

# The DominatingEDGE to Sales Success

The greatest gap between successful and unsuccessful people is not an education gap,  
not an advantage gap, and not a popularity gap.  
Your success is ultimately tied to how you think!

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GET A GOOD NIGHT’S SLEEP

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Preface¶

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Open the floodgates of creative thought & abundance¶

Chapter 5: Visualization

Stop waiting for the life of your dreams to show up¶

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The single greatest advantage to your success... ever¶

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## Preface

As a sales professional you've probably been to a real estate seminar, heard a motivational speaker or two, or even invested a nice chunk of change in programs that tell you that if you follow a certain set of rules, you'll become a multi-millionaire.

While there's something to be said for the practical advice some of these programs offer, there's a big problem with how most of us go about trying to attain our dreams. We look outside of ourselves for some magic trick to create the life we want – the millions in the bank, the gorgeous home, the fancy car. But I'm here to tell you that you're doing it backwards.

If you really want to achieve profound success you have to change how you think.

I want to tell you about my own success, but you need to know first and foremost, that it didn't come simply from following a few platitudes like "work hard," or "have goals" although I did also do both of those things.

To achieve success at levels most people only dream of, I employed what I now call the DominatingEDGE™ Techniques: 4 simple actions that teach you how to change your mind so that you can utterly transform your reality. These actions are practiced in just 14 minutes a day – a 1% edge – that when used consistently, lead to a massive amount of positive change in your life.

This is my secret to success, and I want it to be yours.

We all have a smart phone, right?

This technology allows us to search an infinite number of terms or theories on Google, talk to someone in Bangkok or France on the same day, or even in the same conversation, or video chat with a potential love interest that lives a few cities away from us, and that's just for starters.

How did we go from a clunky wall phone to a smart phone that can do an infinite number of amazing things in such a short time? It's all due to a super-intelligent operating system, and if you want to hack yours, you need DominatingEDGE™ Techniques.

These tools, when used to their maximum capacity, give you an advantage over people who haven't been introduced to them.

Instead of just staying busy – not to be confused with making progress toward your goals – you'll be working smart.

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If you expect to achieve your sales goals, if you expect to maximize your potential, if you expect to live the life of your dreams, then what I am about to explain to you is mission critical. You MUST upgrade your personal operating system and become a master at understanding and practicing the principles of The Law of Attraction and The Slight Edge.

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These techniques will truly teach you how to live life to the fullest, maximize your sales knock your sales goals, and bring make your business into the top 20% in your industry!

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You see, I've spent my life analyzing, and paying attention to successful individuals and success principles.

I wanted to understand why it was that some individuals obtained extraordinary success, while success simply eluded others. No matter what they tried, or how hard they tried to achieve success, it just could not be grasped.

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It was clear to me at a very young age, that massive success wasn't about education, it wasn't about privilege, or where you grew up, how you grew up, your ethnicity, gender or sexual preference. It wasn't about how your parents raised you, your nationality, your religion, or any hardships you have experienced.

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How do I know this? Because I've lived it.

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My name is Jeff Hammer. I became a real estate agent before some of you were born. I worked at the very first ReMax Franchise in the country. Later, in 2007, I sold my 70- agent real estate office, and today, I manage a group of web companies that I developed and live the life of my dreams.

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I have zero debt. I have mortgages, and no car payments. I've offered to help each and every one of my 19 nieces and nephews with a down payment on their first homes, and there are 19 of them! Let's pray there are no more! I have wake-up money (that means I don't have to clock in at a job to earn money) of \$50,000.00 + per month, and I'm doing what I love every single day.

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I don't have to work anymore. I just choose to because I'm living my passion.

My present experience wasn't always this amazing. Life was drastically different before I understood the Dominating EDGE techniques and the Law of Attraction.

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At 30 years old, I was fired from my job as the "Director of Asset Management" for a company called Linpro, a commercial real estate developer. If anyone has ever been fired before, you know that this can quicken a sense of panic.

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I wasn't a doctor, a lawyer, or a CPA. I didn't have a marketing degree. Heck - I didn't have a degree at all.

In fact, I'm a high-school drop-out.

I was 30 years old and had lost my entire income. In that moment when I really just wanted to give up, I knew I had to do something drastically different. Something needed to change, or else I might struggle financially for the rest of my life.

The one thing in life I had always been told was this, "Jeff, you should be in sales."  
So I thought, "Hmm, all those realtors are driving really nice cars, they must be making good money."

So, in 1991 I pulled up to the ReMax office in my 2-door Suzuki Samaria and started selling homes. When I drove clients around to see houses, I had to flip the front passenger seat forward, so that a couple could even get into my car! At the office I joined, a large number of the agents we're members of the 100% Club, earning over \$100,000.00 per year.

They say we turn out like the people we hang around most, and it's also been proven that our income will pretty much match that of our 5 closest friends. These statistics didn't turn out to be wrong. I earned \$100,000.00 my first year. Those agents were my slight edge. And soon you're going to find out exactly why.

Friends, that was almost 30 years ago. Today, I want to share something with you what has worked better for me than anything else in sales and in life.

NOTHING is more important than upgrading your personal operating system.

Change how you think, and you'll change your entire experience. Any goal becomes possible to achieve. Are you ready to learn the DominatingEDGE™ Techniques?

Let's dive right in.

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So we all have the latest in technology – the latest operating systems!¶

This tool, when used to its maximize capacity, gives us a slight edge. With this tool - just because you're doing allot more, doesn't mean you're getting more done... don't confuse movement with progress.¶

¶  
If you expect to achieve your sales goals, if you expect to maximize your potential, if you expect to live the life of your dreams..., what I am about to explain to you is mission critical. ¶

YOU must upgrade your personal operating system... and become a master at understanding and practicing the principles of; The Law of Attraction and The Slight Edge.¶  
I've spent my life analyzing, and paying attention to successful individuals..., and success principles; I wanted to understand why it was that some individuals obtained extraordinary success, while it eluded others – It was clear to me at a very young age, that it wasn't about education, it. [1]

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## Ch. 1 Upgrading Your Personal Operating System

### Your Level of Success Will Always Match Your Level of Personal Development

Before I tell you the four techniques that I consistently use to alter my thinking, you need to understand something that is vitally important.

Your level of success will seldom ~~exceed~~ your level of personal development. Success is something you attract by the person you become. Most people think that success is a matter of your level of education, the amount of wealth you start out with, how popular you are on social media, or some other completely irrelevant factor. This is one of the biggest myths being perpetuated today.

What's more, in my research I've discovered that people in the U.S. spend over \$769 million dollars a year on self-help books and courses, and that doesn't include additional money spent on coaching, personal development, and anti-depressants. Finding happiness and success is exhausting for many people even with all these resources, but it doesn't have to be that way. <sup>1</sup>

As human beings we are wired to seek "more." As part of an Infinite Universe, no matter what level of success you've already attained in your business, your relationships, or in your life, you are wired to want to hunt for more. The seeking of greater success – in itself – can help to bring about greater fulfillment, but it doesn't mean that you are supposed to stay complacent and stuck where you are. You are meant to strive for greatness.

In fact, neuroscientist Jack Panksepp tells us that humans and animals alike are meant to spend some time in our comfort zones, but then are instinctually driven to move outside of them. <sup>2</sup>

Your success, joy and happiness is only limited by your thoughts. That's it. This truth is painfully simple, yet it is a concept overlooked by about 90 percent of the population.

You see, your mind is just like a computer's operating system. It doesn't punish you or reward you because of who raised you or what college you went to (or didn't go to). It simply takes in information, stores it in the subconscious mind, and then you obey that program as if you were a robot carrying out instructions. While you are much more than a robot, this is how your mind works. You are constantly manifesting a reality. If you don't like the reality you see before you right now, then you must change the subconscious programs which are directing it.

Right now, the program running in your life is not conscious. If you want to take charge of your life and your success, then you must become conscious of the programs that are running on

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autopilot. You must learn to intentionally and consciously create a program or set of programs that result in a different life.

I didn't achieve \$50,000+ monthly income – what I call “wake-up money” – by allowing old, tired, word-out, worn-out programs to keep running in my subconscious mind. I used focused thought and emotion to turn those programs into something that would create massive wealth. This became my physical reality, but it all started by taking conscious control over my thoughts.

The great news is that there is tons of science supporting the notion that you can change your subconscious programming. – where a whopping 90 percent of all your real thought is happening and where your operating system is truly calling the shots.<sup>3</sup>

Upgrade the programming in your operating system and you will bring about awareness, confidence, certainty, and success in your life.

## Why You Must Alter Your Subconscious Programs

Before you start applying the principles, I'm going to share with you, you also need to understand that there are two primary levels of consciousness. The first level of consciousness is what you are in while you are thinking about how you're going to get to work on time or what you're going to have for dinner tonight. It's called “thinking.”

The other level of consciousness (or more accurately levels that we'll chunk into one for the sake of this example) happen below the surface. You can imagine all of this other awareness to be like a massive iceberg looming beneath the surface of the “thinking” mind. This is where most of the action takes place. We will call it “non-thinking.” That's because once a set of thoughts and actions is carried out a few times, it is relegated to the subconscious mind in the form of a habit.

This is why your programming MUST be altered from the subconscious state of mind. From the ages of 0 to 7 your mind is most often in what neuroscientists call the alpha and theta brain wave states. You are quickly absorbing all the attitudes, actions, and beliefs of your parents, grandparents, siblings, and other important caretakers around you, so this state of mind is really important. You're literally being programmed at a young age, just like a CPU.<sup>4 5</sup>

You learn how to respond to challenges, how to view the world at large and what to do and think in almost any circumstance. By the time you are in middle school, you've already been taught exactly how to think. Your “success blueprint,” you could say, is set up.

For some people who are lucky enough to have a perfect upbringing, their particular set of beliefs is very supportive for achieving success. For others their programming is based upon caution, uncertainty, doubt and a whole host of other problems that are directing negative or non-useful outward behavior.

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It's not the smartest people that succeed, it's those that procrastinate less, and take daily consistent action.¶  
The subconscious mind doesn't really matter what we choose, it just obeys.¶

We're all constantly manifesting; but what if we could consciously and intentionally attract what we want in life?¶  
Focused thought and emotion turns into more powerful thoughts and emotions, which will in turn become physical manifestations.¶

*After 30 years in sales and reaching the ultimate finish line... wake-up money¶*

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Now, by no means did I have the perfect childhood, but I was exposed to some pretty amazing programming. When I was a teenager, my father opened a motivational book and tape store. It was *required* that I listen to Zig Ziglar, Earl Nightingale, Dr. Norman Vincent Peal, and the many great motivational leaders of the time. I had to write a book report on what I learned from these great men once a week. I was being “programmed” for success from a very young age.

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Messages like “*Your attitude, not your aptitude, will determine your altitude,*” “*You become what you think about,*” “*The cyclone derives its power from a calm center. So does a person,*” and “*Change your thoughts and you change your world*” were being deeply implanted into my subconscious mind, repeatedly.”<sup>6 7 8</sup>

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For many people though, you grow up, have dreams and goals of achievement, and you can’t seem to achieve them based on the set of programs you received. In subtle and not-so-subtle ways you *weren’t* taught that your thoughts create your world. You were also likely taught that you aren’t good enough or smart enough, or that you don’t deserve success, or some variation on that belittling and stultifying theme.

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You try and try, but fail. Then you scratch your head, and wonder why you can’t seem to get ahead, make your sales goals, or even clear a few thousand dollars a month, let alone make millions every year.

As Dr. Bruce Lipton, the pioneering stem cell biologist who has studied epigenetics and how thought creates reality will tell you, “this is why poor people stay poor, and rich people stay rich.”<sup>9</sup>

The stupefying thing is – you’re still running your life on those programs that you learned when you were a child. If you want to change them you have to go deep into the recesses of your brain, where a thousand little actions and beliefs have been “chunked” into subconscious, automated processes, and alter them. Sometimes – drastically.

You try to approach your grown-up problems and achieve your grown-up goals while in a state of logic and reason – the beta brain wave state – which is also where your inner critic is lurking. You decide to try a new technique and it fails, so you say to yourself, “I don’t know why I ever thought I could do this. This is stupid.” Or some such other nonsense, and give up before you’ve even gotten started.

This is where you need to change that pattern, and rely on the DominatingEDGE™ Techniques to silence that inner critic and bad programming (get out of the beta brain wave state) and into the very same brain wave state that you were in when you were soaking up information as a child.

Let me give you an example of how these programs play out once you’re “all grown up” and trying to make it in the world of business.



I used to own a 70-agent real estate office in Colorado. I sold it more than twelve years ago, but when I was running it, I recognized that 80 percent of my agents were producing mediocre results. A whopping 80 percent of my agents were also married to an income-producing partner, or were on the brink of bankruptcy.

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This phenomenon wasn't just happening in my office though. It happens in almost every company in the world. It is in fact so common that a researcher named Vilfredo Pareto documented it and named it. It's called the Pareto principle or the Law of the Vital Few. <sup>10</sup>

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So why were just a handful of my agents producing a majority of the success? It turns out that most of them had a fear of rejection and therefore weren't consistent in their actions. They wouldn't even try to prospect for new clients because their internal dialogue would get in the way.

This fatal flaw made them incapable of success. Meanwhile, my successful agents didn't care about rejection. They called as many people as it took every day to find clients who needed to sell homes, and they were consistent about it. For every "no" they got, they just kept trying until they got a "yes." They recognized a "no" was not a personal attack – it was just a no. They also placed a dollar amount on each of those "no's", knowing each no lead them one step closer to yes, and a commission check!

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You see, some agents had successful programs running in the background. They were fearless and confident. Others were letting fear determine their thoughts, which then caused them to behave in unsuccessful ways.

I personally would put in massive action, consistently, to achieve my own successful results. When I was still a realtor, before I owned my own company, I would use a book called a reverse directory that allowed you to look up addresses, street-by-street.

I'd look up addresses, and call 100 homes per day, every single day. "Hi, this is Jeff with ReMax, are you considering selling your home either now or in the near future?" Not every person said yes, but with that level of commitment and consistency, I eventually closed, and began enjoying increasing income and freedom.

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I was one of the 20 percent pulling in 80 percent of the profits for the ReMax office I worked for. When I noticed this phenomenon *again* in my own real estate company, being the new thought junkie that I am, I had to know why this 80-20 Rule or the Law of the Vital Few was so common.

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It turns out – all those thought leaders I listened to as a child were dead-right. We're all creating our realities based on the Law of Attraction.

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## Ch. 2 Understanding the Law of Attraction

In 391 BC, the famous Greek philosopher Plato noted that *"likes tend toward likes."* This is the principle behind the Law of Attraction. To put the DominatingEDGE™ Techniques to work for you, it is helpful to understand the Law of Attraction and how it applies to almost everything you do.

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Our thoughts and the emotions behind them (this is key) attract similar thoughts and emotions. This then results in a physical manifestation that is in alignment with those emotions and thoughts.

### What the Law of Attraction Isn't

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Many people mistakenly believe that if they just practice positive thinking or go around saying, "I am a millionaire, I am a millionaire" ten thousand times, that they can create that outcome, but you have to actually believe and attach positive emotion to the outcome you seek, acting as if it has already come to be, to actually achieve it.

Just uttering random words is not how the Law of Attraction works – and trust me, it is a law, just like the law of gravity or electricity. You don't have to "agree" with gravity for it to hold true. If you walk off the side of a cliff, gravity will very clearly show you what it is all about even if you are screaming, "I don't believe in gravity!" all the way to the bottom of the gulch you're about to find yourself in."

The belief in, and positive emotion attached to a set of beliefs puts a whole host of attitudes and behaviors into action.

You can either acknowledge and constructively use the Law of Attraction, or it will continue to operate in your life by default.

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### How the Law of Attraction Works

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Step 1 – We ask

Step 2 – It is given

Step 3 – We must raise our vibration to match that which we ask for

Think of the Law of Attraction as simply tuning your radio to a different station. In this case, instead of tuning into a radio wave, you are tuning into the thought waves that then become the means of manifestation. You are elevating your thinking. If you are living your current life down

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here at station 88.5, but your ideal life, income, relationship, home, car, vacations, etc. are at 103.5, you've simply got to change the tuner. Your vibration must match that life you seek.

For instance, if your thoughts around money are "there is a lack of it" and "I don't have enough," then you've tuned into the station of lack and poverty, and that's all you will experience. You will continue to attract "not enough."

## Scientific Studies that Support the Law of Attraction

There are even scientific studies which are now proving the Law of Attraction.

As Dr. Joe Dispenza, author of the book *You are the Placebo: making Your Mind Matter* has said,

"Your thoughts and feelings come from your past memories. If you think and feel a certain way, you begin to create an attitude. An attitude is a cycle of short-term thoughts and feelings experienced over and over again. Attitudes are shortened states of being. If you string a series of attitudes together, you create a belief. Beliefs are more elongated states of being and tend to become subconscious. When you add beliefs together, you create a perception. Your perceptions have everything to do with the choices you make, the behaviors you exhibit, the relationships you chose, and the realities you create."

There is fascinating research in the world of neurobiology regarding the study of mirror neurons in the brain. Nothing as clearly demonstrates the Law of Attraction. We evolved with these mirror neurons so that we could coexist in small social structures and survive. What happens is that when you radiate positive emotions or facial expressions, this same response is mirrored in the brain of an observer. They have no choice but to match your emotional state – it isn't even conscious.<sup>11</sup>

And even more corroborating evidence has proven that when we experience fear in one of the brain's oldest structures, the amygdala, we also induce fear and anxiety in others!

What the authors of these studies don't mention is that just positive thinking alone isn't going to drastically alter your reality. You have to put this law into practice to alter your subconscious programming, and use positive emotions and creative visualization to make things stick.

## 4 Steps to Understand the Law of Attraction in Your Life

Here are four steps you can take to notice the Law of Attraction at work in your life right now:

1. **Quiet your mind.** Often simply giving your brain a break will allow your true nature without negative programming, to rise to the surface. If you do observe negative

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emotions or thoughts, simply notice them, and realize that this is your current programming.

You now have an opportunity to accept what comes up in a quiet moment or to change it. Don't resist what comes up. Allow emotions to bubble to the surface. Resistance lowers our vibration. Feel your feelings fully. Notice sensations in your body, and then let them go. The less you resist, the easier it will be to change your programming.

**2. The Law of Attraction works no matter what you are thinking.** Observe your thoughts for a few moments, or just check in with your thoughts at a few random times throughout the day. Are your thoughts most consistently positive, profitable, and life-affirming or are they self-defeating and negative? Now correlate your thoughts with your actual experience.

You will almost never find that you are thinking in one way and experiencing anything different than what you think. The subconscious mind doesn't care what reality you choose, it will always deliver, consistent with your most common thought patterns.

**3. Change your thoughts. Change your experience.** Just as a little experiment, see what happens if you consciously change your thoughts for one whole day. While it usually takes more than 24-hours to reprogram a lifetime of negative thinking, see what happens to your outer experience when you commit to thinking positively about one aspect of your life. Evict any part of your thinking that doesn't align with where you're going and what you'd like to experience. Not any changes you observe in physical manifestations, how people treat you, how you feel emotionally, etc.

**4. Clearly define your goals.** As Robert Heinlein would say, "In the absence of clearly defined goals, we become strangely loyal to performing daily trivia, until we become ultimately enslaved by it." This is because you are just running on your current, subconscious programming. If you truly believe that like attracts like, then you will need to change your subconscious programs. This starts with knowing *exactly* what you want to achieve.

Don't just say, "I want to be rich." Do you want to earn \$20k a month, \$2 million a year? Don't just say, "I want to be successful." Write down exactly what success means to you. Does it mean having plenty of money, plenty of time, and lots of friends to share your success with? You may not think you have goals right now, but you do. Maybe they are just to "get by," and that's what you are experiencing. To use the Law of Attraction, you need to get very specific about what you desire.

And just know that if you want to get results you've never had before, you're going to have to do things you've never done before. Don't fret though, a new, upgraded operating system is going to help you do those things you've never done before.

Now that you understand how the Law of Attraction works, we're going to use just 1% of your day, every day – a mere 14 minutes – to apply the 4 techniques that can help you to change your subconscious programming. Get ready for the life-altering, DominatingEDGE™ Techniques.

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## The DominatingEDGE™ Techniques

The DominatingEDGE™ Techniques are life changing, but *only* if you actually use them. You will need to commit just 1% of your day, every single day, to these practices so that you can start to reprogram your deepest emotions, beliefs, and habitual patterns of action. If you do this, and you are consistent with it, you *will* experience drastic, positive change.

DominatingEDGE™ Techniques include:

Gratitude

Quieting the Mind

Animating our Future

Active Co-Creation

If you expect to achieve your sales goals, if you expect to maximize your potential, if you expect to live the life of your dreams, these 4 practices, accomplished in just a few minutes a day will provide you with a Slight Edge.

A book by Jeff Olson called Slight Edge gave me the inspiration to apply these techniques for just a few minutes a day. He explains that small wins every day, small changes that you do consistently, can make an incredible positive change in your life. <sup>12</sup>

It's not about intensity – it's about consistency!

You don't have to do anything extreme, or master some gargantuan skill overnight or even engage in an incredibly disruptive behavior. All you have to do is apply these four steps every day, and watch your life – little by little – morph into something that you can be proud of, and that others are inspired by. Massive success is made in doing small things consistently over time.

And YOU must upgrade your personal operating system. NO one can do it for you. Once you become a master at understanding and practicing the principles of DominatingEDGE™ you can pretty much write the script for any life you choose to live.

In the next few chapters, we'll look at each of these techniques in more detail and learn exactly how to practice them.

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Agree – BUT it's critical that we keep this simple! We could write an entire chapter on what you mentioned above, BUT I'd rather give them a chance at succeeding by not overwhelming them with too much information.

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## Ch. 3 Gratitude

*"There are only two ways to live your life. One is as though nothing is a miracle. The other is as if everything is a miracle."* – Albert Einstein

Gratitude is one of the most creative acts you can engage in. When you practice gratitude, you send powerful waves of extremely high-vibrating thought out into the world, which always come back to you like a boomerang.

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In fact, some researchers like Dr. David Hawkins, suggests that the resonance or vibrational quality of different emotions actually register on a consciousness scale like light waves or radio waves, and **gratitude rates even higher than love.** <sup>13</sup>

The majority of people start their day with worry. The minute they are conscious in bed they're running stories in their minds about everything they have to do, everywhere they have to go, everyone they have to see, dreaded issues around work, etc.

The mind cannot think two things at once. You are always choosing either fear or gratitude. I prefer to set the pace for my day by choosing gratitude. The DominatingEDGE™ is all about YOU taking control of your thoughts. We may as well start that the moment we're conscious in bed in the morning.

This is why it is such an extremely valuable tool and one that I include in the DominatingEDGE™ Techniques. You MUST raise your vibration to change what you consistently experience in life. You may think that you aren't resonating in those lower frequencies, but if you allow some of your subconscious programs to rise to the surface, you'll learn that you have a lot of vibrations that aren't serving you. Instead of getting frustrated that you aren't resonating higher, be thankful that life is showing exactly where your vibration is so that you can then change it.

Here's something else that's really helpful. Dr. Robert A. Emmons, considered one of the world's leading researchers on the subject of gratitude, has looked deeply into what this mental state can do for us. He found that it has measurable effects on our self-esteem, our psychological well-being, and even our physical health, but the benefits of gratitude don't stop there. <sup>14</sup>

In order to achieve success in life, you're going to face setbacks and hardship. It's just part of life. Gratitude may in fact, be *most* helpful when we are going through tough emotional times or adversity in growing our businesses.

When everything is going right in our lives, it's easy to be grateful. This means you are likely putting out a high vibrational frequency, and high-vibrational thoughts. You've got your radio station tuned just right. It's when adversity hits that we can sometimes look at the outer manifestations of our world and forget that we can change things with our *inner* dialogue and beliefs. This is when gratitude becomes essential.

Consciously practicing gratitude can help us see the big picture and not get bogged down with temporary setbacks. Cultivating an attitude of gratitude can also shift us into the appropriate mindset to feel motivated to tackle challenges head-on, and maybe even reframe them as fun instead of a burden.

A study published in the *Journal of Positive Psychology*, and conducted by Philip Watkin reveals just how resilient we can become when we use gratitude during moments of stress.

Study participants were asked to recall an unpleasant, unresolved emotional memory. They were asked to choose a time in their lives when they felt deeply betrayed or hurt by someone else. This group of participants was then divided into three, smaller sub-groups. Each of these groups was assigned a writing task.

In one group, they were to write about a positive aspect of this upsetting past experience and explain how they might reframe it to feel grateful about the lessons it taught them.

Another group of writers were told to deny the negative aspects of their memory, and one group was instructed to write on a neutral topic.

The group that fared the best, was the one that wrote about their negative experience with a tinge of gratitude for its positive aspects. They felt more closure, fewer unpleasant emotions, and were more resilient in the face of their negative experience.<sup>15</sup>

Now just imagine how much power this gives you the next time you feel like giving up, just before you're about to reach a new level of success.

You can be grateful no matter how dire your situation in life currently is. You can be thankful for the air you are breathing and simply for being alive. You can be grateful for the sun that rises to give you a whole new day of possibility, and new experiences. No matter who you are, someone has loved you. You have loved someone else. You have likely experienced joy, caring and compassion, often when you didn't even "deserve" it.

Knowing the practice of gratitude is a powerful way to reprogram your mind, try one of the following exercises:

I personally like to choose one person in my life that I feel needs love or that I feel compassion toward, and imagine sending them more love. I this way, I am practicing love and gratitude at the same time. I simply imagine the person and see them enclosed with loving arms, or receiving love from Source.

You can also choose one person who you feel extreme gratitude for in your life. They must still be living, and you must have a way of getting in touch with them in person. Write a letter to

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them expressing your gratitude for what they did for you. Don't hold back. Tell them exactly how their act of kindness, love, compassion, leadership, or mentorship changed your life. Call them up, and instead of delivering this letter to them through the mail, tell them you want to take them to lunch, and read the letter to them.

Participants who completed this action in yet another gratitude study found that their feelings of happiness, elation, and self-satisfaction lasted for days, sometimes weeks, after they shared their feelings of gratitude with another person in this way. <sup>16</sup>

Another big return on your investment comes when you write in a gratitude journal. But don't just make a random list of things, so that while you're writing you can check out mentally. The University of California did a 10-week gratitude study and found out some interesting insights on how to best use a gratitude journal. You have to get more specific.

Three groups wrote in a gratitude journal but they each did it very differently. One group just made a list of things they were grateful for. Another group wrote fewer things but added five sentences to describe their gratitude for each thing on their list (more details) and the final group just wrote about why their lives were better than other people they knew. The group that wrote the five sentences about why they felt gratitude felt more elated, excited, and alert than the other groups, and also less sad and fatigued. The bang for your buck with gratitude comes by being detailed. <sup>17</sup>

Finally, you can simply practice gratitude as you are falling asleep at night, or as part of your million-dollar morning routine, which I'll present in Chapter 7.

Now, onto mindful breathing, yet another DominatingEDGE technique to add to your 14 minutes of daily practice.

## Ch. 4 Quieting the Mind

*"The thing about meditation is you become more and more you."* – David Lynch

With too much noise in your subconscious mind, you will struggle to be able to install new programs and raise your vibration. All that chatter will keep you running the same automated loop. If you want to succeed you need to quiet the mind, and there are two, sure-fire ways to do this.

### Meditation

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You can't open Forbes magazine or Business Insider these days without running into an article about meditation and mindfulness.<sup>18</sup>

The reason is because every successful person in the business world is clued in on meditation's vast benefits. This is the first and foremost practice you need to develop for a dominating edge because it is just too incredible *not* to try. It can literally give you super powers.

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The goal of meditation isn't to control your thoughts, but to become still enough to stop letting your thoughts control you. It puts you in touch with your inner wisdom, and calms the noise that keeps you from knowing the next, best step to take. Or, as Meditation Master Choa Kok Su says, "Meditation speeds up the evolutionary process by gradually purifying negative tendencies."

There's a reason why everyone from sports stars to Silicon Valley tech tycoons and modern-day monks use meditation.

Here's why meditation works, and works fast:

- It lowers your stress hormones including cortisol which can make you dumber and more depressed
- It decreases anxiety and depression<sup>19</sup>
- It increases the alpha brain wave state so that you can install new programs into the subconscious mind
- It squashes the ANTS ("Automatic Negative Thoughts" or old, negative, un-useful thought programs that want to run without your conscious permission)
- It helps you to regain or establish confidence and motivation that you can use to achieve your goals. Since what we believe is what we tend to achieve, confidence is critical. When we are calm, cool, and collected, we try harder because we *expect* to succeed.
- It works without a belief in any particular religion or spiritual philosophy
- It slows the heart rate, decreases blood pressure, and lowers oxygen consumption
- One study found that just 20 minutes of meditation offers greater benefits than a whole night of deep sleep (source)
- It improves the quality of your sleep<sup>20</sup>
- It strengthens your willpower
- Increases brain plasticity<sup>21</sup>
- It improves flow and creativity<sup>22</sup>
- It allows you to delay gratification so that you can work on really big goals and achieve them<sup>23 24</sup>
- And hundreds more

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To learn to meditate and practice mindfulness, you can start with a very simple, five-minute practice.

The particular practice I’m about to describe is called Vipassana, or Clear Insight meditation. It is similar to traditions found across the world. Many of them suggest starting any meditative practice with a simple observation of the breath (and because we’re also going to talk about the power of breathing for altering your brain wave state and changing your CPU, it’s a great segue.)

Here’s the easiest way to start a meditative practice:

1. Find a quiet, comfortable place where you can sit. A straight-backed chair is preferred. Place your feet flat on the floor. Sit tall with your shoulders relaxed and your hands placed, palms up in your lap. It is important to get comfortable because once you find a good sitting posture you’ll want to remain completely still, as movement can send signals to the nerve endings in our bodies and stimulate the brain. The idea is to calm it. So physical stillness is key.
2. You will then begin by taking three deep breaths, then allow the breath to remain natural. Notice the feeling of air entering and leaving your nostrils. Notice how it is slightly cooler as it enters your nose and slightly warmer as it leaves your nostrils. Notice how your belly is rising and falling gently as you breathe. When you notice a thought arise – about anything – don’t judge it. Simply acknowledge the thought and let it pass, like a cloud in the sky, taking your attention back to an observation of the breath. Meditation is not daydreaming, you won’t want to entertain thoughts. Again, when they appear, just acknowledge them and let them go and return your focus to the breath.
3. Continue to observe the breath. Your aim is to empty the mind and get rid of all the refuse and old programs that are deeply inside your subconscious mind, and again, simply by observing them and returning to an observation of the breath.
4. You will observe over time that your mind or thoughts will get quieter and quieter. This is the calming of your subconscious mental flow.

Try meditating for just five minutes as part of your day to incorporate DominatingEDGE™ Techniques. If you decide that you want to extend your meditative practice, that’s wonderful, but to get results you can really start with just a few minutes a day.

Let’s now move on to the next tool you’re going to love for changing how you think, and calming the mind.

## Mindful Breathing

Mindful breathing is one of the fastest ways to change your vibration, and its free. You can practice it any time you want to. Proper breathing can control our emotions, boost our brain power, and even alter our health, but it does so much more.<sup>25</sup>

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I'm going to teach you a trick that one of the most elite branches of the U.S. Navy uses to keep calm in the most stressful situations imaginable.

The Navy Seals are the *baddest*, most deadly Special Forces in the world. They took down Bin Laden. I was never a Seal, but I was in the Navy, so I have extreme respect for these guys. They *really* know how to practice elite-level life skills.

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Now why do I mention them? These elite forces use breathing techniques to quiet the mind, to sharpen their focus, increase awareness, and shut down any distraction at the very moment before a highly-stressful combat mission.

We're going to use the very same tool to upgrade our personal operating system. We're going to use it because it immediately takes your mind and body out of the fight-or-flight mode, and into a calmer brain wave state – usually alpha.

The first breathing exercise is called box breathing.

To practice it simply breathe in your nose for 3 seconds, hold for three seconds, breath out of your mouth for three seconds, and hold the exhale for three seconds before your next breath. (Repeat this pattern for up to eight minutes.)

That's our first exercise to quiet the mind, and raise our vibration.

The second is called alternate nostril breathing. We use this technique because it activates both sides of the brain.

To practice alternate nostril breathing, you'll pinch off the left nostril, breath in the right nostril, pinch both nostrils and hold, release the left nostril and breathe out, and pinch both nostrils and hold. Release the left nostril and breath in, hold and release the right nostril and breathe out. (Repeat for up to eight minutes.)

Essentially box breathing and alternate nostril breathing change your brain wave state to be more conducive to success and new, better programs for your Operating System.

These two simple practices will immediately take your mind to another level – ready to plant new seeds in fertile soil for a new experience. And it's the perfect preface for our last DominatingEDGE™ technique.

## Ch. 5 Active Co-Creation

Most of us create our experiences by actively engaging in the same thoughts which then create the same experiences. This unconscious habit then creates a loop. If you want to experience a different reality you need to engage in active co-creation.

Dr. Joe Dispenza offers a great explanation of co-creation. He uses the example of brushing your teeth. If we only go to the dentist twice a year, and nothing else, our teeth will rot. If we brush one day for 9 hours, and don't do anything else for the rest of the month, our teeth will rot.

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But if we brush consistently just twice a day, for just two minutes, we'll have perfect dental health.

So, whatever you're about to manifest in your life – make sure you're doing your part with daily consistent action.

With a quiet mind, from step one – we're able to recognize and reject the thoughts that present themselves, that are not in alignment with where we're going – we can interrupt our sleepwalk through life. Then, with intention, we can take the steps necessary to move in the direction of our new life.

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When we practice active co-creation we must choose to create what we want to create. when our minds starts telling us we're not smart enough, or we'll never lose that weight, or, girls like you just can't make that kind of money... whatever this "ANT" is (Automatic Negative Thought), we can reject it.

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You must do your part, and be consistent in your action. This is co-creation. When you do this, ALL the forces of the universe align behind you, to bring about the greatest version of you and the life of your dreams.

The easiest way to start to change those ANTS into something more productive is with creative visualization.

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### What is Creative Visualization?

Creative visualization is the act of seeing in your mind, what you want to experience in your world. It has been used successfully by everyone from Steve Jobs to Kobe Bryant.

Creative visualization is the act of visualizing what you want, closing your eyes and rehearsing the life you want. If you're truly present, the brain doesn't know the difference between this vivid picture of your idea life, your ideal income, your ideal listing appointment, etc. and the real 3D event.

This has been proven scientifically. In one study, participants were asked to visualize lifting their right hand. It stimulated the same part of the brain that is activated when they actually lifted their right hands. This shared area of brain activation when we imagine an action and perform it has been demonstrated extensively.<sup>26</sup>

What's more is that once you start practicing creative visualization your conscious mind starts to feel frustrated that your subconscious experience doesn't match your every-day reality, and quickly starts to come up with ways to make these two realities align.

This is why you must act today, like the person we want to become. And since most of us would already be millionaires if we knew how to be, we have to visualize being one before we actually are. Don't wait for the life you want to arrive. Act as if you have that life today, and the universe will provide.

We're creating a map to the future for your brain If you keep doing these practices, you are slowly upgrading your operating system.

### **How Does Creative Visualization Work Best?**

When you are in a relaxed, meditative state, you can bypass the inner critic in the beta brain wave state (12- 30Hz) or waking, logical state of mind. You must do this before you do your creative visualization, otherwise your beta brain will tell you that what you are picturing isn't possible. When you bypass this state by going into deeper states, like those you'd achieve by practicing box breathing, alternate nostril breathing, meditating, and being grateful, you can more easily program the subconscious mind.

Auto-suggestion, particularly visual images, seep into the subconscious mind most easily in a relaxed state. This is easiest in the alpha brain wave state which is usually the state you are in when you are daydreaming, just about to fall asleep at night, or just waking up in the morning. All the DominatingEDGE™ techniques help you to achieve this brainwave state.

It is also important that you project the reality you would like to see in your mind's eye as if you are watching a movie. This will make it easier to create a visual representation with lots of detail and emotionally-charged imagery.

### **How to Practice Creative Visualization**

Close your eyes and use your imagination to rocket you into a positive state of mind as you picture yourself living within the life of your dreams on your screen. See the outcome that you want to experience, and make it as vivid as possible. What does it look like, taste like, smell like, sound like, feel like? Who are you with? How do you feel? Who are you sharing your success with? Who are you talking to? What clothes are you wearing? What are you driving? Where are you living, etc.

Now, see and imagine your success benefiting two or more people besides you. This gives you a reason to achieve your goal outside of your own needs and desires, and makes it even more likely that your subconscious mind will work with your conscious mind to make this visualization a reality. <sup>27</sup>

This practice will drastically change the programs in your operating system. People in indigenous cultures have used creative visualization for thousands of years to “project” another situation into their subconscious reality, which then easily changed their actual reality. They did it by first getting out of the beta brainwave state, which so often dominates Western culture, and into alpha, delta and other states of consciousness. If you do this, you can use your creative mind to create exactly the reality you want, and then install that program into your subconscious mind.

You’ll also experience more creativity, motivation, drive, and happiness. These are happy by-products of creative visualization.

Now that you know the DominatingEDGE™ techniques, let’s put them to work in a million-dollar morning routine. All good habits are the foundation of a solid “process” or routine, and this is about to be yours.

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## Ch. 6 The Million-Dollar Morning Routine

Before we look at this morning routine, I've got to tell you – you want success? Stop looking for a shortcut and find your alarm clock. Find your discipline. The majority of millionaires are up, bright-eyed and bushy-tailed, at 5:00 A.M. It is discipline, not inspiration that creates advantage and delivers the biggest results.

You must possess self-discipline in order to make decisions, take appropriate actions, and execute your game plan regardless of any obstacles, discomfort, or difficulties that may come your way. And they WILL come your way – this is when you fall back on DominatingEDGE™ techniques—essentially habits that give you that 1% edge.

If everything is going wrong, you just keep focus on your daily positive routine, and go forth, expecting greatness.

What you do in the morning sets the pace for the rest of the day. If you want to set yourself up for success and happiness, practice this routine.

You're not obtaining the level of success that you want, because you don't have a routine. Successful people have routines they follow daily! Have I pounded this point into your head sufficiently?

### Million-Dollar Morning Habits

Let's spend just 1% of our day today – that's just 14 minutes – to make the other 99% better. It starts with our morning.

When you first wake up, your mind is fresh. It is ripe for new programming. This is one of the absolute best times to make new subconscious programs stick with DominatingEDGE techniques.

Instead of immediately reaching for your phone when you first wake up in the morning and throwing your mind into a beta state, and while your eyes are still closed, start to give thanks for as many things as you can think of. Remember, like attracts like, so if you are starting your day in gratitude, you will likely have more to be thankful for as the day progresses.

As we've discussed practicing these small habits, every day will set the tone for your life. They may not seem to be a big deal, but they are slowly but surely, reprogramming your CPU.

Try the following million-dollar morning habits to achieve the 1% edge that you deserve:

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## GET A GOOD NIGHT'S SLEEP

Though some of us can function on less sleep than others, countless scientific studies say we need 7 to 9 hours nightly to function at our mental and energetic peak. When you sleep, a whole lot of subconscious programming is going on.

We are also extremely busy at night repairing cells, restoring our organs, and fighting sub-clinical disease, but that's not all.

Your mind is also busy sorting emotions and experiences from the day. If you don't give your mind an opportunity to "rest" then you are really stealing some of its most active time to create new, better programs, come up with insightful ideas, and tackle problems with a whole set of skills that may not always be available to your conscious mind. <sup>28</sup>

## WAKE UP EARLIER

We all need quality sleep. There's just no getting around that, but if you get up an hour earlier, or two, or three, you have that much more of a jump start on your day. And just *imagine* those hours compounded over time.

## GET UP EARLY ENOUGH TO GIVE THANKS , QUIET THE MIND, ANIMATE YOUR LIFE AND MOVE INTO ACTIVE CO-CREATION

Here's why you should give a morning meditation, breathing and gratitude ritual a chance:

Giving thanks automatically puts you in the right state of mind to attract more good into your life.

Breathing calms your mind enough so that you can see which negative programs you want to alter.

Even ten minutes of silent focus on your breathing can bring calm, clarity, and focus to the entire day. You will also lower stress hormones like cortisol, and long-term meditators report feeling happier, performing better on projects for school or work, and even coming up with creative ideas that can help them solve challenges. Meditation also gives you a major dopamine rush so that you feel motivated to tackle your sales goals.

Creative visualization allows you to start to co-create the *exact* life you want to experience.

## EXERCISE

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Did you know that you can practice burst training – a short, intense workout – and reap the same, if not better results, than endurance training? If you are short on time, but big on goals, this is how you should start your morning.

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After you meditate, give thanks, breathe, and visualize, do one 3-5-minute intense workout session where you go all out. You should be out of breath, and completely taxed, but you only do it for 5 minutes tops. This will create more human growth hormone HGH, which reduces the rate at which you age, makes you look younger and gives you immense energy. It also happens to shape your physique like nothing else.

## GOALS

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You knew goals had to be in here, right?

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"Writing over 2,000 years ago, Aristotle described the process of achieving success this way: "First, have a definite, clear, practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends: wisdom, money, materials, and methods. Third, adjust all your means to that end." <sup>29</sup>

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I've always honestly thought more people don't have written goals, because they seem way too complicated. Most people have no idea where to start or where to finish. Do you just write the goal down,? For instance "Pay off my VISA debt," or do you write down the goal *and* the steps to reach the goal. Like this:

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Pay off VISA debt:

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1. Stop using the card.

2. Create a spreadsheet showing what to pay monthly to have a zero balance in six months.

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At this point, the goal can seem so depressing, we might feel inspired to just throw the goal in the trash!

When it comes to written goals, I've tried many methods, including just the simple "pay off my VISA debt" as well as writing out more in-depth plans.

If you don't have any written goals at all, I'd suggest writing down at least one goal in each of several categories that help define success in your life: Finances, Health, Relationships, and Self-Improvement.

These can be really simple. For example:

1. Cut out drinking soda so that I can save an extra \$20 a week to put toward my VISA bill.

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2. Go for a 20-minute walk every day when I get home from work.

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3. Send notes of love and gratitude to at least 3 people every day.
4. Read a new book to empower my mind and expand my knowledge.

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Write just ONE SENTANCE for each of these areas. This should take you about two minutes.

Most important, though, is that I want you to know your WHY behind them. If you don't have a strong enough WHY, then skip that category.

I grew up in Northern Minnesota, in the city of Duluth. It's a beautiful city right on the tip of Lake Superior. It is very hilly, almost like a small ,freezing cold San Francisco. I'd say we were a struggling middle class family. There was always more month than money, if you know what I mean. Maybe you can relate.

Now if you know anything about Minnesota, you've heard about the harsh winters. I can remember as a kid having our fuel oil furnace run out of fuel in the middle of the night. I can remember bundling up and heading outside with my dad, footsteps crunching on the frozen snow, fuel oil cans in hand . We had no garage, so we'd unplug the head bolt heater on the car, pray it would start, and head to the gas station to purchase 5 gallons of fuel oil, so we could get the furnace re-started.

The only warm room in the house was the kitchen. My mom would put a blanket over the doorway into the hall, turn the oven on 500 degrees, and open the oven door to heat the kitchen.

Now, an example on the opposite end of that scale was my first girlfriends parents' home. It was a beautiful ranch just a mile away. It had every upgrade including stunning architecture and interior design, a swimming pool, and a motor home for long weekend getaways parked in the driveway, where the family would go to vacation in Florida to escape the bitter cold in the winter. This was quite the opposite of how we were living.

What this experience provided me, though, was a very strong "WHY."

I vowed to not live a life running out of fuel oil, having the phone shut off, not being able to pay all the bills, and not being able to ever eat out at a nice restaurant.

In fact, my girlfriends father used to take their entire large family, their kids' friends or "romantic interests", and usually a couple of guests, myself included, out to lunch after church. Her father would pick up the tab for everyone, every single time.

This act of generosity touched me forever.

Today, if you've ever met me you'd know this, I always pick up the tab. It's a thrill to be able to offer this joy to others.

Where is it in your life where you have a STRONG WHY?

It's not enough to say "I want to earn \$100,000.00" WHY?

It's not enough to say "I want to lose some weight" WHY? (and by the way, if this is one of your goals, to lose weight, we want to affirm the new body, the new weight, the new energy... not the old).

Remember, in ALL THINGS thought, said, and done, the Law of Attraction is active in our lives – it's working whether we remember that or not.

If we're focused on "lose some weight" the Law of Attraction will bring additional thoughts and emotions around losing weight – BUT you won't be losing any!

You need to focus on that new body, that new weight that new energy, that new "fill in the blank"

And what is your why? Because I want to live long enough to walk my daughter or son down the aisle.

Because my father died of heart disease, and I don't want to. That's another big WHY.

Since we never quite had enough when I was a kid – not enough money, which resulted in not enough fuel oil, not enough food, no ability to travel, poor dental care, no savings, etc. – it all resulted in no security.

My WHY to achieve great success was not wanting to mirror my parents' life. My WHY was to be able to provide financial security for my family, to travel anywhere, anytime.

My WHY was to GIVE generously (today my company provides monthly financial support to over 20 non-profits!)

My why was to eat fabulously in any restaurant, to drive cars paid for with cash, live in a house with zero mortgage, my why is to help each and every one of my nieces and nephews with the down payment for their first home.

I HAVE 19 OF THEM... pray with me there won't be any more, lol!

Listen – I want you to write down one sentence for each of the following categories but focus on your WHY:

Work or Professional Goal (side hustle, or skill to increase your worth at your current job)

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Family Relationship Goal (date night or dream sheet on your new perfect relationship)

Financial Goal (debt reduction or income)

Physical Goal (health and wellness)

New Business / Activity Goal (could be side hustle or improve class)

What feeds you – what gets you excited – what is your WHY?

No matter what your goals are, you can achieve them when you apply just 14 minutes doing the DominatingEDGE techniques daily.

PRACTICE CREATIVE VISUALIZATION

In your morning ritual this doesn't have to be a long, drawn out process. Creative visualization can be as simple as practicing a few deep breaths and then visualizing how you want a particular conversation to go, or you can simply visualize yourself accomplishing a smaller goal by seeing yourself happy and smiling while you talk to someone or walk down the street during the day. Just be sure to add this aspect for a million-dollar routine that consistently delivers results.

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Chapter 3 ¶

Understanding the Law of Attraction¶

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There is another universal law; the "Law of Attraction" – it says that "like attracts like", our thought and the emotion behind that thought, attract similar thoughts and emotions, which attract even stronger thoughts and emotions, eventually resulting in the physical manifestation. ¶ ... [37]

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## Ch. 7 Develop Your Plan of Action for Massive Success

Today I own an internet company that earns between \$50 and \$100,000.00 per month. I just paid cash for a Bentley GT for my 60<sup>th</sup> birthday. My home is paid for with cash, I have zero debt. I don't tell you any of this to impress you. I tell you this to impress upon you - that if this high-school drop-out did it, so can any of you. We can change our thinking and change our life – that along with commitment and consistency is the golden ticket to life and business success.

I want you to make a ton of money because with that money you can live a life of freedom, you can give to causes that you believe in, help other people in your life that are close to you, and most importantly, you can create experiences with your family and friends for the seasons you have remaining on this earth.

Ask yourself this: to get from where you are to where you want to go, what needs to change? The biggest thing is your current operating system, but then you can go that little extra mile and experience massive positive change.

I could eat a half a pizza tonight for dinner and I'd experience real no damage, but over time that habit could really harm my health. I could also choose a positive habit, and yes, it may not give me an instant boost into success, but practiced diligently over time, it is going to make a big difference.

I'd like to close with a story of my own experience.

I served in the Navigation department on a US Navy Aircraft Carrier when I was younger. As the master helmsman, part of my job was steering the ship. I couldn't do that without a very clear destination. And when I was on the aircraft carrier, part of my job was to constantly track the ship's position. If it began to get off course, I would simply make adjustments. Between the natural tides, rough seas, and the launch of airplanes, we would often veer a little off track. Life is going to do the same to you.

If you don't know where you are headed, you can't correct your course, and if you don't anticipate an occasional challenge that will take you off course, you won't realize that your job is as simple as re-applying the DominatingEDGE techniques.

Keep your eye on the prize, and change your subconscious programming while raising your vibration and nothing – and I do mean NOTHING – can stop you.

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