

Mind Over What Matters

*How a Lazy Hippie Rigged the
Universe to Work in His Favor*



Charles Umphred

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About This Edition

This new edition of *Mind Over What Matters* represents the “gold standard” in e-book technology. Within this edition you will find quite a few changes from previous editions — all of which will make for a more enjoyable and more productive reading experience.

Throughout this book, you will find text that is [underlined and blue](#). These are hyperlinks, just like the ones you would find on a web page. If you are connected to the Internet while you are reading this book, clicking one of these links will open your web browser and a web page that will contain more information about the subject.

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Please enjoy this edition of *Mind Over What Matters* by [Charles Umphred](#).

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About Charles Umphred

I have been helping people from all over the world to tap into their “inner entrepreneur.”

Born fat...grade school, high school, job...became entrepreneur in 1988...stayed that way...more fun.

I am a part owner of Scent-Sations, an international marketing company, and part owner of Carla Bella Enterprises, which is a manufacturing facility. I am the VP of marketing for Scent-Sations, handling field issues for over 10,000 sales reps. I also am the liason with our US and Canadian legal staff.

Foreword

Three men were sitting up on the 20th floor of a new skyscraper that they were building. They were on their lunch break and one of them was complaining about his lunch.

“Peanut butter and jelly again! I hate peanut butter and jelly!”

This went on for a few days and always the same complaint came from the man who, upon opening his lunch pail, pulled out a peanut butter and jelly sandwich.

One day he screamed out, “If I get peanut butter and jelly for lunch tomorrow, I'm gonna jump off this building!”

Sure enough, the next day he got peanut butter and jelly and jumped off the building.

The other two co-workers sat there in silence and in shock. Finally, one said, “Gee, you'd think his wife would have listened to him and just made something else for lunch.”

To which the other man replied, “He isn't married. He lives alone. He makes his own sandwiches for lunch!”

Is this just a cute joke? Or is it a parable for most people's lives? Every day people deal with the same problems and every day they complain about those problems, but they continue to do the same thing over and over and over again.

I have found this same challenge in the world of Multi-Level Marketing. A large percentage of distributors do the same things over and over again with very little success. They feel discouraged so they go out and find a new “gimmick” or a new compensation plan and they set about doing all of the same actions all over again. They call their friends “one more time,” place more classified ads, and pass out new flyers. This time they are sure

their “new gimmick” or their new compensation plan will make the difference!

When they get the same results, most of those people eventually quit (“jump off the building”) and blame the Multi-Level Marketing industry for their failure.

Meanwhile, there are people who are having the best time of their lives because of MLM. They are in many of the same programs that others have tried without any success.

What gives? Why is one person successful in a multi-level marketing program while another isn't?

I have probably heard over one thousand reasons why people fail in MLM. Is it possible that the real reason why one person succeeds and another fails might have something to do with what is going on inside their own “minds”?

If you are unhappy with the results of your network marketing experience this booklet is for YOU. If you are having the time of your life in your business then make sure your “downline” gets a copy of this book! The “timing” is always right for anyone to learn to capitalize on wealth, success, and free time but it will only come when you understand the root cause of your success and your failure!

Mind Over What Matters

A Mirror of the World Within

One of the first “homework assignments” we receive in our “48 hour” training is to make a list of our goals. We are told that only 3% of all men and women write down their goals and this group is more successful than those who don't. We might even be told about the study done on a Harvard class which found that only 3% of that class had written down their goals for the future. Twenty years later that 3% controlled over 97% of the entire wealth earned by the surviving members of that class!

Most of us understand that there must be something special about writing down our goals, but I believe that the majority of us just don't grasp “WHY.”

Have you ever been told that unless you know the “why” then you probably won't do the “how”? This usually means that when you know “why” you want to succeed in MLM you will be able to carry out the actions (or the how) with much more ease!

However, there is another “Why” and “How” which most people are not aware of. I believe that this “why” and “how” is the single most important aspect of your business.

In fact, I believe it is the real factor to your success or failure!

Every training manual that I have seen devotes about 95% of its focus on how to “DO” instead of how to “BE.” There are two reasons for this.

One is that most people are under the impression that “doing” is the way to success in anything in life. Another reason is that most people have never been trained to “be” and therefore can't

duplicate “being” through their organization via a systematic training program.

We all need to learn and do the “how” of our business. We need to learn how to invite, how to do a presentation, how to explain the compensation plan and all the other actions that are part of “your business.” However, unless you understand and implement that which comprises the biggest part of your success, you could end up doing all of the “standard” actions and still end up failing to become successful in your MLM business.

It doesn't have to end up that way! Things could be different. This booklet is going to focus 100% of our training on the area of your business that represents 90% or more of your success. Once you grasp this and start implementing the “lessons” you are going to see a positive improvement in your business! Trust me!

There is a “Science of The Mind” and it is used by all successful men and women. It is mentioned in most MLM courses, but most people, when introduced to this information, don't grasp it's importance.

If you don't know “why” mind stuff actually works, you probably won't be interested in learning “how” to make it work. You will probably go on thinking that simple little things like writing down and reading your goals or cutting out pictures of the things you want to have and placing them on a “wish board” are too unimportant to spend much time doing.

I am going to show you “WHY” this “mind stuff” works and why it is the most important part of your business. Once you understand how to use this magnificent tool you will be able to develop new business, build a bigger organization, meet better quality prospects and earn a bigger commission check! Because of this you will be able to enjoy more free time with much less stress and worry!

By the time you are done with this booklet YOU ARE GOING TO BE VERY EXCITED ABOUT WORKING WITH MINDSET STUFF! In fact, I am willing to bet that you are going to insist that everyone in your family and your business read this booklet and the other “books” that I am going to bring to your attention!

I was born and raised in a typical blue collar middle income family. Luckily, my mother and father instilled in me a deep desire to do my best in everything that I attempted and a passion for reading and learning new things. Although I was exposed to “mind stuff” through much of my life, my first in-depth exposure to it as an actual process didn't come until I got involved in network marketing. Prior to that, I believed that “if it's to be; it's up to me” meant that my success was in direct proportion to the amount of effort I put into my work. (Sound familiar?)

I was fortunate to have met and been mentored by a very strong proponent of mindset training when I got involved in my first network marketing business. It was there that I met and became best friends with a young lady named Kay Smith. Kay is an MLM Millionaire and because of her friendship and support I became interested in mindset techniques as a tool for business development.

When Kay offered me her mindset training (even though I was not in her downline) she also told me that I should take whatever I learn from her and do two things with it. Use it to create my own success in life and share it so others might do the same! I've been using it and will continue to use it for my own success for the rest of my life. And now, I can fulfill the second part of my promise by sharing it with YOU.

Success Secrets Of The Masters

[Napolean Hill](#) devoted his entire life interviewing the most successful people of his time in an effort to uncover the “keys to success.” What he found became one of the most influential books in history:

Think & Grow Rich

Napolean Hill did not name that book “Work Hard and Become Rich” nor “Inherit and Become Rich.” After studying the common elements of successful people for over half a century, Napolean Hill called his masterpiece “THINK AND GROW RICH.”

[Dr. Wayne Dyer](#) has been writing books for many years and is one of the most sought after speakers in the world.

I believe his greatest contribution to date is the book *Manifest Your Destiny* in which Dr. Dyer says that his research leads him to the conclusion that everyone has a power within that enables us to attract all that we could ever desire! Dr. Dyer also suggests that using specific sounds can speed up that process! If you are serious about learning the art of manifesting your dreams through methods other than hard physical work then you will love the information found in this book. (And the audio series!)

Whenever “success” is studied the student is usually led down a path that he or she never imagined or expected. And the most important message that everyone brings back from that search is that this power is AVAILABLE TO ALL!

I have taken the time to investigate and study success along with interviewing many top stars from the world of Multi-Level

Marketing. I can tell you that the “shocking” discovery is always the same. Success is an internal method and it is a tool that everyone has available 24 hours per day. Sadly, very few are aware it's there and even fewer have taken the time to learn to use it. But studies continually show that those who do live more quality lives and earn more money than those who don't. What would stop you from learning how to use a tool that is this powerful?

When [Tony Michalski](#) started reading an old book from a friend's collection he knew he had discovered a lost treasure. He republished this mindset classic and now [The Master Key System](#) by [Charles Haanel](#) is once again available!

Mr. Haanel wrote “conditions, environment and all expressions in life are a RESULT of our HABITUAL OR PREDOMINANT ATTITUDE!”

At almost the same time Rebecca Fine came across another undiscovered treasure from the past and she decided to offer *The Science of Getting Rich* By Wallace Wattles to everyone through a free E-book and a great audiotape version which you can purchase from her site.

www.scienceofgettingrich.net

In his book Mr. [Wattles](#) says:

“There is a THINKING STUFF from which ALL THINGS ARE MADE.” Next he said “A thought in this substance PRODUCES THE THING THAT IS IMAGINED BY THOUGHT.” And finally, “A person can CAUSE THE THING HE THINKS ABOUT TO BE CREATED.”

For most people this kind of “thinking” runs counter to everything that we have ever been taught about how to succeed. Hard work and persistence are considered to be the hallmarks of business. Although I am not saying that hard work and

persistence are not factors to your success, but they can become an effort in futility if you are not “thinking” successfully!

By the time you are done reading this short booklet you will have an understanding of the importance of learning this “mind stuff” and you will also understand the “why” behind it! Once you understand how important this is and how easy it is to incorporate into your business (and your entire life) you will wake up every day “excited” about doing it!

Through a series of personal stories and observations I will illustrate many of the things that I have learned about mindset and success. I will introduce various places on the internet where you can start doing some of your own investigations into this science of mind. The most important key to creating your dreams is not, however, found by reading and memorizing the information in this booklet or any other book. The key is in UNDERSTANDING AND DOING the lessons found in the books!

I have found that the majority of people who get involved in network marketing do so because their lives are not working exactly the way they had hoped. Some have enough money but lack quality time or are no longer excited about their career. Others have free time but not enough money. Sadly, the majority lack enough money and quality free time!

If we remember Mr. [Haanel](#)'s statement that all conditions are a result of predominant attitude, we begin to see that in order to get the most out of our network marketing business we need to take a serious look into changing our way of thinking so we don't end up creating the same results in our MLM business that we are trying to escape!

Combining the consensus of Mr. [Wattles](#) when he said “thought upon formless substance can cause the thing we think about to be created” gives us the chance to change our way of thinking and reap the rewards that network marketing offers everyone!

What? Me Worry?

A few years ago I was having dinner with my friend and MLM Guru, [Bob Schmitz](#). He is a big proponent of mindset and his audio tape “Mindset to Millionaire” is still one of the best MLM trainings I have ever listened to.

We were discussing the importance of teaching mindset techniques to our distributors and I told him of an experiment that I was about to implement. I told him that I was going to put the “mind stuff” to a serious test. It was my intention to do nothing in the way of actively promoting my business other than focus my attention on a positive and specific outcome. I felt that if the mind stuff was a real thing that I had enough power to pull it off. I also told him that If I started to see that it wasn’t working I could always easily revert back to the traditional methods and continue building my business.

During that period many incredible things happened to create all sorts of beneficial outcomes and my partner and I ended up with over 70% of the entire company in our downline.

I told people that I just got out of the way so the universe could use its infinite wisdom to find what was needed for me to have a successful outcome! Most just looked at me and said, “Yeah, and I bet you've been abducted by aliens, too!”

The purpose of this story is not to impress you on how a lazy hippie rigged the universe to work in his favor. It's to acknowledge a system of mind that most successful people tap into whether on purpose or not. For some this kind of “way” just comes naturally.

If you have a history of making things happen or getting to the top without much difficulty then you are probably one of those

people who just uses this “energy force” instinctively and you might not even be aware of it. For the rest of us there is “A WAY” to develop it!

Please understand that I am not advising that you “do nothing” with your MLM business other than “think well” about it. I spent six years working very diligently on mental power techniques and wanted to put them to a test for a short period of time. If you have not spent years focusing your attention on the process of “the law of attraction” I would not recommend that you try this experiment. “Positive focus combined with massive action” is always the best way to start and develop an mlm business!

NOTE: Success and Happiness are a state of mind. Most of us have little difficulty accepting that happiness is a state of mind. However, the majority of us are trained from infancy that success is a state of “doing!” Although doing is usually a part of the success factor, it doesn't have to be the sole factor! In fact, doing on a consistent level usually leads to stress and in some cases “disease!”

There are countless people who have been in network marketing who “did” everything they were told to do and yet they did not achieve the results they were looking for. Why do YOU think that happens?

IF YOU CONTINUE TO THINK THE WAY YOU
HAVE ALWAYS THOUGHT, YOU WILL
CONTINUE TO GET WHAT YOU HAVE
ALWAYS GOT!

It is my goal to help you “change” the way you “think” from a far deeper source than your brain! This booklet is designed to help you create a new way of thinking and “being” that will help you achieve the kind of success that you really want!

Once you understand that a positive state of mind will actually attract more benefits to you on the “material plane” you will gain

a desire to develop this part of your business on a daily basis in order to experience the following: a faster growing group, a bigger paycheck, and a more positive outlook on life — all achieved with less energy and time!

Belief in You!

There were three factors to winning a gunfight, according to the Wild West Gunslinger [Doc Holiday](#).

The third most important factor was having a fast draw.

The second most important factor was being as accurate as possible when shooting at someone!

And believe it or not, according to one of the greatest gunfighters who ever lived, the single most important factor to winning a gunfight was **Attitude and Belief in YOU!**

When you started in your network marketing business did you (or do you now) have a belief in YOU? Do you actually see yourself in your mind's eye as completing your goals through your mlm business?

Or, are you a little hazy about the outcome? Maybe you are scared to get started and waiting for some “external motivation” like an opportunity meeting or an exciting audio tape to help you break out and get going.

What if I told you that I can show you a way to develop an imaginary picture in your mind of a successful future in your MLM business which you can practice daily until that picture becomes true? First you need to get an idea where you are at this stage of your MLM business:

(1) Could you take out a sheet of paper RIGHT NOW and sit down and confidently write down exactly where you intend to be in 24 months with your MLM business?

(2) Okay, let's say you are having a little bit of difficulty doing that. Could you write down where you would LIKE to be in 24 months?

(3) Would you be willing to do some daily mental exercises that can give you a better chance of getting what you want in 24 months?

May the Force Be with You

I loved that part in the [Star Wars](#) movies when Luke was introduced to the Jedi Training so he could energize the FORCE! What a wonderful “MLM training” movie! Now, before you go out to your local costume store looking for a Luke Skywalker Jedi Knight suit, maybe we can learn to energize the FORCE for ourselves!

After my first year in MLM, I relocated to [Scottsdale, Arizona](#). The wonderful weather and the “mystical” landscape is ripe for ‘inner discovery.’ I would often take rides to [Sedona, Arizona](#) with my friend, Joan Howard. We discovered a wonderful book store and each time we went there we would each walk around the store and pick out a book for the other to read. Joan handed me the book *Life Was Never Meant To Be A Struggle* by [Stuart Wilde](#).

This incredible little “thinking” tome featured Stuart lying on a hammock drinking a cold Aussie Beer with a Cheshire cat smile on his face! You can go to his site and find the book or you can get it on audio.

I am a big fan of Stuart Wilde and I remember a lecture he did where he used an imaginary example of how people with different energy levels attract things into their lives. I will call my imaginary energy levels “Units of The Force” — in honor of Luke and [Yoda](#) — to illustrate how it can be connected to getting a new car.

As you work with “mind stuff” you will start to vibrate at a different energy level. You won't “feel” this energy level in the same way you might feel after drinking a strong cup of coffee. Instead, you will just be “vibrating” at a new level and the way you will notice it is through coincidences and even “miracles!”

In our little example we are going to be looking at different individuals who all desire a new car. In our first example will be “the average” individual who is vibrating at 10,000 units of The Force. He decides that he wants a new car and the minute he makes that decision he puts an image into the universe and the car is starting to flow to him. But at this level he is not aware of the law of attraction that can be generated from within. He does what he has always done, because that's what he has been told is the only way to do things. He starts to figure out ways to “get” more money to buy the car: a second job, more overtime, more hours, *etc.* Since he is unaware of “a better way,” he does not use any of those techniques. His thought process and upbringing tells him that “if it's to be, it's up to me” and so he is doomed to stay on this level as a human “doing” rather than a “human being.”

A “Beginner/Seeker” decides that she wants a new car. She is operating at 20,000 Units of The Force so she writes down her goal for that new car. She goes to the car dealership and takes her dream car for a ride. She even takes a brochure home and places it on her “wish board.” Meanwhile, she starts figuring out ways where she can “get” the extra money to buy the new car. A few days later she receives a letter and it is from the IRS and they tell her that they were doing a random check on tax returns from two years previous and she is owed a refund for an additional \$500. She is ecstatic because this will help her purchase the new car.

She thinks that this “coincidence” might have had something to do with her writing down her goal to have this new car and taking it for a ride along with placing its picture on her wish board. Since she is new to mind stuff and not yet sure how effective it will be she continues working on her “energy” but at the same time she is also figuring out ways to get some extra hours in at work and make some more money.

Let's rev it up a bit and look at our “Minor/Sage” who is operating at 50,000 Units of The Force. He is starting to

understand that there is an energy force that connects all things and that by attuning himself to that force whatever he desires will be made manifest to him. He has experienced some pretty amazing coincidences over the last two years and he is getting pretty confident in his ability to think about and have things “come” to him in odd little ways. He sees a commercial for a new Lexus on TV and decides that he would like to have that car!

He goes out and takes the new Lexus for a test drive. He closes his eyes while in the car to just get a “feel” for it as he is smelling the newness of the car and running his hands over the buttery soft leather seats and imagining that he is sitting in his own garage with his new Lexus. He is creating new brain cells so that he can attract the situations into his life in order to “have” this picture in his mind become real. He asks the sales rep to take a picture of him inside the Lexus and when he gets home he places that photo on his wish board along with writing down “I now own this Lexus” on a 3x5 index card with a little picture of that Lexus glued to the index card.

One month passes and his company announces that they are implementing a new car bonus program and he realizes that he is eligible to receive the amount that he needs to lease his Lexus. Within a week he is sitting in his garage in his new Lexus and “remembering” how this already happened in his mind a month ago!

A Funny But True Story

I wanted to drive a Lexus. Whenever I saw that “L” out on the road, I got a little thrill. Now, I'm not a car lover, so I don't really know why the Lexus stirred my soul, but it did. Who am I to fight messages from the universe, right?

My partner, Bob and I went to a Lexus Dealership because I wanted to take my “dream car” on a test drive and do the right stuff” like feeling the leather, imagining it in my garage, *etc.*

Afterwards, while sitting with the sales rep and looking at the brochures I noticed there was no gold Lexus. I turned to the rep and said, “Where is the gold Lexus?”

He replied, “That Lexus doesn't come in gold. Just these colors in the brochure.”

I replied, “Gee, I have a picture of a gold Lexus on my wish board.”

Again, “Sorry, no gold!”

My partner Bob interrupted, “You don't understand. My partner cuts pictures out of magazines and puts them on this board and the stuff comes true and if he says there is a gold Lexus on his board, trust me you are gonna be carrying a gold Lexus!”

Well, the sales rep saw he was getting nowhere with us. He wrote down our names and telephone numbers and said he would be in touch. The next day I got a phone call from him. He told me that he has been telling everyone about our visit the day before. When he came to work in the morning, he and the staff were called outside because a new Lexus was being unveiled. Each dealership was being given one of them until they went into full manufacturing. It was the GOLD LEXUS!

Can I Use This to Get Leads?

I am hoping that by now you are starting to understand that there is an invisible “energy” level that we are all vibrating at. Each one of us vibrates according to our dominant thought pattern and usually those beliefs were instilled in us so long ago that we don't even remember where they came from!

Our goal is to train our minds to focus on certain things that will cause us over-ride those dominant thought patterns and add more “units of The Force” to our energy pattern. This exercise will help you “attract” the people who are also on that level. The other wonderful benefit of this exercise is that you will start to have more positive coincidences in your life!

A few years ago while working in my first MLM program, I wrote down my goal to reach the next level in the company's compensation plan. It was the second highest level in that company and it was worth a considerable amount of money. By the end of the month, one of my first level leaders was lacking the volume required to reach her next leadership level which would have “pushed” me up to that prestigious rank.

Two weeks later, when the commission check came for that month, I noticed that I had received a raise in pay and also that my partner and I had reached that new level of rank. We called the company and they told us they were doing a search on a social security number and it turned out that a distributor had switched lines using a fake social security number the year before. The company found the mistake and transferred her organization back under my front line leader which gave her the volume she needed to get to the next level and in turn push me to the Diamond position!

“Hmmm...Maybe there is something to this mind stuff!!!”

Fake It Till You Make It!

In order to develop a higher energy level (or Units of The Force) you will want to do some things that you might have “tried” in the past. This time you need to do these things continuously and with diligence! They aren't that hard but they do need to be done consistently, and they will make a huge difference in the way your business will flow!

Most people think the “Fake It Till You Make It” Game means that you go out and buy a bigger car or an expensive watch whether you can afford one or not! That is an external game and it will attract externally motivated people who need to be constantly motivated by YOU but it will not attract internally motivated leaders who will motivate THEMSELVES! Which would you rather have in YOUR organization?

I want you to play the Fake It Game INTERNALLY!

Instead of buying a bigger car or an expensive watch I want you to IMAGINE that you already have all of the things you desire. Every day, just take some time out to IMAGINE how great it feels to own your dream items NOW!

When you receive your next commission check make a copy of it before you cash it. Then white out the numbers on that copy and if there is a rank on the check white that out also. Then type in the new rank you want to have and the new monthly commission you want to have. Take that IMAGINARY commission check and tape it to your computer and each day look at it and break out in a great big smile and say to yourself

“I am so happy, I now earn this monthly check!”

(Note: If you don't have a commission check, call an upline and tell him or her what you want to do and ask if he or she can make a copy of a check and white it out and then fax it to you!)

Anyone can “afford” to play the Fake It Till You Make It Game! By doing this you are generating feelings of being more successful. Along with setting up your subconscious mind to search out this experience you are also building more “units of The Force!”

Is That Your Favorite Radio Station?

Did you ever wonder how your radio works? I mean, did you ever stop and think about the fact that on any busy street in any part of the country there can be hundreds of drivers all listening to the radio and yet none of them are listening to the same thing?

Did you ever wonder how you can just reach over and push a plastic button and music that you like will come into your car to entertain you? Did you ever have someone else in your car reach over and push that button only to have music come into your car that you absolutely hated?

This is a wonderful example of the many different kinds of vibrations that are all around you all of the time. You can't see or hear them, but you are "attuned" to some of them! You are sending out a signal and the kinds of people who are "tuning" into your "music/vibration" are the one's who will be attracted to you! Watch Out! If you are unknowingly playing the kinds of "songs" that you don't like (negative vibrations) you will attract the kinds of people who are "resonating" to that same level!

Take some time each day to notice what you have been thinking about for the last half hour. How have you been responding to the world all day? How you respond to situations creates the kind of "music" you are playing to the world! And you will attract an audience for that music! So from now on, do your best to play only positive "music" so you will only attract positive people into your business!

Play It Again, Sam!

I am going to give you a great little exercise you can do as many times per day as you want. It's so easy that you can do it all day long! It's like playing an invisible musical instrument!

Take your thumb and touch your little finger and “pretend” that when you do this you “start” your vibration rate (or units of The Force) moving at a much faster rate. Now go to the next finger and the next until you reach your index finger. Each time you go to the next finger “pretend” that the units of The Force just got stronger! By the time you reach your index finger you will be vibrating at a level that only attracts the strongest, most qualified prospects into your business. Imagine doing this each time you are about to make a one on one presentation to a client!

The more you “practice” this the more you are going to experience positive coincidences designed to move your business forward and with ease and comfort! And we all know by now what that means: **More Money and More Free Time!**

Always keep this in mind: THOUGHTS ARE THINGS and FEELINGS ARE THINGS and both affect your business just as much, if not more, as passing out flyers, calling prospects, or doing a presentation!

Replace That Thought Right Now!

Here is a great little “everyday” exercise that can have dramatic impact on your business AND your life! Every time a negative thought or worry comes into your head immediately say to yourself “Cancel That” and immediately replace that thought with an imaginary situation that is in line with what you DESIRE rather than what you fear! By doing this you can keep your level of positive energy high (units of The Force!) which, in turn will send out the “right signal” to the type of people you are looking for to help you build your business!

Worry, Doubt and Fear are like roadblocks that stop the flow of The Force!

Each time you begin to experience those feelings REMEMBER THAT THEY ARE ACTUALLY DOING DAMAGE TO YOUR BUSINESS!

Did you ever goof around with your friends when they were using the garden hose by sneaking around the corner and stepping on the hose or squeezing it together so the water either slowed down dramatically or just plain stopped! That is exactly what you are doing when you worry, doubt or allow fear to come into your area of vibration (your mind!).

Every time you stop up the flow of positive energy with worry, doubt and fear you open up a second “garden hose” that shoots negative vibrations through your mind/body which in turn lowers your units of The Force. This sends out negative signals which attracts the wrong kinds of people to look at or sign up in your business!

Now what are you going to do every time you start to doubt, worry or fear something? You are going to immediately realize that you are damaging your business and you are going to mentally scream “Cancel That!” (Go ahead and scream it out for real if you want to!) Then you are going to imagine the exact opposite of what you are worrying about and imagine it happening NOW. Try that right now and see if it doesn't bring out a great big smile on your face!

The more you do this extremely important exercise the more you will upgrade and “collect” units of The Force. This in turn will start a flow of “coincidences” that will benefit your business. At that point you will start to actually see that your business will grow much more rapidly with less stress which in turn will cause you to doubt, worry and fear less which re-cycles back around to more and more positive situations! This “golden circle” is one of the most wonderful experiences you will ever have in your MLM business!

A Lie Written on a Piece of Paper

I first got involved in network marketing in 1986 when I read an article about a product in a national fitness magazine. I called the company that was listed in that article and a few days later I received a phone call from a distributor in San Francisco.

Barb Borrowman started telling me how lucky I was to find this ground floor opportunity and how excited she was that I was living on the east coast. Barbara had visions of me building a nice big organization on the east coast! I, on the other hand, had absolutely no interest in anything she was saying until she got to the part where she explained that for a mere \$25 I could become a distributor and buy the products wholesale and if I signed a few people up I could eventually get my product for free! That convinced me that I should be a “distributor.” And getting the best price on this product or maybe even getting it for free was about as far as I ever expected to go in network marketing!

Life has a way of changing things for you when you least expect and on May 1, 1987 while driving home from a dinner party a drunk driver drove his car head on into mine. The impact was so severe that it literally drove the engine right through the dashboard crushing me nearly to death.

The “near death” experience that followed allowed me to glance at a universe that I would never have imagined. While on the “other side” I learned that there really is no such thing as time or dimension and that everything we are experiencing here on this plane is only an illusion constructed by our minds. This

experience confirmed what I was to find out later in my investigation on mind set techniques!

When I finally “woke up” in the hospital, days had passed and I was in very critical condition. Almost every major bone in my left side was crushed or severed and the surgeons told my parents that it looked like a grenade had exploded inside me. My face was very badly burned and lacerated and my eyes were also burned quite seriously from boiling anti-freeze that shot out of the firewall of my car.

As I lay in the hospital more dead than alive, I was also thinking a very strange thought. “Boy oh boy, are they gonna be shocked when they see me get out of this one!”

I motioned to my family who were sitting at my bedside and they passed over a notebook that I used to communicate with. I shakily wrote something and handed it back to them. I am sure it put a smile on their faces and at the same time I'm sure they were thinking that it definitely wouldn't happen in the time frame I gave it and maybe it would never happen even if I survived.

The note simply said,

“IN ONE YEAR I WILL LOOK BETTER THAN BEFORE THIS HAPPENED.”

A pretty wild hope for someone who was in my condition, especially when “before this happened” I was an owner of a bodybuilding/martial arts gym and the surgeons told my parents that I was the most perfectly developed man they had ever worked on!

What no one knew at that time was that I had a very FOCUSED DESIRE along with an UNSHAKEABLE BELIEF IN AN EXPECTED OUTCOME. And it wasn't until many years later that I discovered these words written so long ago:

Concerning all acts of initiative and creation there is one elementary truth. The moment one definitely commits oneself, Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issue from that decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.”¹

I won't go into detail about all of the incredible events that fell in place to assist me to not only recover from that devastating car accident but to also meet an impossible goal of looking better than I did before the accident!

In the gym I owned and operated there was a picture of a man whom I modeled my body after. That man, [Frank Zane](#), is one of the greatest bodybuilders the world has ever known. He is also one of the most fascinating and intelligent “mystics” that I have ever met. When the great [Arnold Schwarzenegger](#) saw Frank Zane for the first time he realized that he was looking at the perfect physique. They became work out partners and still remain great friends.

I had been released from the hospital after a few months and was going to recuperate at my parent's home where a makeshift hospital room had been set up with almost round the clock nursing care. I was sitting outside one beautiful day in August when I heard a voice behind me say “Hello, Charles.” As I spun my wheelchair around to see who was there, I was shocked to see Frank Zane standing in front of me.

Frank sat with me for a few hours and we talked about my future and my plans to redesign my body in less than one year.

¹ [W. H. Murray](#) in *The Scottish Himalaya Expedition*, 1951.

Frank spoke to me about certain things I would need to do and he gave me some nutritional tips and I realized that Frank had absolutely no doubt that I was going to pull this off! It only made my resolve stronger.

As Frank got up to leave he told me something and he also asked me something. He told me that in five years I would look back on this accident and realize that it was the most wonderful experience I would ever have. He also asked me if I would be open to work with him on a new audio series he had developed to tap into the “spirit” and help a bodybuilder accelerate their program!

I believe that visit (a coincidence, chance meeting, synchronistic event?) was one of the most important events that has happened to me in my life and it surely was one of the key factors which enabled me to reach my “impossible goal.”

Just 14 months after my accident, the local newspaper did a story about my remarkable recovery. The paper wanted a bodybuilding picture of me from “before” my accident. I couldn't find one, but the owner's son, who lifted at one of the gyms where I worked out, said, “That's OK, he looks better now than before the accident. Let's just take a photo of him and we'll use it as a ‘before’ picture.”

Fast forward to Fall of 1989. I am sitting in my living room in my new apartment in Scottsdale, Arizona. I moved here to accelerate my healing process and to build my first MLM business. And I am SCARED!

I didn't know six people when I moved to Arizona. I wasn't sure how everything was going to happen but I felt really sure that I was “supposed” to be here and that everything I would need to have happen would happen.

I now know that success can be created through DEEP DESIRE along with a FOCUSED ATTENTION ON A POSITIVE OUTCOME

and a DEEP BELIEF THAT WHATEVER NEEDS TO HAPPEN TO MAKE IT WORK WILL HAPPEN!

I looked up and simply said “God, I need your help, I need some sign that I am doing the right thing here.”

The next morning I received a call from a young lady who said that I was referred to her and she would like to stop by to talk to me. I figured that she had heard about my MLM opportunity and wanted to know more.

When she arrived at my door later that afternoon, I had all of my presentation materials out on my desk ready to answer any questions. Instead she started telling me about a “goal setting” course that she was marketing. I got this feeling that my prayers were being answered. I didn't know what she was talking about, but I pulled out my credit card and said, “Sign me up!” She was pretty flustered because she was only half way into her presentation and hadn't even told me the price. I simply said, “No, you don't understand. You were sent here and I am supposed to do this.” (I am sure she thought she had found a real nut case!)

That weekend I found myself sitting in a hotel room along with about 50 other people watching a big screen video of a live seminar by a man named [Bob Proctor](#) and the things I learned that weekend forever changed my life.

Bob Proctor explained how he had spent most of his adult life studying success and a good portion reading and digesting *Think & Grow Rich* by [Napolean Hill](#). He learned that SUCCESS WAS A MATTER OF USING MIND AND SPIRIT TO CREATE THE LIFE YOU WANTED TO LIVE. He said that from this day forward if you would start to “think of prosperity” and “fill your mind with thoughts of the things you want instead of the things you don't want” then you can have anything you want. When he introduced the “written goal” as a way to develop this belief I was astounded to hear him say this:

If You Write a Lie on a Card and Read It Often Enough You Are Going To Start To Believe It!

Bob then went on to explain that “Believe! And your belief will actually Create The Fact!” Since I truly believed I was divinely guided to this seminar, I knew this information had to be vitally important to success!

Bob then challenged us to write down some of the things we wanted on a 3x5 index card, carry it around, and read it as often as possible. What he said next almost made me choke! He told us that it doesn't even matter if you don't believe the thing you write down. He said, once again, that by reading it often enough you will begin to believe it and belief can turn a lie into a reality! Wow! I had never heard of anything so incredibly easy!

One of the things that I wanted to have happen was to have my commission check grow to \$10,000 per month. As a blue collar printer my average annual income was around \$30,000 and the thought of earning over \$100,000 per year was hard to even imagine.

However, I also knew that MLM provided an unlimited income ceiling to anyone and I had a

- (1) DEEP BELIEF IN MY ABILITY
- (2) DEEP BELIEF IN MY PRODUCTS
- (3) DEEP BELIEF IN MLM

I was told that anyone who expected to succeed in MLM had to have those three internal beliefs combined with a COMMITMENT to make it work. I also had FOCUSED MY ENTIRE ATTENTION and had A POSITIVE EXPECTATION that somehow, everything would work out right!

Within 8 weeks I received a commission check for *over \$8,000*, which was more money than I had ever earned in one month in

my life! I didnt do anything different other than write down my goals!

I believe that when people are faced with the concept of writing down their “goals” on paper they are not sure “why” they are supposed to do this. Most are under the impression that this is an exercise in “external” motivation. By that I mean the kind of motivation designed to get you excited and “pumped up!”

I truly believe, and have seen lots of proof that writing down your goals starts a process of subtle vibration that calls in and gathers units of “The Force” which we already know sets you up to attract more powerful individuals into your business. All of the exercises that we are learning in this booklet are designed to create more units of “The Force” in order to develop more coincidences and eventually miracles in your business!

Knowing that this is the real reason behind writing your goals on paper, doesn't it just make incredible sense to sit down at least for 5 minutes each day to either re-write your goals or just to read them?

If you are having difficulty with the word “goals” then I suggest you think of them as “desires” or “wishes” until you start to see results and become convinced that “goals” are things you wish or desire but believe you can have! As you begin to see more coincidences appear in your life because you are using the simple exercises in this booklet you will realize that you can “wish and believe it will happen!”

The Razor's Edge

What is your favorite movie?

Mine is the remake of *The Razor's Edge* starring Bill Murray. The movie's plot was about a man named Larry (played by Bill Murray) who had a burning desire to find "The Meaning Of Life" in order to pay back a debt that he felt he owed to a soldier who died saving Larry's life.

Larry travels the world reading and learning and eventually ends up on top of a mountain in India sitting alone in a tiny hut with nothing but his many books of knowledge that he has collected from all over the world. The master of the monastery, seeing that Larry was depending on enlightenment to come from his reading, sent him up to the mountain and told him to return only after he felt that he had truly become enlightened.

As the scene progresses, we see Larry still sitting on top of the mountain, the snow falling and his last piece of firewood has burned out. Larry only has his precious books now and he starts to burn them one by one to stay warm. Finally, running out of books he sits and begins to meditate on all that he has learned and becomes enlightened.²

There is a quote in Bob Proctor's *YOU WERE BORN RICH* which says

No amount of reading or memorization will bring you the success you seek. It is only the understanding and application of the ideas in this book that will make the difference.

Larry came off the mountain with a firm decision to return to the United States and as he came to the master's quarters for one

² [Click here to watch the video!](#)

last audience he is told that the road to enlightenment is like a "razor's edge."

What the master was telling Larry was that even though he now understood the principles of enlightenment and even though he was now vibrating at a much faster vibration, even he was subject to negative energy at all times.

If you intend (and you must have a strong INTENTION) to gather in more "units of The Force" through the various exercises and ideas I have given you in this short booklet, you must realize that you must remain diligent in your practice of them. You will always be walking a "razor's edge" and you will always be in the company of people with very low or negative energy. And they can pull you down to their level unless you remain aware of what you need to do to stay in a positive vibration. Never allow yourself to be pulled down in that direction. Always strive to keep your life on a never ending quest for improvement and success. And because of that you will always be happy!

A True Story of Painful Persistence

In all of the “success” lessons I've read or listened to there is always a case presented for the benefits of “PERSISTENCE.” What is usually said is that through persistence you will eventually reach your goal. By being persistent you might just be one presentation away from success.

I have another view of persistence and it is what allows me to take on new challenges. I believe persistence helps create a positive self image!

When I was a kid I fell in love with the TV show “[Ripcord](#)” and I wanted to grow up and be a skydiver. Like most things we “dream” about as kids, it got stored in my memory closet and forgotten among all the other “kids stuff.” But when I found out one day that there was a skydiving club operating just one half hour from my home all of the original dreams came floating back to the surface of my brain and I got to dreaming about it one more time.

I drove up to the site and told them I wanted to be a skydiver. They told me “That's great!” and then enrolled me in a six hour, all night course learning how to get out on the strut, how to fall, how to pull my emergency chute if needed. Then they explained that I would be going out on a “static line” for the first couple of jumps. What that meant was that I would hang out on the strut until the jump master smacked me on the head at which point I would let go and gravity would eventually pull my parachute out because I was attached to a long string that did all of the work for me.

I said, “Can't I just jump out of the plane?”

“No”

So, after 6 hours of learning all of this “stuff” I found myself the next morning hanging out on the airplane strut at 3,500 feet above a big farm. It was then that it hit me. I was hanging out on an airplane strut at 3,500 feet and I was about to let go! No, thank you!

But then the smack came on top of my head and I had to “just let go” and as I did I started praying with all my heart until I felt the parachute open up. As I floated down towards the ground I just kept saying, “Oh God, just get me down and I'll never do this again!”

I did land safely, but on top of a horse corral in the woods, which made me the laughing stock of the jump site. As the rescue crew delivered me, red-faced, back at the jump site, I walked up to the snickering jump master and said to him, “How many jumps do you have to do to become an expert skydiver?”

“200 jumps gets you qualified to get you D License,” he said.

“Fine,” I said as I handed over my parachute. “199 more jumps and I can get out of this nightmare!”

The jump master, Don, looked at me quizzically and really never expected to ever see me again. He told me that when we started jumping privately together every Thursday afternoon in his quest to break the world's record, which he eventually did. Sometimes we actually had to break the ice on the runway so our plane could take off and many times we would outrun a snow storm and jump out so we could slowly glide through the first wave of snowflakes as we descended to the airport.

I ended up doing some demonstrations into high school football games and grade schools and one time I almost got killed when our plane crashed. Another time I was knocked semi-conscious when one of the skydivers collided with our formation

at 11,000 feet. I fell almost 8,000 feet before I was able to get my bearings and pull my chute. The rest of the team figured I was going to die that day!

I received a 4-stack award when a group of us jumped out at 12,500 feet and sat on each other's parachutes and then slid down on the ropes till we were standing on each other's shoulders flying four parachutes all locked together at 10,000 feet in the air!

I broke my right leg and severely tore most of the ligaments while test-jumping a new line of parachutes for a company and re-damaged it when we jumped out too low over a forest and I crashed into a tree. I had to climb down, go get a saw, limp back to the tree where my chute was tangled and then climb back up in the rain to cut my chute free!

I am only telling you this because it took me a while to start feeling comfortable about and even enjoy sky diving. I never became passionate enough about skydiving to continue once I had completed my goal of doing my 200 jumps. But I also gained a respect for “myself” that has helped me overcome many other much smaller and definitely less dangerous personal fears.

I had a goal when I drove up to that jump site that first day. I was going to become an expert skydiver. I never give up on anything until I am satisfied that I have done my best and only then will I make a decision whether I should continue doing the thing or not. I believe that giving up is the most damaging thing anyone can do to their self image and to their very soul!

I only stressed my hardships because I wanted to point out that everyone experiences some pain in his or her life while taking on new challenges. The difference between successful people and those that aren't is that the successful people do and continue to do the things that unsuccessful people won't do! We have all heard this before and I think it's almost become over-worked to the point

that no one really pays much attention to this important phrase any longer!

Most people quit things at the very time when they should be digging in and focusing all of their attention on that very thing. Every time you quit something YOU write a bad check to YOU! And every time you write a bad check in your own personal life-checking account you are closer to spiritual bankruptcy.

Is it any wonder that so many people are unsuccessful in multi-level marketing?

They just don't stick out the bad jumps!

Things You Can Do Right Now!

It is my hope and my intention that this booklet helps you to “make all of your wishes come true!”

I have done my best to give you some simple lessons that you can do to help generate more 'units of the Force.’ I am also hoping that this booklet creates a desire in you to investigate other books and the various internet sites along with the literature and audio material offered at those sites.

Start doing this material NOW! Sit down with a piece of paper and a pen and write down the five most important things that you wish will happen to you in your mlm business.

Next, take those five wishes and turn them into “units of the Force” by changing them into “true” statements.

EXAMPLE:

“I wish that I could earn \$10,000 per month in my mlm business”

can be re-written this way:

“I am so happy, it is NOW and I earn \$10,000 per month in my MLM business!”

Make a Wish Board Now!

Search through magazines, car brochures, vacation brochures, and internet sites to find pictures of things that you desire. Cut them out and place them on a board where you can see them often. Look at them each day (as often as you can) and when you do simply smile and say to yourself “This is all mine!”

I cannot stress the importance of replacing doubt, worry and fear with that which you desire. Make it your number one priority to replace any negative thinking with its opposite.

And: “MAY THE FORCE BE WITH YOU!”