

1st Email of Series for - "A Genius Awaits You" ebook (formatted for autoresponder)

The Real Secret – The Irony of Our Lives

Hey {!firstname_fix},

The old quote goes a little somethin' like this...

"Those who can – do. Those who can't – teach."

There's actually quite a bit of truth to this. Those who are truly successful in life often lack the ability to tell the rest of us how they actually did it. What was Wayne Gretzky's record as coach of the NHL's Phoenix Coyotes? 143 wins and 161 losses.

This from the greatest hockey player of all time?

Magic Johnson coached the LA Lakers for a little while, too. His record? 5-11. Isiah Thomas coached the Indiana Pacers and NY Knicks to a combined record of 187-223. Sure, there are examples of great players who turned out to be great coaches, as well (Larry Bird, for example), but they are few and far between.

No wonder a great deal of "success programs" created by those who've climbed to the top of the mountain just don't work. Either they're not able to apply their teachings consistently or there simply aren't enough details for us average joes who need things spelled out. It's like what we really need to know is trapped inside their subconscious minds.

Well...what good is that for those of us who want to learn, grow and achieve?

This mini-course on leadership through VDT is the best of both worlds. I've overcome a great many obstacles in my life and I've kept a painstakingly detailed account of exactly what I did and how I did it. Through this course, I'll begin to show you how I overcame addiction, lost 70 pounds and kept them off, improved every relationship in my life, and doubled my income year after year after year.

I've also made certain to record and preserve the experiences that my clients and colleagues have related to

me about how VDT helped them to become people of influence, one of the first steps to becoming a great leader. Their transformations are even more inspiring than mine.

It's time to get started and what better way to do that than to tackle a current phenomenon head-on.

Thinking is easy; acting is hard.

No wonder this whole The Secret thing caught on the way it did. In a society that's turned "instant gratification" into a art form, this must have seemed like THE HOLY GRAIL!

I mean, anybody can think. We can start thinking right this second and we can think for as long as we want to. We can think when we get up in the morning, before we go to bed at night and at any time in between. Think, think, think, think, think....all day, every day. Just let our imaginations run wild.

Sounds like a lot of fun, actually.

One of my copywriters fell hard for The Secret when it first came out. He said nothing had ever inspired him the way the movie and the book did. He ran right out and made this collage of the house, the car and the different things he wanted to attract into his life. He pasted his face on a muscular body and looked at it daily. He visualized his new body every time he looked in the mirror. He even wrote a story of what his future looked like and read it to himself every night before bed.

That was four years ago. When he answered an ad to be a copywriter for my company, he was the same weight, making roughly the same money, had strained relationships with his family, and was filling his life with activity after activity to feel like he was accomplishing something. Since he's started working for me and learning VDT he's lost 25 lbs, improved relationships with his family members, paid off over \$3000 of debt and eliminated activities from his life that kept him from working on his passion.

The difference? He took action as he was learning the principles of VDT. When he was attempting to attract results into his life, he was waiting for action to happen around him.

So why didn't "The Law of Attraction" work? The first

reason has to do with reality. To look out into the universe and envision this “perfect” future where all your dreams come true through the concept of “thoughts becoming things” is denying reality. Actions speak louder than words, or thoughts for that matter. They always have and they always will.

What is procrastination at its core? Thinking all the time about something you need to do, but somehow never finding the time or opportunity to actually do it. What are daydreams or fantasies? The product of our minds wandering off into a “perfect” world where we have everything we want and we’re always happy. How come these thoughts don’t become things?

I mean, I’ve daydreamed so vividly before that I made sure I knew exactly what each person in my fantasy was wearing, right down to their accessories. I’ve been so detailed that I could take my dreams and write a Hollywood screenplay from them. Still...no results.

It boils down to this simple truth. To change your future requires changing your present. The only difference between the present and the future is the passage of time. If your present is consumed with thoughts about your dream life versus actions that are actually building towards that dream life, you’ll never see what’s going on around you, right here and now.

The second reason why the “Law of Attraction” doesn’t work is because of another law. This law just happens to be a real, bona fide, natural principle and when you read it you’ll have no doubt about its validity. That brings up another point. How can you have a “Law of Attraction” based on “like attracts like” and also have an age old saying, “opposites attract”? Chew on that one for awhile and if you’re stumped, look up the concept of polarity some time.

Now onto this “real” law I was referring to above. It’s called the “Law of Contribution” and although I’ll go into this in much more detail in future lessons, it’s fitting that I introduce it to you today. The principle behind it is that your willingness to give must be equal to your desire to receive. In other words, there’s no such thing as a free lunch. Here are a couple others you may have heard...“you can’t have something for nothing” or, “anything worth having is worth working hard for.”

So if these things our thoughts are becoming actually do arrive, what will we have done to receive them?

Ummmm...think?

See where I'm going here. How about a different example that's more connected to reality? On average, 1 in 3 lottery winners are broke within 5 years of winning their jackpot. Some say it's because they never learn how to effectively manage their money. In reality, it's because they didn't follow the "Law of Contribution."

These folks received compensation before contribution, throwing the natural balance out of order. For some of them, this led to corruption of their character because they simply weren't ready for the responsibility that having great wealth entailed. If you're manifesting things into your life through your thoughts but you have not paid the price in contribution to receive them, you are heading down the road of corrupting your character, as well.

Let's talk about the irony of our own lives for a minute. ..

We think about being thin and healthy, before and after eating fast food, all the while knowing that losing weight boils down to eating less and exercising.

We think about what it would be like to be wealthy, as we break out the plastic at the department store, all the while knowing that the key to financial security is spending less than we make.

We imagine having unshakeable self-confidence, as we back down from challenges, all the while knowing that we have the ability and desire to have anything we want in life.

We think about mending our strained relationships, just as another argument ends, all the while knowing that if we'd just work at listening and understanding other people's needs, the healing would begin.

I got tired of the irony so I did something about it. You've signed up for this course which means you've decided to do something about it too.

What's standing in the way here? Why can't we turn our thoughts into results? Why can't we harness what we know and

just act on it?

Would you be surprised if I said it's because we don't believe in what we know?

Don't be. This is exactly why knowing what to do and how to do it isn't enough and all the manifestation in the world won't change that. Remember when we talked about the RAS in "The Human Condition". If activating our RAS to stop filtering out empowering messages were enough to create lasting change, manifestation would actually work.

Unfortunately, it's not enough.

This course is teaching you another secret, one that will help you finally "believe" in what you already know. But like Napoleon Hill in Think and Grow Rich, I will not be coming right out and telling you what that secret is. Through your study and application of what you're learning, I trust you'll discover it on your own.

The journey continues with our next lesson. Until next time...