenter thoroughly enjoys her senses, but she refuses to let them run her life. She understands that living is done from the inside out, not the outside in. The latter will only derail her creative process by putting her results in charge of her thoughts, instead of her thoughts controlling her results.
For example, imagine you check your bank balance and see only $40 in your account. This is all the money you have in the world. The first thing you think about is how broke you are, which of course makes you feel bad. With “broke” thoughts and bad feelings, how would you act?

If you’re feeling bad about your finances, then you’re in a negative vibration. As the obedient servant to your subconscious mind, your body has no other option but to express this downtrodden vibration through action. When you think, feel, and act like a broke person, then all you can and ever will be is broke!

Your results, as gathered by your senses, DO NOT belong in the captain’s chair of your mind. When your senses take over the ship, you’re heading for stormy waters. This is the problem with five-sense living. And it’s exactly what most people are doing.

### INSIDE-OUT LIVING

<table>
<thead>
<tr>
<th>THOUGHTS</th>
<th>I want to improve my finances.</th>
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<tbody>
<tr>
<td>FEELINGS</td>
<td>I believe I can improve my finances.</td>
</tr>
<tr>
<td>ACTIONS</td>
<td>I am providing useful service to improve my finances.</td>
</tr>
<tr>
<td>RESULTS</td>
<td>I am earning more money.</td>
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</tbody>
</table>

### OUTSIDE-IN LIVING

<table>
<thead>
<tr>
<th>RESULTS</th>
<th>I have $40 in the bank.</th>
</tr>
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<tbody>
<tr>
<td>THOUGHTS</td>
<td>I’m broke! I never have enough money.</td>
</tr>
<tr>
<td>FEELINGS</td>
<td>I feel hopeless, like I’ll never get ahead.</td>
</tr>
<tr>
<td>ACTIONS</td>
<td>I’m doing more of the same.</td>
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In the One Percenter’s mind, “believing is seeing.” She breaks the pattern of sensory living by understanding that she has the power to create something better than what her five senses currently reveal … but only when she makes proper use of her six mental faculties.
Meet the Faculties

In his book, *Think and Grow Rich* (1937), Napoleon Hill wrote:

“An educated man is not, necessarily, one who has an abundance of general or specialized knowledge. An educated man is one who has so developed the faculties of his mind that he may acquire anything he wants, or its equivalent, without violating the rights of others.”

Hill, who, from 1908 to 1928, interviewed five hundred of the world's most successful people, including Thomas Edison, John D. Rockefeller, Alexander Graham Bell, and Henry Ford, made it clear that in order to get what you want you must recognize and develop your mental faculties.

Though falling in the purview of your conscious mind, the mental faculties are typically hidden in plain sight or generally ignored. Whereas your five senses demonstrate what is, your mental faculties tap into what’s possible. They are what separate you and me from the lower forms of life, giving us the unique ability to create our own environment.

These creative faculties, as I prefer to call them, include your imagination, will, reason, memory, perception, and intuition. So let's meet the faculties!

**IMAGINATION:** Easily the most important of your creative faculties, imagination is what lets you go into the future and bring the future back into the present. It is the wellspring of your dreams and the first stage of creation. Remember, all things are created twice, first in the imagination and then in the physical world. One Percenters have very well-developed imaginations. Sadly, this faculty is often discouraged and hence exiled by an educational system that admonishes children for daydreaming.

**WILL:** The will is your ability to focus. With your will you can hold an image on the screen of your mind to the exclusion of all outside distractions. It keeps your mind laser focused, concentrating your attention on the objective at hand through its completion. Your will and imagination are paramount to the creative process and will be covered in more detail in steps 3 and 4.

**REASON:** Reason is what gives you the ability to think and choose. By using your reasoning faculty you are able to choose thoughts and put them together to build new ideas and images. As a faculty of the conscious mind, it also enables you to accept or reject incoming stimuli from the outside world.

**MEMORY:** Memory is the great storehouse of the mind in which previous experiences are recorded. Since the majority of ideas are often new combinations of old ideas, the imagination is highly dependent upon memory to do its works. Without this storehouse of experience there would be no material on which to base your thoughts, ideas, and images. The mind would be essentially blank, lacking the ability to learn, reason, or form clear perceptions based on past experience.
**PERCEPTION:** Your perception is your point of view, or the way you see the world. Since your perception influences your choice of thoughts (and thus your feelings and actions), even the most subtle shift in perception can cause profound changes to your results. When you re-evaluate the way you see things — including the way you see yourself — everything changes.

**INTUITION:** Your intuition is what tunes you into the vibrations and feelings of others. If you have ever walked into a roomful of people and immediately sensed that there was something wrong, your intuition was responsible for translating the room’s vibration and presenting it to you as a feeling. Intuition is also your voice of inner wisdom. It is the source of the hunches, inspirations, and sudden flashes of insight that guide you along your path.

You must understand that the creative faculties described above are the channels made available to you for coming into contact with the inner world and tapping into your unlimited potential. Developing and using these inside-out faculties in preference to living through the five senses is the key to getting unstuck.
You’ve Been Programmed

Here’s where things get very interesting …

Aside from your inherited genetic tendencies and innate reflexes, your mind was a clean slate at birth. This is when your subconscious storehouse of memory was getting its first bits of information to start up its stockpile. And without any memories or past experiences, you couldn’t reason, imagine, or hold much of anything with your will.

In its undeveloped state your conscious mind was rather useless, unfit to accept or reject any little baby thoughts or build any baby ideas. And for that reason your mind looked like this:

When you were born, your mind reported straight to Baby Mind Boot Camp. There, your brand new, unconditioned mind was put through a long-term conditioning program. For the first six years of your life, you took instruction from the only drill sergeants you knew and trusted — your parents, babysitters, teachers, and preachers, otherwise known as authorities.

As you see in the image above, your subconscious mind was literally wide open, with no conscious filtering mechanism available at this stage of your development. In other words, the subconscious accepted uncritically every incoming idea handed over by authority figures and other outside influences.
It was during this period that you may have unwittingly accepted frequently expressed, self-limiting statements like:

“BE SATISFIED WITH WHAT YOU HAVE.”

“DON’T SET YOURSELF UP FOR DISAPPOINTMENT.”

“MONEY DOESN’T GROW ON TREES, YA KNOW!”

“IT’S BETTER TO BE SAFE THAN SORRY.”

“It is spiritual to be poor.”

“MORE MONEY, MORE PROBLEMS.”

“YOU HAVE TO HAVE MONEY TO MAKE MONEY.”

“If you don’t get a good formal education you’ll never find a good job.”

“RICH PEOPLE ARE GREEDY. THEY ONLY CARE ABOUT THEMSELVES.”

“You can’t have everything you want!”

By the time your conscious mind gained its full capacity to accept and reject, you had probably heard many of these statements more times than you could count. They were literally pounded into your head! With no ability to reject them, they, along with other habits and thought patterns genetically inherited from your parents or learned during a half decade of Baby Mind Boot Camp, became programmed into your subconscious mind.

This mass of information, known as your paradigm, gave rise to the very belief systems you still hold today. These hardwired beliefs have colored your perceptions, shaped your logic, and set exact limits on your capabilities when it comes to everything from your relationships to your income. In other words, the thoughts, beliefs, and opinions of others became your own, all without your consent!
PARADIGM: A multitude of habits that are fixed in the subconscious mind. It is a mental program that has almost exclusive control over your habitual behavior. And almost all of your behavior is habitual.

When your paradigm colors your perceptions it cannot help but influence the thoughts you choose. For example, if your subconscious mind has been programmed to “better be safe than sorry,” then all situations involving risk, no matter how calculated the risk may be, will evoke skeptical thoughts, feelings, and actions. In contrast, someone who has been programmed with the idea that “without risk there is no reward” will think, feel, and act much differently.

Or, if your subconscious mind believes that with more money comes more problems, then your paradigm will sabotage any and all conscious plans to raise your income. You will automatically undermine yourself. And you’ll do it every time.

When your paradigm is thick with negative programming, it handicaps your creative faculties and pits them against you. Instead of using your imagination to build exciting new ideas, you use it to create images of the worst that could happen. You use your reasoning faculty to think of all the reasons why you can’t do something. Your will holds the image of the worst that could happen on the screen of your mind … until it happens! And you develop a deep distrust in your intuition since everything it ever tells you falls well outside of the self-imposed limits of your logic.

See how this works?

Before we move on to our next step, take a moment to think about your beliefs. Are they based on sound reasoning and truth, or have they been passed down from generation to generation until they finally landed on you?

What you will very likely find is that many or most of your beliefs are completely absurd, totally ridiculous, and in desperate need of a re-evaluation. As you continue to contemplate and re-evaluate these beliefs, everything in your world will change. And the most important belief of all — your belief in yourself and what you are capable of — will expand, while old programmed habits and thought patterns lose their strength and crumble to pieces.

Pixie dust will sprinkle down from the sky.

And that, too, is what you must understand.
STEP TWO. CHOOSE

The true dividing line for mankind are not borders, color or language, but simply ignorance and its polar opposite, understanding.

— Bob Proctor, You Were Born Rich

The One Percenter chooses understanding over ignorance, expectancy over doubt, and faith over fear. But he doesn’t go overboard. He lives in the real world with the rest of us.

In his book Your Greatest Power (1953), J. Martin Kohe wrote:

“You are the possessor of a great and wonderful power. This power, when properly applied, will bring confidence instead of timidity, calmness instead of confusion, poise instead of restlessness, and peace of mind in place of heartache.”

This great power Kohe made reference to is your ability to CHOOSE. When you are no longer bound to a five-sense world of self-imposed limitations, you come to realize that anything is possible. You gain strength in knowing that your results — your happiness, health, and wealth — are entirely in your own hands. But to know who you are and how your mind operates affords no guarantees. Now you must choose.

Your first choice is whether you will live with understanding or stumble your way through ignorance. To choose the former is to move forward in FAITH. To opt for the latter is to lock arms with three of the world’s most destructive forces: worry, doubt, and FEAR.

NOTE: Before we begin to explore your options, I should clarify what I mean by ignorance, as the word has taken on a negative connotation in recent times. To be ignorant is to simply lack knowledge or information pertaining to a given subject matter. We are all ignorant in many ways. For example, I don’t have a clue how a car works. All I know is, when I turn the key it starts. The rest of it is a mystery to me. That makes me ignorant in that department.
The diagram below, created by Bob Proctor and tweaked a bit by me, may be the most important image I have ever seen. When I get off course, it has a way of getting me back on track. My hope is that it will do the same for you.

The diagram demonstrates the **law of polarity**, or the fact that everything has an opposite — there is no good without bad, up without down, front without back, heads without tails, praise without criticism, gain without loss, etc. In this case, the opposing sides of knowledge are ignorance (on the left) and understanding (on the right).

For now, let’s give our attention to the side of ignorance. By living in an ignorant state, you allow your five-sense results to control your line of thinking. Therefore, you choose to use your conscious mind to entertain thoughts of worry and doubt by focusing only on the downside of a situation and by always expecting the worst. As you get emotionally involved with these worrisome ideas and images, your subconscious mind sets up a feeling of fear, thus putting your body into a negative vibration called **anxiety**.

Typically, anxiety is a suppressed state resulting in an underlying tension that feels something like holding an inflated beach ball underwater. Eventually it bursts through the surface, but in the form of depression and the symptoms of disease. This chain reaction, set in motion by living through your senses and only seeing one side of things, leads to a state of disease, deceleration, and ultimately disintegration of mind and body.
Now let’s turn to the side of understanding. This is the side of the One Percenter, who employs his creative faculties to live from the inside out. In doing so, despite the evidence of his senses, he chooses thoughts of gratitude and expectancy by focusing on the good he has now, the good he knows is coming, and the lessons and opportunities in what initially seemed not-so-good. As he becomes emotionally involved with these thoughts, he develops a deepening faith in the creative process as well as an air of poise in his behaviors and actions. As his understanding strengthens, so too does his health and well-being. He accelerates in his ability to give and receive. He is a center for creation.

“Faith is the ability to see the invisible, believe in the incredible, and that is what enables the believers to receive what the masses think is impossible.”

— Bob Proctor

If you find yourself currently living on the side of ignorance, you’re not alone. Realize that you have the power (in fact, it’s your greatest power) to jump to the other side. All you have to do is choose.

Click HERE for a printable version of the Choices diagram. Pin it in a place where you will see it often as a reminder that YOU choose your life.

The Real World

Understanding is not extreme positive thinking.

As someone who spent almost a decade in the internet health space, I’ve seen extremity at its worst, as the general trend is for people to jump from guru to guru looking for the perfect diet or healing protocol. It’s pretty much the same as when you thought you found the “perfect” man or woman and put them on a pedestal, only to find that they had just as many flaws as the rest of us. You allowed yourself to get caught up in a fantasy that sooner or later left you feeling disillusioned and let down. Reality always wins.

People who try to eat all the right things all the time end up living in an alternate universe of their own making. They stop going out to dinner with their friends because the menu doesn’t have enough gluten-free options or the chef cooks with the wrong oils. They get rid of all of their bad-food-eating friends and spend their social hours posting on food-related Facebook groups. When they break their diets — and they will break their diets — they beat themselves up. And at some point they look around and no one else is there. They’ve isolated themselves away from all potential threats to their perfect way of living and eating. But honestly, it doesn’t sound all that perfect to me. How about you?

Extreme positive thinking is no different. It’s unrealistic. It’s inauthentic. And it repels more than it attracts. You see, there are self-help gurus who teach and preach “universal laws,” yet they often omit the law of polarity, which, as mentioned at the start of this chapter, states that everything has an opposite. Everything has two sides! You will never find benefits without
drawbacks, praise without criticism, or positive thoughts without negative thoughts. To expect positive without negative or negative without positive is to live in an alternate universe right alongside the lonely perfect diet people.

The universe is all about balance, preferring to bring life back to center instead of getting too high or too low. When you’re too high, you’re living in a place where there’s positive without negative. That’s what’s called a fantasy. And when your reality doesn’t match your fantasy — or your illusion of how your life should be — you go into pain, suffering, and depression. Conversely, when you perceive your life to be all negative with no positive, you’re in a nightmare and get the same result.

Believe me, I’ve tried being all positive and no negative before. It doesn’t work. You’ll never be able to get rid of half of yourself. If you want to be a magnet for the good you desire, remember that a magnet has two poles, a positive and a negative pole. There’s no such thing as a unipolar magnet. This is why extreme positive people tend to repel instead of attract. They end up pushing away their friends and family for being “too negative.” They punish themselves for every negative thought. They hope the next self-help book they read will fix them. And then one day they look around and find themselves all alone with a pile of Norman Vincent Peale books. (He’s the author of The Power of Positive Thinking, by the way.)

Yes, positive thoughts are indeed powerful. But if you expect to never have a negative thought again, you’re screwed. Because life has a way of balancing things out. When you get too high, it will feed you a slice of humble pie to bring you back to center. Get too low and it will send its support team to lift you up. It’s your choice to see life’s balancing factors for what they are, or to ignore them altogether. The latter is ignorance. The former is understanding.

Don’t forget you’re human.

For more information on the law of polarity, study the works of Dr. John F. Demartini. That man is brilliant.

**Full-Scale Terror Alert**

The One Percenter’s mind fights terror.

To choose understanding is to move beyond the boundaries of your comfort zone. Your subconscious paradigm, being a fixed set of habit patterns controlling nearly all of your actions, isn’t too fond of change. In fact, it deplores change and will do everything in its power to send you back to where things are more cozy and familiar.

The images below illustrate the three stages of The Terror Barrier. In the first stick person on the left, you’ll find an X in the subconscious mind, indicating your habitual pattern of thinking, or your paradigm.
Since your paradigm dictates how you perceive the world, you’re inclined to choose thoughts and ideas that are in harmony with your conditioning, as indicated by the X in the conscious mind. With your conscious and subconscious minds in perfect alignment of X-type thoughts and feelings, your body follows suit with X-type actions and behaviors, thus getting X-type results. This is how most people operate for all of their lives, bound within the limits of their comfort zones.

Now take a look at the next stick person, where you’ll see a Y in your conscious mind. This is what your mind looks like when you’re considering making a change by entertaining a new Y-type idea that falls outside of your subconscious programming. In other words, you’re just kicking around the idea and haven’t decided to do it quite yet. As long as it loiters in your conscious mind, it poses no real threat to your paradigm or your cozy X-type results.

At some point you make a decision; you’re going for it! You get emotionally involved with the Y-type idea by impressing it upon your subconscious (as seen in the Terror Barrier stick person above). Now your subconscious mind is holding onto opposing X and Y ideas, which shifts your body into a foreign vibration. When this happens, it’s like having two rival gangs hanging out in the same parking lot. It’s about to go down!

As your X and Y ideas duke it out, you find yourself pulling back and pondering a return to the “comforts” of ignorance. You begin to doubt your ability to change. You worry about what other people will think. As you eventually become deluged with feelings of fear and anxiety, you come up with every reason why you can’t do what you’ve set out to do. Before you know it, you’ve given up on your Y-type dream and gone back to where you came from. It just wasn’t meant to be.

But it’s not that it wasn’t meant to be; you just ran up against the terror barrier.
EVERYONE who decides to change their results hits the terror barrier!

It’s not just you.

If you’re not having a lightbulb moment right now, you need to go back and reread this section. I’m serious.

This is what it means to have understanding. You see, when you set out to change your results without understanding what’s happening in your mind, you’ll ascribe all of those doubtful thoughts and ensuing fears to “it wasn’t meant to be.”

But it was meant to be; you just let your paradigm win the gang war in the parking lot. You have to fight back and push your way through the terror barrier! On the other side of the terror barrier is FREEDOM. As you continue to push, the Y idea grows while the X-type paradigm shrinks and ultimately succumbs to your will.

No one is immune to the terror barrier. When I first sat down to write this book I freaked out for an entire day. My paradigm made up every reason why you would absolutely hate it. It told me that I should stick to writing about health. It said this whole thing would be a waste of my time. It tried to scare me with thoughts of negative reviews being posted online. But I had an understanding of WHY it was happening, and I knew that the only way to defeat the paradigm was to keep writing. And the more I write, the quieter it gets.

In his book Dynamic Thought (1921), Henry Thomas Hamblin wrote:

“When the entities that cause the disturbance realize that you mean to keep on, and that you cannot be bullied into going back to the old life, they will quickly leave you.”

The One Percenter doesn’t put up with bullying. He meets his paradigm in the parking lot and expects to come out victorious. That’s why he wins.
STEP THREE. DECIDE

I am not a product of my circumstances. I am a product of my decisions.

— Steven Covey

What do you really want?

It’s a question that puzzles almost the entire population, and one that best explains why so very few are getting what they want. Because in order to get what you want, you must decide what you want.

The One Percenter knows exactly what she wants and stands firm in her commitment to get it, as she has developed the habit of making decisions quickly and changing them slowly, if and when she changes them at all.

Raymond Charles Barker, author of The Power of Decision (1968), wrote:

“Success and failure are results of the mind. Every success-motivated mind has been a decisive mind. Every failure-motivated mind has been an indecisive mind. Only the dreamer who acted with decision on his dream brought forth something new and valuable. It takes as much mental work to fail as it does to succeed. Failure is actually a success negative. It is the result of consistent negative patterns in the subconscious mind. Worry always begets indecision.”

In his article entitled Decision, Bob Proctor writes:

“Individuals who have become very proficient at making decisions, without being influenced by the opinions of others, are the same people whose annual incomes fall into the six and seven figure category. However, it’s not just your income that is affected by decisions — your whole life is dominated by this power. The health of your mind and body, the well-being of your family, your social life, the type of relationships you develop … all are dependent upon your ability to make sound decisions.”

Napoleon Hill unapologetically described indecision as “the worst of all human ailments.” Common symptoms include worry, anxiety, confusion, inner conflict, and paralysis by analysis, though indecision itself is not their primary cause.

At the core of the indecisive mind is a poor self-image, or lack of confidence in oneself. Many times, the indecisive individual went her entire childhood and adolescence without ever making a decision for herself. Though she could learn from her errors, she fears making a mistake. She follows the crowd without considering where they’re going. She waffles back and forth but never moves forward. She has yet to understand that her indecision is in fact a decision; it is her decision to fail.
“Unless you allow yourself to make mistakes, to fail, you will never have the opportunity to test the limits of what you are capable of accomplishing.”

— Price Pritchett, Ph.D.

The indecisive mind is conflicted and chaotic; the successful mind is resolute and well ordered. The word decide actually comes from the Latin decidere, which literally means to cut off. Therefore, to make a decision is to cut oneself off from all other possibilities. It is a commitment with no room for ambivalence, wavering, or second thoughts. No outside opinion can sway you. Your decision belongs to you and you alone. The moment the decision is made, your mind steps out of chaos to assume a more orderly state. You become success-minded.

**It Ends with How**

In my opinion, most people already know what they want. They can use their imaginations to create images of the abundant lives they desire — the places they want to go, the work they’d love to do, or the dream house they wish to live in. But just as soon as they imagine what they want, they use their reasoning faculty to come up with every reason why they can’t have it.

Ask yourself, have you been talking yourself out of the good you desire?

If so, it’s not you. It’s your paradigm!

There’s a good chance when you were a kid you let your parents in on some really exciting thing you wanted to do, to which they responded:

“Well, HOW are you gonna do that?”

Or, you told them about something really special you wanted to have, and they asked:

“Well, HOW are you gonna afford that?”

That’s the paradigm! When you imagine the good you want out of life, there’s a little troll living inside your subconscious that thinks you have to know HOW to do something before you’ve actually decided to do it. So you’ve gotten into the habit of putting off decisions until you have all the resources needed. You refuse to move forward without the foolproof plan. But the truth is, you don’t have to know how to do anything until after you’ve made the decision to do it.

You don’t need the money to afford it until you’ve decided to buy the house.

You don’t need help with the kids until you’ve decided to start the business.

You don’t need the plan until you’ve decided to launch the project.
Believe me, you’ll attract everything and everyone you need after you commit to where you’re going. Until then, you don’t need them and they don’t need you.

What no one ever told you is that NOT knowing how to do something is in fact the best way to know if you have a worthwhile goal.

**Making it Worthwhile**

As kids, we shot for the stars. As adults, we aim for the floor.

Insulated by a false sense of safety and security, we seldom stretch beyond our comfort zones to take a peek at what’s possible. We set goals that we already know we can accomplish. We only do what we think we’re capable of doing. We reach for where we are.

There are three types of goals and goal setters:

**A “C” GOAL** is the average person’s goal. The C-type goal setter goes after things he already knows how to get. In fact, many times he goes after things he’s already gotten. But there’s no growth in that. None.

**A “B” GOAL** is a little better than a C goal, but not quite inspiring enough to keep moving forward after running into the first obstacle. This is a goal that you THINK you can do. You’re fairly certain that if everything goes the way you think it will, you’ll get what you want. But honestly, there’s not much growth in this one either.

**THE “A” GOAL** is the worthwhile goal, one that sparks awareness, attraction, and action. You have no idea how you’ll do it. The only way you’ll ever get it done is by kicking your comfort zone to the curb and stepping into the unknown, the only place where you’ll ever grow into who you truly are.

A One Percenter chooses A-type goals. She stretches herself by setting goals that both inspire and intimidate her. Although she has no idea HOW she will accomplish her goal, she knows she will. That’s all she needs to know.

**It’s Not About the Goal, It’s About the G.O.A.L.**

The One Percenter’s goal is never about the getting, it’s about the giving and the growing. I like to say that a G.O.A.L. is a vehicle for bringing Growth, Order, and Awareness to Living.

What does that mean? Let’s take a look …
GROWTH: When you set a goal that stretches you, the joy is in finding out who you’re capable of becoming and what you’re capable of doing along the way. Or as the great motivational speaker, Les Brown, once said:

“To achieve something you have never achieved before, you must become someone you have never been.”

Think of who you are right now at this very moment and then imagine yourself coming into possession of the good you desire. I mean, you really did it. How would you feel about who you are and what you’re capable of? How much would you have learned about yourself?

You see, it’s not about the money or the house or the business or whatever you’ll be setting out to accomplish. It’s about how much you had to grow to get it!

ORDER: As you know, a mind without a goal is either in chaos or stagnation; it has no direction. Setting a goal is like entering an address into your vehicle’s navigation system. Instantly, the creative power within knows exactly where it’s taking you. Remember, the successful mind is well ordered. Once your mind is in order, chaos perishes and vibration awakens. It’s only a matter of time before you arrive at your destination.

AWARENESS: Your present results are a reflection of your current level of awareness, while your future results are a matter of raising it. I like how Bob Proctor explains this concept. He says, if you’re earning $50,000 a year it’s because you’re not yet aware of how to earn $50,000 a month. Once you’re aware of how to make $50K a month, you’ll never settle for $50K a year again. As you move toward your goal, your awareness grows. And as your awareness grows, life follows.

LIVING: To live is to create, expand, and progress. In his book, *The Science of Getting Rich* (1910), Wallace D. Wattles wrote:

“Life by living, multiplies itself. It is forever becoming more; it must do so to continue to exist.”

Whoever told you to be satisfied with what you have did not know the first thing about what it means to live. To live is to create and to never stop creating. It is a law of life to create or disintegrate; there is no standing still.

Regardless of our religious views, most of us can agree that we are spiritual beings. Spirit is for expansion; it is always seeking greater expression. Your creative faculties were not gifted to you by accident. You received them so that you may be more, do more, have more, and give more. If you are satisfied with your life, then you are not living. To be satisfied is to cease expanding, the antithesis of growth and creation. To live without limits is to be in an invariable state of constructive dissatisfaction. This doesn’t mean that you must be unhappy to live. In fact, being constructively dissatisfied is one of the keys to bringing more happiness into your life.

Constructive dissatisfaction is the ultimate creative state. The world’s greatest inventions were
conceived and created out of dissatisfaction — lightbulbs from candles, word processors from typewriters, email from snail mail. The satisfied person is one without motive. She is incapable of setting a goal. And to be without a goal is to suspend growth and increased awareness. However, it is through the expansion of awareness that more happiness is found. You grow into happiness. That’s what the G.O.A.L. is for.

GOAL for What You Want, Not for What You Need

Before we jump into your goal-setting activities, there are two things you must understand:

#1: There is no inspiration in needs. A worthwhile goal is one that inspires you into action. Inspiration comes from wants, not from needs.

#2: There is no such thing as taking more than your fair share. The universe is abundant and spirit is infinite. You must understand, there is more than enough to go around. In an infinite world of abundance you can never claim more than your fair share.

“From abundance he took abundance, and still abundance remains.”

— The Upanishads

The reason I highlight these two points is because goal setting can at times evoke feelings of guilt and shame. We feel guilty for wanting to live as others don’t. We shame ourselves over our seeming materialisms. However, the One Percenter knows that materialistic goals are excellent goals, while being fully aware that the material item itself will never bring her happiness. It is only a symbol of her growth.

Admittedly, I sometimes find myself in a momentary struggle with my own programming over wants and needs. For example, I have a love for homes and interior design. In my spare time I like to flip through magazines like Dwell and swipe through my favorite real estate apps looking at pricy homes on the California coast.

Every so often, I’ll land on the most beautiful, modern home right on the beach with an 8-figure price tag. I think to myself, I want that house! And that’s when I hear that troll-like voice inside of me saying, “You don’t need that big of a house. Look at the price. Just how are you going to afford that?”

The paradigm speaks.

Fortunately, my degree of understanding affords me the ability to quickly identify the voice, grab it by its tongue, and set it aside.

Inspiration is your paradigm’s greatest adversary. It would sooner be shielded by needs than made vulnerable by wants. Keep this in mind as you work through the exercises on the following pages. When the voice of needs condemns your wants, be quick to grab its tongue and remind yourself that the universe is abundant. You can have anything you want, so long as
it is good, moral, and does not violate the rights of others.

**The Ripple Effect**

Another way to calm the materialistic waters is to think of what you want in the context of its positive impact on others before and after you take possession of it. It’s called The Ripple Effect, and it’s my favorite!

Remember, my 8-figure dream house was created twice, at first in its architect’s mind and then in its physical form. It represents the architect’s creative spirit within seeking expression without. In order to bring his mental image into physical existence, the architect attracted everything and everyone he needed to make it so. As a result, the project created business for construction workers and project managers. Building materials were ordered and paid for, circulating money into local businesses and subsequently into their employee’s homes.

Erecting the home was a team effort, positively impacting the lives of the dozens of people involved. The day the project ended and the home was finished, their accomplishment was celebrated with beers, wine, and plenty of handshakes and high-fives.

Meanwhile, a real estate agent, a family man with a wife and two young children, sets a goal to earn over $250,000 in commissions this year so he can buy a home of his own. He has to go through thick and thin to get in front of my dream home’s developer, but his hard work pays off and he gets the listing. After showing the house dozens and dozens of times without a single offer, his phone rings and my agent is on the other end. The next day, he gives us a tour and I put in my offer. After a week of negotiations, we come to an agreement and the house is mine!

With this sale alone the selling agent’s commission exceeds his goal. Two months later, he and his family move into a dream home of their own, the place where they will create memories for the rest of their lives.

The architect learns of my purchase and feels great pride and pleasure in knowing that the home, created in his own imagination, will have someone to enjoy it. The image he’d originated in his mind was not one of an empty house. For his vision to ever be realized, someone had to live in it.

**Why not me? Why not you?**

The point is, we get so caught up in ourselves when deciding what we want, that we forget everyone involved in bringing it to us. We wonder what other people will think, or if we’re being selfish by asking for so much. But we lose sight of how much the things we want are able to give to others. And giving is the most selfless act there was and ever will be.

So, what do you really want?
You Want This

If it were absolutely impossible for you to fail, how would you want to live?

Where would you travel?

Who would you help?

What kind of car would you drive?

What position would you have?

How much money would you earn?

What kind of business would you start?

Who would you hire?

Which organizations and causes would you support?

How would you entertain yourself?

How often would you travel?

How would you fly?

Where would you sit?

On the following page you’ll find your 21 Wants List worksheet. Click HERE to open up a printable version. Sit down with it and really turn on your imagination. Ask yourself, if there were no possibility of failing, what would I want?

Be specific. For example, do not list things like “more money” or “a better job” or to “travel more often.” Make your wants measurable and specific! How much money would you like to earn? Exactly what job would you love to have? How often do you want to travel? Who would you take with you? Would you fly private, first class, or economy?

Take your time. Remember, these are your dreams. Let your imagination run wild. If you get stuck, ask yourself what you love doing and what you would love to do more often. But please, please, pleeeease DO NOT skip this exercise before moving on. Pretty please.

But What About Money?

A One Percenter loves people and uses money to serve them. She understands that money is for comfort, freedom of time, and service to others. The amount of money she earns is always in direct proportion to the quantity and quality of service she gives.

To her, money is a vehicle for providing employment to those who wish to join in her mission, for extending her service well beyond her own physical presence, and changing the world through philanthropy. Money builds schools, helps the impoverished, pays for scholarships, and provides for the sick. It is neither inherently good nor bad, only thinking makes it so.

Money is a tool to get you to greater memories.

— Lisa Nichols
MY 21 WANTS LIST

1. ________________________________
2. ________________________________
3. ________________________________
4. ________________________________
5. ________________________________
6. ________________________________
7. ________________________________
8. ________________________________
9. ________________________________
10. ________________________________
11. ________________________________
12. ________________________________
13. ________________________________
14. ________________________________
15. ________________________________
16. ________________________________
17. ________________________________
18. ________________________________
19. ________________________________
20. ________________________________
21. ________________________________
Now that you have your 21 Wants List completed, it’s time to prioritize. Take as much time as you need to place your wants into the following groups of 7 by marking the appropriate letter next to your want:

Your 7 “A” wants are the ones that inspire you the most; they are your most important wants.

Your 7 “B” wants are important, but just not as important and inspiring as your “A” wants.

Your 7 “C” wants are the least important, though not unimportant by any means.

Once you’ve finished breaking your wants into A, B, and C groups, go ahead and prioritize your A list, numbering them from 1 to 7 based on their inspiration and importance. Again, take your time with this. Imagine yourself achieving the goal and the feeling it gives you. The want that inspires you the most is your A1 want, while the one that inspires you the least is your A7 want.

Once you’re done prioritizing your A wants, do the same for your B’s and C’s.

(By the way, this exercise has been adapted from Bob Proctor’s Goal Achiever audio program.)

**MY A LIST**

1. 
2. 
3. 
4. 
5. 
6. 
7. 
Congratulations!

You’ve taken your first big step toward deciding what you really want and setting your goal! Write your A1 want in the space below. You’ll also find an area to write it on your printed worksheets. Again, don’t give any thought or energy to HOW you’re going to get it. We’ll deal with that later.

**MY A1 WANT:** I want to ____________________________________________
You’re probably wondering what happens to the rest of your wants. Most of them will be acquired either on the way toward your A1 want or as a result of you achieving it. For example, if your A1 want is to earn $250,000 a year while your A6 want is to start a scholarship fund and your B1 want is buying your Mom a house, then you’ll be able to fund the scholarship and start looking for Mom’s new crib either as your income increases or once you reach $250K. Make sense?

NOTE: If you feel like your A1 want is too immense to strive for at this point, it’s okay to choose a want that is lower on your list. Decide what feels right for you. Just be sure that it stetches you. As your confidence grows by achieving your goals, you’ll naturally want to aim higher on your list.

Over the next week or so, come back to these exercises and spend some time pondering how you prioritized your wants. There’s a chance you might make a few shifts here and there, resulting in a new A1 want. These aren’t exercises you want to rush through. Take your time, just not too much time.

Taking too much time is what indecisive people do. And that’s not you.
STEP FOUR. IMAGINE

“If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with success unexpected in common hours.”

— Henry David Thoreau

A One Percenter understands that to want is never enough. He uses his imagination and will to turn his want into a burning desire. By doing so, he makes his dream his reality.

Notice that your Step 3 exercises focused on your wants but not your goal. Though you are now aware of what makes for a worthwhile goal, you have yet to set yours, as we have not reached that stage in the creative process.

The image below is a detailed outline of the creative process, the step-by-step process for transmuting the seen to the unseen. In this chapter, we will explore stages 1 through 3, as we convert your newly decided want into your goal and then light it on fire to make it a burning desire.

THE CREATIVE PROCESS

<table>
<thead>
<tr>
<th>DREAM WANT</th>
<th>THEORY GOAL</th>
<th>IMAGE DESIRE</th>
<th>REALITY FACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Nothing was ever created that was not first imagined. The dream stage of creation relies heavily upon your imagination, the source of all of your wants. If you have completed the exercises in Step 3 and established your A1 want, you have already completed this phase of the creative process by deciding on your dream.

Now it’s time to turn your Dream into a Theory by converting your want into your goal. This conversion calls upon your reasoning faculty to answer the three very important questions below:

1. Am I able?

Are you able to turn your want into your reality? When pondering this question, keep in mind that you have the same tools, creative faculties, and unlimited potential as the world’s greatest achievers!
2. Am I willing to do whatever it takes to turn my want into my reality?

There is no such thing as something for nothing. Getting what you want may require that you pick up and move to a new town or city, find a different group of friends, stay up later than your current bedtime, reach out to others for help, and put yourself in many uncomfortable situations. Are you willing to pay the price to get what you want?

3. Have you considered the drawbacks of your dream life, and can you handle them?

Recall the law of polarity discussed in Step 2. There are no benefits without drawbacks, supports without challenges, or perceived positives without negatives. Where goal setting goes wrong is when the dream loses touch with reality by becoming a fantasy.

Remember, the home you buy, whether for yourself or your Mom, will require maintenance and upkeep, the payment of property taxes and insurance, and the endless minor and major headaches that come with home ownership.

The straight-A report card you want may require you to cut back on social activities, dating, and sleep hours.

The flashy car you want will have sky-high insurance and vehicle registration fees, will likely attract more tickets, and will cause quite a bit of aggravation when it gets dinged in the parking lot.

The contributions you make to certain charitable causes will attract similar organizations seeking your financial support. You’ll have to learn to say no more often.

The online business you want to build will have its fair share of critics, angry commenters, and mean-spirited tweeters. In other words, you’ll have haters. LOTS of haters.

Your new tax bracket will have you writing huge checks to Uncle Sam every quarter. Your present income may become your quarterly tax payment!

Old family and friends you hadn’t heard from this century will come out of the woodwork to hit you up for a loan that they’ll never pay back.

I can keep going.

Success can bring many surprises, if you’re not ready for them. Expect both sides of success, its benefits and its drawbacks. If not, your reality will never match what is essentially an unrealistic fantasy. What you thought you wanted will never feel worth it.

So, can you handle both sides of what you want? I think you can.

The moment you can answer these 3 questions with an enthusiastic YES, your want instantly becomes your goal. Your conscious mind has accepted your want and is ready to impress it upon your subconscious mind, where it must become a burning desire before it becomes fact.
FYI: If your answer to question #3 is a no, I recommend a book called *The Values Factor* by Dr. Demartini. Your goal may not be in alignment with your highest values. When your goal is aligned with your values, you’ll put up with the challenges and obstacles that come with it. If it’s out of alignment, the goal simply isn’t that important and you’ll quit at the first challenge.

**Burn Baby Burn!**

Your mind works in images. As you learned in our opening chapters, you employ your conscious mind to choose thoughts and then put them together to create ideas and images to be impressed upon your subconscious mind.

You also may recall that your conscious mind is the mind of knowing but not the mind of doing. In order to take action on your want, you must send it down to your subconscious mind, where it will be ignited and become your burning desire. This is done by using your imagination to create a mental image or vision of what you want.

(By the way, I know, your “want” is really your goal at this point. But I like to call it your want. I mean, the subtitle of this book is *How to Get Anything You Want*. Calling it your want just kinda feels right.)

With that said, I hope you’re ready for another exercise! On the following pages, I’d like you to write an uber-detailed description of the image of the good you desire. But with one caveat …

I want you to write it in the present tense, as if you’ve already accomplished it. See yourself already in possession of what you want. Again, go into as much detail as possible. How do you feel? Who’s with you? What do you see around you? Write it with so much detail that someone else could read it and see the exact same image you see. Be sure to build your mental image from a first-person perspective. Really live in it as if it were real. Step into your future and bring it into the present.
My personal image always starts with my alarm clock ringing in my dream home. I kiss my wife and baby, and then head downstairs for a quick rinse before heading off to the gym. When I get back home, my employees are starting to show up for breakfast, prepared by my personal chef. Then I play with my daughter before getting ready for work. There's more, but it would take up an entire chapter. My image is crystal clear, as if I stepped into another dimension.

You can have a moving image like mine, or it can be a static image with no movement. Whatever works for you. Take your time. Your future literally depends on it! As you move along in the creative process, you’ll be revisiting your mental image frequently, adding greater and greater detail. This exercise is your starting point.

For a printer-friendly version, click **HERE**.
Terror Watch

Uh oh, we’ve got a problem.

With your mental image now in mind, your want is creeping past your conscious-subconscious barrier into the land of Baby Mind Boot Camp, limiting beliefs, and paradigms.

Now is the time to think back to our Terror Barrier discussion, with your brand new goal and mental image representing the Y idea posing an imminent threat to your X conditioning.

With your newfound understanding of the impending gang war ready to take place in the parking lot of your mind, you’re primed to do battle. You know what’s coming. But you’ll need your secret weapons.

The 4 Secret Weapons

1. The will
2. Repetition
3. A SHAG card
4. Thinking from the end

Once your mental image moves into the subconscious mind, your want instantly turns into a desire and begins to glow. Sensing a foreign vibration out of harmony with itself, your paradigm awakens to discover the faint glimmer of your freshly ignited desire. That’s when your paradigm says:

Oh, hell to the no!
Frantically, your paradigm does everything it can to stamp out the nascent flame of your desire, quickly shifting your vibration from one of hope to fear. All of a sudden, your creative faculties turn against you. Your reasoning faculty won’t stop jibber-jabbering about why you can’t have what you want. Imagination goes way off the rails and shows you everything that can and will go wrong. And that’s when your memory kicks in and reminds you that now you understand.

Because you understand how The Terror Barrier works, you realize that all of this is completely normal. You know exactly why it’s happening. All you need now is a plan of action to slay the dragon.

Put It on Repeat

Every villain has a weakness. As powerful as your paradigm may be, there is one thing that will bring it to its knees without fail: constant spaced repetition.

In her book Expectation Hangover, Christine Hassler writes the perfect metaphor to explain this concept:

“Let’s start with some basic neuroscience. Repetitive thoughts form what are called neural nets in our brains, which are clusters of chemically connected or functionally associated neurons. What that means is that if you think the same thought or type of thought over and over, it forms an actual physical cluster of neurons in your brain. Over time the neural nets create ‘grooves’ in the brain that your thoughts gravitate toward. For instance, if you repeatedly think, “I’m not good enough,” you create a neural net around that limited pattern of thought. Once the neural net is formed, it becomes habitual to think in the direction of “I’m not good enough.” Thus you will tend to see things that occur in your life through the lens of “I’m not good enough.” Since repeated patterns of neural activity change neural structure, you can use your mind to change your brain. This is called self-directed neuroplasticity. Bottom line: neurons that fire together, wire together. You can learn to stimulate different parts of your brain, which will improve your well-being and functioning.”

Okay, she starts out a little technical. Sorry! Here’s the metaphorical part:

“This will make sense more if I can give you a metaphor. Visualize a house in the middle of a really overgrown field. See yourself in a truck that is a football field’s distance from the house. Your job is to drive the truck to the house. On your first trip it’s a bumpy ride, as you get through all the weeds, bushes, and rocks. You are holding on to the steering wheel tightly and are highly focused on your destination. Now imagine you take the same route day after day. Over time the wheels create a path in the field, and eventually, the truck will naturally gravitate toward the path you’ve carved by driving the same route over and over. It would not require much steering or effort at all. But say you wanted to create a different path to the house. The first time you steered the truck off the grooves of the path you already made, it would once again be a bumpy ride. You have to steer with focus to get the truck off the easier, well-worn path. But if you took the new route day after day, a new path would form that would eventually feel as natural as the first path you carved.
Your brain is like the field, and your thoughts are like the truck. If you want to change the direction your thoughts naturally gravitate toward, you are going to have to consciously steer them off their natural course and create new pathways in your brain. As you mentally rehearse new beliefs, you install more neurological hardware and put new circuits in place — think of it as a better hardware system for your mind."

That may be the most ingenious explanation ever written on how to remove and replace your paradigm, which is no more than your internal hardware system containing your conditioned programming. Constant spaced repetition, when combined with faith and expectancy, creates a new pathway by impregnating the subconscious mind with your mental image. This sets your desire on fire by carving out a new way of thinking, feeling, and doing. With each repetition, your paradigm loses strength until it has no choice but to yield to your creative forces.

To be successful with this strategy requires the combined use of your four secret weapons. With them, you will use your will to hold your mental image on the screen of your mind until you get what you want.

Think of it this way, your will is like a magnifying glass. When you were a kid, you may have used a magnifying glass to concentrate sunlight on a leaf. If you held it there long enough, the leaf would eventually begin to smoke. Then a few minutes later, the leaf would catch fire. This is exactly what happens when you use your will to hold your image on the screen of your mind. By staying laser focused on your desire, it will eventually catch fire and become your burning desire. This is one of the most important factors in getting what you want. If your desire doesn’t burn inside, you won’t have the drive to take action and do all the things necessary to make it your reality.

Also, keep in mind that your leaf would have never caught fire if you didn’t hold the magnifying glass perfectly still. The sun’s rays had to remain concentrated on one region of the leaf for anything to happen. In other words, don’t change your goal! You can add more detail to your image, but you don’t want to waffle from one objective to another. Be decisive and stick to what you want!
SHAG, Baby!

Your first step toward conquering your paradigm is to review the detailed description of your mental image and summarize it into 1-2 powerful sentences in the present tense, beginning with the phrase “I am so happy and grateful now that …” The reason for stating your want in the present tense is because your subconscious mind cannot tell the difference between what’s real and what’s imagined. You are essentially tricking your subconscious into believing that you are already in possession of the good you desire.

Your short statement does not require great detail. Its purpose is to thrust your mental image on the screen of your mind every time you read it.

After reviewing the description of your mental image on pages 45 and 46, write your 1-2 sentence summary in the space provided below.

For a printer-friendly version, click HERE. If you have already printed the Image Description worksheet, please see the space provided at the bottom of page 2.

A few examples:

“I am So Happy and Grateful now that I am earning $250,000 in revenue through multiple sources of income by teaching others how to take care of their bodies through my diet and exercise programs.”

“I am So Happy and Grateful now that I am helping the impoverished lift themselves out of poverty by supporting my chosen charitable organizations both physically and financially.”

I AM SO HAPPY AND GRATEFUL NOW THAT _______________________

______________________________

______________________________

______________________________

Once you have your statement written down, transfer it to something you can keep in your pocket (but not in your wallet!) so you can come into contact with it multiple times each day. I keep my statement in a small pocket-sized journal that goes almost everywhere I go. You may also use a 3” x 5” index card or print the SHAG card we have designed and prepared for you HERE and have it laminated at your local copy shop.

You’ll find a space on your SHAG card to write the deadline date for when you would like to accomplish the goal. Fill this in, but also keep in mind that no one, including you, knows exactly when your seed will sprout. All seeds have an incubation period. Since your seed is...
one that has never been planted before, it may sprout sooner than your goal date, or maybe after. If you don’t reach your goal by your date, set a new one. It’s okay. Your job is to stay on your path and have faith that you will receive what you ask for. It’s coming!

Oh, why do I call it a SHAG card?

Well, because SHAG is shorthand for SO HAPPY AND GRATEFUL.

And if you want to impregnate your subconscious mind, you gotta SHAG!

(Hehe. I crack myself up.)

You want to SHAG first thing in the morning and right before you fall asleep, as these are the times when your conscious mind is less vigilant, leaving your subconscious more open to penetration. Pun intended.

To do your best SHAGing, pull out your card or journal and get into a relaxed state. Read your SHAG statement several times before setting it aside. Then close your eyes and spend the next 5-10 minutes living inside of your image from a first-person point of view.

When you begin this “visioneering” exercise, your mental image may at first seem disorganized and awkward. But stick with it. I assure you, SHAGing gets better with practice!

In her book, Your Invisible Power (1921), Genevieve Behrend wrote:

“If you train yourself in the practice of deliberately picturing your desire and carefully examining your picture, you will soon find that your thoughts and desires proceed in a more orderly procession than ever before.

Having reached a state of ordered mentality, you are no longer in a constant state of mental hurry. ‘Hurry’ is ‘Fear’, and consequently destructive. In other words, when your understanding grasps the power to visualize your heart’s desire and holds it with your will, it attracts to you all things requisite to the fulfillment of that picture, by the harmonious vibrations of the law of attraction.”

With each repetition, your progressively ordered mind adds more kindling to your burning desire, further impregnating the subconscious while cutting your paradigm off from its chief power supply, fear.

So keep on SHAGing, every morning and every night. And keep your SHAG card or journal in a place where you can see and/or touch it throughout the day. Each contact triggers the image and feeling of your fulfilled desire. Every bit counts.

A One Percenter nevers stops SHAGing. Ever. :-}
Live From The End

In his book *Out of This World* (1949), Neville Goddard explained:

“Man, by assuming the feeling of the wish fulfilled, and then living and acting on his conviction, alters the future in harmony with his assumption. Assumptions awaken what they affirm. As soon as a man assumes the feeling of his wish fulfilled, his (inner) self finds ways for the attainment of this end, discovers methods for its realization. I know of no clearer definition of the means by which we would experience in the flesh were we to achieve our goal. The experience of the end wills the means.”

In other words, act as if.

The late Muhammad Ali declared himself The Greatest long before it became fact.

Kobe Bryant wagged his tongue on countless playgrounds before making it to the NBA and reminding us of Michael Jordan.

Daniel Day-Lewis didn’t break character for three months, on-camera and off, before winning the Academy Award for Best Actor for his brilliant portrayal of Abraham Lincoln. Prior to filming, he spent a year reading about and studying pictures of the former president. He didn’t just play Lincoln, he became him.

The little-known secret to forever removing and replacing your paradigm is to imagine yourself into the feeling of your fulfilled desire, or to live *from* the end. No, not just upon waking and before bed, but always. Be there now.

In *The Power of Awareness* (1952), Neville (he wrote under his first name) wrote:

“Through the faithful systematic cultivation of the feeling of the wish fulfilled, desire becomes the promise of its own fulfillment. The assumption of the feeling of the wish fulfilled makes the future dream a present fact.”

It’s not enough to want what you want. Nor is it enough to desire what you want. You must BECOME the person who has what you want.

You have to become Abraham Lincoln! You’re the star of your own movie, and life is your stage. Walk like the person you’re becoming. Talk like him. Dress like her. Feel like him. Think like her. By assuming the role of your future self, your surroundings will conform to your becoming.

But we still haven’t answered the question ... HOW?
STEP FIVE. VIBRATE

Most people want everything clear before they make a move. Your clarity unfolds as you’re moving.

— Lisa Nichols

A One Percenter follows his feelings. He understands that his intellectual mind is ill-equipped to usher the way to what he wants. He has learned to let go.

There is a quote, often attributed to Albert Einstein, though never confirmed, that reveals one of the greatest of all human errors:

“The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.”

In other words, stop trying to figure it all out. Your intuition knows the HOW.

Interestingly, in my research for this book I came across several references to the subconscious mind, the center of our feelings, as being located in the solar plexus, or what we now call “the gut.”

I also learned that the early Greeks referred to the subconscious mind as “the heart.”

Trust your gut.

Listen to your heart.

Follow your feelings.

These familiar phrases are indicative of the close bond between the subconscious mind and your intuitive faculty. The latter being the source of the hunches, inspirations, gut feelings, and flashes of insight that oftentimes guide your decisions and your subsequent actions. And for every action, there is a reaction. That, as you know, is the Law of Attraction.
This concept of “following your feelings” calls for a quick review ...

1. Your conscious mind impresses an image upon your subconscious mind.
2. Your subconscious mind accepts the image and alters the vibration of your body.
3. You become consciously aware of this new state of vibration through your feelings.
4. Your vibration/feelings send your body into action.
5. Your actions cause a reaction, resulting in a change in your results, or the conditions, circumstances, events, and people in your life through the Law of Attraction.
6. Your results are the new state of awareness from which you view the world.

Take a look at chart below. The horizontal lines represent frequencies, or levels of awareness.

Now would be a good time to think back to our sixth grade science refresher, when you were reminded that everything is energy, and therefore everything is in motion. It is the speed of vibration (or motion) of a thing that determines its frequency.

The life that you want is on a frequency, indicated on the chart as Where You’re Going. You’ll also see Where You Are and Where You Were.

Where You Are is on a frequency that matches your current level of awareness. If you think back 2-3 years, when you were not as aware as you are now, that is Where You Were. You were vibrating on a lower frequency.
Now let’s do a quick thought experiment. Consider where you are now, and then flash back to where you were 2-3 years ago. Did you know exactly how you would get to Where You Are? Probably not. You may have had a *feeling* about how things would work out. But there was a confluence of happenings, encounters, hunches, and bizarre synchronicities along the way. You *attracted* the opportunities, conditions, and people that helped to get you Where You Are now.

In his book, *You Were Born Rich*, Bob Proctor writes:

“The image you choose to hold on the screen of your conscious mind and plant deeply in the treasury of your subconscious mind is the patterned plan or the nucleus which determines what you will eventually grow into. It dictates the vibration you will be in and also controls what you will attract to you and what you will repel.”

By completing the exercises in the previous chapter, you now know Where You’re Going and have begun the process of planting your image deep inside of your subconscious mind, where it is becoming your burning desire. Through frequent SHAGing as well as thinking from the end, you are essentially locked in on the frequency of Where You’re Going. Now, all you have to do is move toward it.

Einstein revealed your next step when he said:

“Everything is energy and that’s all there is to it. Match the frequency of the reality you want, and you cannot help but get that reality. It can be no other way. This is not philosophy, this is physics.”

What Einstein is referring to is the Law of Vibration, which, like your sixth grade science teacher, decrees that everything is energy in motion. To get Where You’re Going, you have to raise your vibration to meet it. And since your vibration is a result of your thinking, you must progressively think your way into the result desired.

Take a look at the chart below and find the stairs leading you from Where You Are to Where You’re Going. Each stair represents a Cycle of Attraction. By deciding on what you want, creating an image of it, planting it in your subconscious mind, and committing yourself to assuming the feeling of your wish fulfilled, you have raised your vibration. This new vibration compels you to act.
But HOW should you act?

What should you do?

**THE ANSWERS:** Trust your gut. Listen to your heart. Follow your feelings.

Close the door on your rational mind and tap into your inner intuitive, or the boundless reservoir of wisdom within. Pay heed to its whispers and take action on its hunches. Remain faithful in its ability to get you *Where You’re Going*. That’s its job.

“You don’t know how, it will be shown to you. You will attract the way.”

— Bob Proctor

By following your intuitive feelings, you take action. With every action, you move one stair closer to *Where You’re Going*. As you gather yourself at each landing, you will find yourself surrounded by conditions, circumstances, and people that were not in your life before you followed your feelings. You have stepped up to a new frequency, a new level of awareness from which you view the world.

With each step forward comes a new vibration precipitating new feelings, actions, and attractions. The people, the money, and the opportunities you need will just show up. Like attracts like. The dots will connect.
In his commencement address at Stanford University, Steve Jobs said:

“You can’t connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.”

Trust your gut. Listen to your heart. Follow your feelings. Let go.

The universe leaves a trail of breadcrumbs. Follow them.

They will take you Where You’re Going, every time.

**The Friend Zone**

Now is the time to discuss the elephant in the room: your friends and how they might respond to a more ambitious version of you.

In the commencement address quoted above, Steve Jobs also said:

“Don’t let the noise of others’ opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.”

Many dreams have perished at the hands of opinions. Just as you have attracted thoughts and circumstances that match your conditioning, you have more than likely surrounded yourself with people who confirm it as well. When you commit to stretching yourself and becoming more than you currently are, the people who you hope will be the most supportive usually turn out to be the most discouraging.

It’s not that they don’t want you to change, but rather they don’t want to be changed. When they see you expanding yourself, they feel pressured to do the same. You become a reminder of their choice to live the ordinary life. They don’t want you to leave.

You have to understand that they don’t understand. As you move higher in your awareness, they remain where they are. You can look at Where They Are and understand what it’s like to be there, because you’ve been there before. But they will never understand Where You Are since they’ve never reached that level of awareness. This can create awkwardness in your relationships, as the things you used to talk about and the things you always did together no longer interest you. Things can really get weird.
Here are a few quick tips to help you navigate The Friend Zone:

1. **KEEP YOUR GOAL TO YOURSELF.** The truth is, your friends don’t need to know what you’re up to. If there’s a 95-percent chance they’ll try to convince you why you shouldn’t do what you want to do, there’s not much upside in telling them in the first place. All their opinions will do is inject your mind with doubt and fear over all the things that can go wrong. Your goal is your goal. Keep it to yourself.

2. **SEEK COUNSEL, NOT OPINIONS.** The only people whose opinions you should seek are those who have either already done what you’ve set out to do, or professionals who have expertise in the area. If you’re building a new business, seek counsel and mentoring from successful business owners. If you want to buy a home, talk with a real estate agent and a financial planner to help you put a plan together. But don’t solicit and accept the opinions of people who have never done what you want to do or don’t know anything about it.

3. **DON’T PREACH, LEAD BY EXAMPLE.** Your friends probably don’t want to hear the first thing about what you learned in this book today. The moment you start preaching about “the creative process” or “living from the end,” they’ll either completely check out or feel like you’re trying to change them. A more effective strategy is to lead by example. When your results start to change, your friends will wonder what you’ve been doing. That’s when they’ll ask you what you’ve been up to. Don’t tell them if they haven’t asked.

4. **STOP JUDGING.** Don’t forget the law of polarity. Your friends can be both positive and negative. Focus on the positive without being judgy about the negative. If they start ranting about politics, gossip, or how much they hate the opposite sex, be there for them. Listen to what they have to say without getting emotionally involved with the content. Remember, once you accept what they’re saying, their negative ideas will creep into your subconscious. Listen, but don’t accept. In other words, guard your mind and protect your vibration. If you feel like you need to drop your friends because they’re “too negative,” think long and hard about it first. Chances are, you’ll end up sitting at home all by yourself for a while. When you focus on their negatives, that’s all you’ll ever see. They’re more than that. You just have to look. Of course, there are exceptions. But you get what I mean.
5. **GO LESS OFTEN AND DON’T STAY AS LONG.** Getting what you want requires sacrifice. Bob Proctor defines sacrifice as giving up something of a lower nature to receive something of a higher nature. If your friends tend to party most nights of the week, make a weekly appearance to stay connected with them. You don’t have to stay out all night. Hang out for an hour or two, then head home.

6. **GIVE THEM THE BOOT.** If you honestly feel like your social circle is no longer a good fit for you, move on and find a new one. By staying on your path, you’ll attract plenty of like-minded friends, acquaintances, and associates. Visit websites like meetup.com to find groups that interest you. Attend conferences where you’ll meet people on similar paths. Form a mastermind group that meets a couple times a month, either online or in-person. In time, you’ll find yourself surrounded by people who talk about and do “higher nature” things. You’ll find a tribe on your vibe.

> “When the voice and the vision on the inside is more profound and more clear and loud than all opinions on the outside, you’ve begun to master your life.”

— Dr. John Demartini
STEP SIX. SAY THANKS

Be grateful for the small things and the spectacular will show up.
— Lisa Nichols

A One Percenter has the attitude of gratitude. She counts her blessings and remains grateful for all that she has and all that has yet to come.

In his book, The Breakthrough Experience, Dr. Demartini writes:

"Gratitude is the key to growth and fulfillment. If you were to give someone a gift and they looked at it and then tossed it aside without thanks, would you be inclined to give them another? Of course not, and the universe responds just as you do. We’re built on universal principles, and the universe behaves like us on a grander scale. The universe bestows its gifts where they’re most appreciated. If you’re not grateful for what you’ve been given, then why would the universe want to give you more?

To those who are grateful, more is given. To those who are not, more is taken away. Having gifts taken away as a result of ingratitude helps you wake up to the importance of being grateful. Nothing has ever happened or can happen to you that is not a gift and a blessing, but it’s difficult to be thankful until you find the hidden benefit in what may seem at first to be a negative event."

Don’t forget to say thank you.

Gratitude is the most indispensable element of getting what you want, yet it is also the most neglected. The contemporary illusion of comfort has delivered a near thankless society with a scant sense of appreciation for all that we have.

The grateful individual gives thanks for everything — for the good she has now, for the better that is to come, and for all that appeared to have no benefit at first glance. It is through this sustained attitude of gratitude that she remains plugged into the source of all the good she desires.

No, the universe does not allocate special parking spots in front of its storehouse of treasures, but it will eagerly hand over your own set of keys when you acknowledge its generosity and supply.
In *The Science of Getting Rich*, Wattles wrote the following words on this topic:

“The law of gratitude is the natural principle that action and reaction are always equal and in opposite directions.”

In other words, what you appreciate, appreciates. By giving thanks, you open yourself up to receive more to be thankful for.

A grateful mind is the auspicious mind that seeks the good in the bad, the opportunity in defeat, and the breakthrough in the breakdown. It acknowledges the good in all things, with each outgoing wave of appreciation deepening one’s faith. To give thanks for the hidden terrific in the terrible and to be grateful for what has yet to come is the ultimate act of understanding.

In her book, *Frequency: The Power of Personal Vibration*, Penny Peirce lists the emotion of joy/gratitude as third on the Scale of Everyday Vibrations, just behind love/empathy (#1) and generosity (#2). Getting into a grateful state instantly raises your vibration, connecting you with a higher frequency, attracting new circumstances and conditions, and opening the channels through which your intuitive wisdom flows.

Wattles defined gratitude as the process of mental adjustment and attunement. That is to say, when your mind gets out of tune by entertaining doubt and focusing on lack, the simple practice of gratitude will bring you back into harmony with the good you desire.

On the next page, you will find your *Gratitude List* worksheet. On it, list 10 things you are grateful for. Ask yourself, what do you have to be thankful for? What have you been taking for granted? What good came out of the bad — the breakup, the lost job, or the accident?

At the bottom of your list of ten you’ll find a heart symbol. Here is where I ask you to write down the name of someone you are sending love to. BUT this person must be someone who you are currently out of harmony with. He may be getting on your nerves, or she may have wronged you in some way. I know, this isn’t easy to do. However, holding resentment toward another person only lowers your vibration. By sending them love, you raise your own frequency while sprinkling them with a little energetic pixie dust. This feels so much better!

Make your Gratitude List every morning, right after your SHAGing exercise. I recommend you go out and buy a journal with a cover that really speaks to you and keep it on your nightstand for easy access. Gratitude journaling takes no more than 3 minutes and will make a world of difference in how you feel and what you attract. Trust me on this! Remember, your subconscious mind operates through feelings. So don’t just write what you’re thankful for, feel it.
MY GRATITUDE LIST

I AM so happy and grateful for ...

1. ____________________________________________

2. ____________________________________________

3. ____________________________________________

4. ____________________________________________

5. ____________________________________________

6. ____________________________________________

7. ____________________________________________

8. ____________________________________________

9. ____________________________________________

10. ____________________________________________

"The struggle ends when gratitude begins."

— Neale Donald Walsh
STEP SEVEN. GIVE

Give to the world the best you have, and the best will come back to you.

— Madeline Bridges

A One Percenter earns everything that comes to him. He understands the Law of Compensation, which states that you get what you give. To him, there is no such thing as something for nothing.

In Dynamic Thought, Henry Thomas Hamblin wrote:

“Look at the lives of all the truly great and successful ones that have ever lived, and we can only find sincerity of purpose — a giving of their very best service to the world. The extent of their sincerity was the measure of their greatness … Life demands of us a square deal, a fair exchange. If we are to receive we must give. If we give we shall receive … We can give our best service to the world — our best in service, in love, in devotion, in honesty, in faithfulness, in inspiration, in beauty — our best in all that we do or attempt to do; and back to us will come unerringly the highest good, the greatest joy, and the best that life can offer.”

This step is very simple, yet it’s almost always forgotten. To get what you want in life, you have to help others get what they want. Your cause must be bigger than you.

The truth is, if you’re not getting, it’s because you haven’t been giving. The Law of Compensation clearly states: give and you will receive. If you want love, give love. If you want money, provide service. If you want happiness, give a smile. If you want to be heard, lend an ear. If you want help, be helpful. If not, you’re violating the law.

On the other hand, you may have been taught that it is better to give than to receive, resulting in an altruistic nature where you give, give, give, but undervalue yourself on the receiving end. You do everything for free. Or you never charge what you’re worth. This eventually puts you into a bitter vibration, or the universe’s way of waking up the law breakers.

Don’t get me wrong, this isn’t about trading. In other words, you don’t give only so you can receive. You give because it’s who you are. Or as prosperity teacher John Kanary once said, you don’t get what you want, you get what you are. Givers get.

You have to truly love giving what you’re giving. In Hamblin’s quote above he makes reference to having a “sincerity of purpose.” He didn’t say that the measure of their greatness was in how much money they had or material things they accumulated, but rather in “the extent of their sincerity.” It is through sincere contribution to the lives of others that you will find the fulfillment you’ve been looking for.

Life is like a boomerang. When you provide something of value to others — whether in the
form of a service, a smile, or a thoughtful text message — it comes back to you. It may not come back right way, but it will come back. It may not even come back from the direction you threw it, but it will come back. It’s a law.

Nearly all of the world’s most successful people focused on service and received fortunes because of it. A young Steve Jobs didn’t sit in his parents’ garage and conspire to get wealthy at the expense of others; all he cared about was helping people to be more productive and to work more efficiently. Oprah Winfrey didn’t come up with get-rich-quick schemes to become a billionaire; she went on a mission to help her viewers improve their lives through her television programs.

The people who have financial freedom are the ones who provide the most service.

The people who receive the most love are the ones who give the most love.

It’s how the law works.

Of course, there are people who try to circumvent the law through fraud and trickery. However, they are the ones who walk through life in fear of being caught and losing their freedom due to their offenses. The law also takes away.

There is a contribution to the world that only you can make. How do you want to serve? What value will you contribute to the greater good?

We live in an extraordinary time, when we have so many tools — FREE tools like YouTube, podcasting platforms, and social media apps — to provide value to literally millions of people. I started my business with a cheap webcam and a free YouTube account. I never accepted the limiting belief that I had to have money to help people. All I needed was a message and a mission to serve others. The more I gave, the more I was rewarded, both in joy and finances. I love what I do.

Regardless of your circumstances, you always have something to give. The place to start is right where you are. In his book, Profit from Happiness, my good friend Jake Ducey writes:

“You can have more wealth and happiness if you learn to give more of the valuable parts of yourself.”

Share a smile. Lend an hand. Send the text. Create value. Provide the solution. Be a source of inspiration through your energy, creativity, and kindness.

“We should be ashamed to die until we have made some major contribution to humankind.”

— Horace Mann

To give is to feel good. Remember, feeling is conscious awareness of your vibration. When vibration is high, the One Percenter knows what happens next.
YOU know what happens next.

That’s because you choose understanding over ignorance. You make decisions, commit to your dream, and live from the inside out. You create your mental image, SHAG night and day, live from the end, and look back to connect the dots. You say thanks for the good you have, for the better that’s coming, and for the opportunities in the obstacles. And you give with sincerity of purpose for the benefit of the greater good.

That is why you will have anything you want.

Welcome to The One Percent.

With gratitude,

-Sean Croxton
APPENDIX. RECOMMENDED READING

As a Man Thinketh by James Allen

The Art of Living by Bob Proctor

Think and Grow Rich by Napoleon Hill

The Values Factor by John Demartini

The Power of Awareness by Neville

Within You Is the Power by Henry Thomas Hamblin

Working with the Law by Raymond Holliwell

Your Invisible Power by Genevieve Behrend

The Science of Getting Rich by Wallace D. Wattles