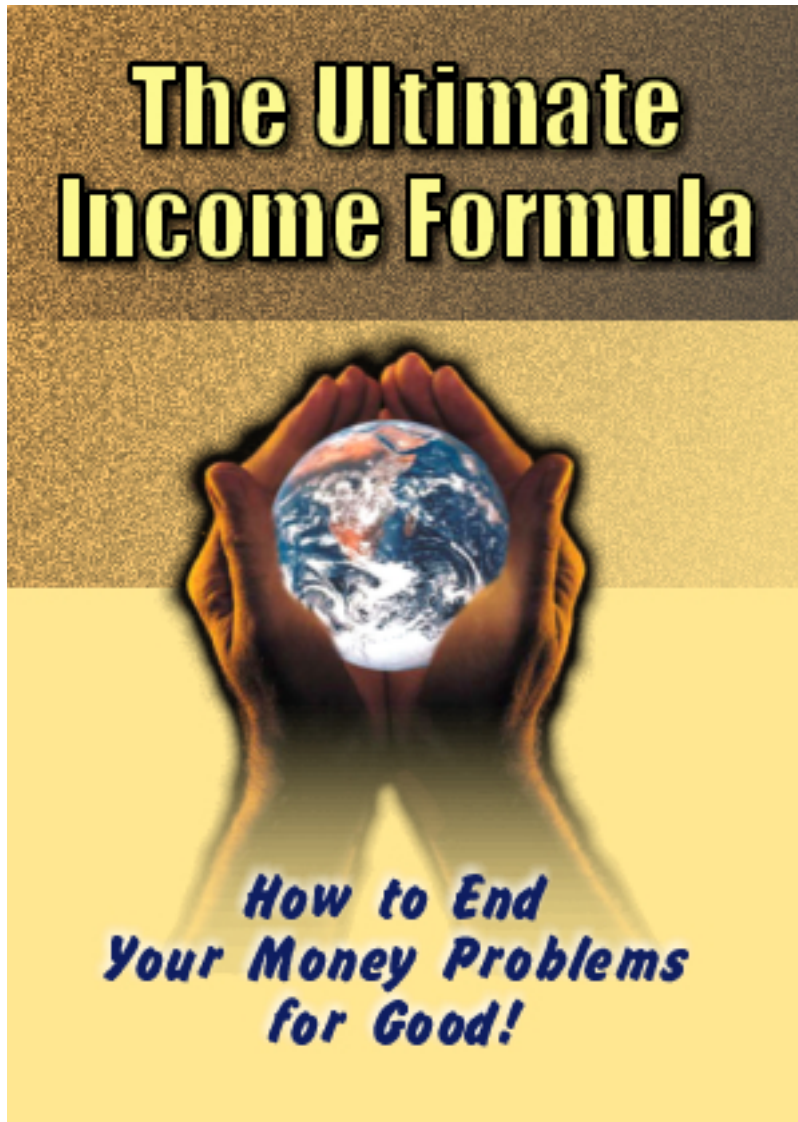


The Ultimate Income Formula



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You are about to read a “magic story” that has proven to have a profound effect on people. When you apply its wisdom, you will immediately begin to experience success, no matter how much failure you have had previously. Hardship will disappear. Even if you have been going from one misfortune to another, the world will now start to conspire in your favor. The people and events around you will support your endeavors as you effortlessly move toward the achievement of your goals and dreams.

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Part 1

How the "Magic Story" Was Discovered

(As related by Currier, a newspaper reporter in late 1800's New York.)

I was sitting alone in the cafe and had just reached for the sugar preparatory to putting it into my coffee. Outside, the weather was hideous. Snow and sleet came swirling down, and the wind howled frightfully. Every time the outer door opened, a draft of unwelcome air penetrated the uttermost corners of the room. Still I was comfortable.

The snow and sleet and wind conveyed nothing to me except an abstract thanksgiving that I was where it could not affect me. While I dreamed and sipped my coffee, the door opened and closed, and admitted – Sturtevant.

Sturtevant was an undeniable failure, but, withal, an artist of more than ordinary talent. He had, however, fallen into the rut traveled by ne'er-do-wells and was out at the elbows as well as insolvent.

As I raised my eyes to Sturtevant's, I was conscious of mild surprise at the change in his appearance. Yet he was not dressed differently. He wore the same threadbare coat in which he always appeared, and the old brown hat was the same. And yet there was something new and strange in his appearance. As he swished his hat around to relieve it of the burden of snow deposited by the howling nor'wester, there was something new in the gesticulation.

I could not remember when I had invited Sturtevant to dine with me, but involuntarily I beckoned to him. He nodded and presently seated himself opposite to me. I asked him what he would have, and he, after scanning the bill of fare carelessly, ordered from it leisurely and invited me to join him in coffee for two.

I watched him in stupid wonder. As I had invited the obligation, I was prepared to pay for it, although I knew I hadn't sufficient cash to settle the bill. Meanwhile, I noticed the brightness of his usual lackluster eyes and the healthful, hopeful glow upon his cheek with increasing amazement.

"Have you lost a rich uncle?" I asked.

"No," he replied, calmly, "but I have found my mascot."

"Brindle, bull or terrier?" I inquired.

"Currier," said Sturtevant, at length, pausing with his coffee cup half way to his lips, "I see that I have surprised you. It is not strange, for I am a surprise to myself. I am a new man, a different man, and the alteration has taken place in the last few hours."

“You have seen me come into this place ‘broke’ many a time, when you have turned away, so that I would think you did not see me. I knew why you did that. It was not because you did not want to pay for a dinner, but because you did not have the money to do it. Is that your check? Let me have it. Thank you. I haven't any money with me tonight, but I – well, this is my treat.”

He called the waiter to him, and, with an inimitable flourish, signed his name on the backs of the two checks. Then waved him away.

After that, he was silent for a moment while he looked into my eyes, smiling at the astonishment which I, in vain, strove to conceal.

“Do you know an artist who possess more talent than I?” he asked, presently.

“No. Do you happen to know anything in the line of my profession that I could not accomplish, if I applied myself to it? No. You have been a reporter for the dailies for – how many? – seven or eight years. Do you remember when I ever had any credit until tonight? No. Was I refused just now? You have seen for yourself. Tomorrow my new career begins. Within a month I shall have a bank account. Why? Because I have discovered the secret of success.”

“Yes,” he continued, when I did not reply, “my fortune is made. I have been reading a strange story, and since reading it, I feel that my fortune is assured. It will make your fortune, too. All you have to do is read it. You have no idea what it will do for you. Nothing is impossible after you know that story. It makes everything as plain as A, B, C. The very instant you grasp its true meaning, success is certain. This morning I was a hopeless, aimless bit of garbage in the metropolitan ash can; tonight I wouldn't change places with a millionaire. That sounds foolish, but it is true. The millionaire has spent his enthusiasm; mine is all at hand.”

“You amaze me,” I said, wondering if he had been drinking absinthe.

“Won't you tell me the story? I should like to hear it.”

“Certainly. I mean to tell it to the whole world. It is really remarkable that it should have been written and should remain in print so long, with never a soul to appreciate it until now. This morning I was starving. I hadn't any credit, nor a place to get a meal. I was seriously meditating suicide.

“I had gone to three of the papers for which I had done work, and had been handed back all that I had submitted. I had to choose quickly between death by suicide and death slowly by starvation. Then I found the story and read it. You can hardly imagine the transformation. Why, my dear boy, everything changed at once, – and there you are.”

“But what is the story, Sturtevant?”

“Wait; let me finish. I took those old drawings to other editors, and every one of them was accepted at once.”

“Can the story do for others what it has done for you? For example, would it be of assistance to me?” I asked.

“Help you? Why not? Listen and I will tell it to you, although, really, you should read it. Still I will tell it as best I can. It is like this: you see....”

The waiter interrupted us at that moment. He informed Sturtevant that he was wanted on the telephone, and with a word of apology, the artist left the table.

Five minutes later I saw him rush out into the sleet and wind and disappear. Within the recollection of the frequenters of that cafe, Sturtevant had never before been called out by telephone. That, of itself, was substantial proof of a change in his circumstances.

One night, on the street, I encountered Avery, a former college chum, then a reporter on one of the evening papers. It was about a month after my memorable interview with Sturtevant, which, by that time, was almost forgotten.

“Hello, old chap,” he said; “how's the world using you? Still on space?”

“Yes,” I replied, bitterly, “with prospects of being on the town, shortly. But you look as if things were coming your way. Tell me all about it.”

“Things have been coming my way, for a fact, and it is very remarkable, when all is said. You know Sturtevant, don't you? It's all due to him. I was plumb down on my luck – thinking of the morgue and all that – looking for you, in fact, with the idea you would lend me enough to pay my room rent, when I met Sturtevant. He told me a story, and, really, old man, it is the most remarkable story you ever heard. It made a new man out of me. Within twenty-four hours I was on my feet and I've hardly known a care or a trouble since.”

Avery's statement, uttered calmly, and with the air of one who had merely pronounced an axiom, recalled to my mind the conversation with Sturtevant in the cafe that stormy night, nearly a month before. “It must be a remarkable story,” I said, incredulously. “Sturtevant mentioned it to me once. I have not seen him since. Where is he now?”

“He has been making war sketches in Cuba, at two hundred a week. He's just returned. It is a fact that everybody who has heard the story has done well since. There are Cosgrove and Phillips – friends of mine – you don't know them. One's a real estate agent; the other's a broker's clerk. Sturtevant told

them the story, and they have experienced the same results that I have. And they are not the only ones.

“Do you know the story?” I asked. “Will you try its effect on me?”

“Certainly; with the greatest pleasure in the world. I would like to have it printed in big black type and posted on the elevated stations throughout New York. It certainly would do a lot of good; and it's as simple as A, B, C: like living on a farm. Excuse me a minute, will you? I see Danforth over there. Back in a minute, old chap.”

If the truth be told, I was hungry. My pocket at that moment contained exactly five cents – just enough to pay my fare up town, but insufficient to also stand the expense of filling my stomach.

There was a ‘night owl’ wagon in the neighborhood, where I had frequently ‘stood up’ the purveyor of midnight dainties, and to him I applied. He was leaving the wagon as I was on the point of entering it, and I accosted him.

“I'm broke again,” I said, with extreme cordiality. “You'll have to trust me once more. Some ham and eggs, I think, will do for the present.”

He coughed, hesitated a moment, and then re-entered the wagon with me. “Mr. Currier is good for anything he orders” he said to the man in charge; “one of my old customers. This is Mr. Bryan, Mr. Currier. He will take good care of you, and ‘stand for’ you, just the same as I would. The fact is, I have sold out. I've just turned over the outfit to Bryan. By the way, isn't Mr. Sturtevant a friend of yours?”

I nodded. I couldn't have spoken if I had tried.

“Well,” continued the ex-‘night owl’ man, “he came in here one night, about a month ago, and told me the most wonderful story I ever heard. I've just bought a place on Eighth Avenue, where I am going to run a regular restaurant – near Twenty-third Street. Come and see me.”

He was out of the wagon and the sliding door had been banged shut before I could stop him. So I ate my ham and eggs in silence and resolved that I would hear that story before I slept. In fact, I began to regard it with superstition.

If it had made so many fortunes, surely it should be capable of making mine. The certainty that the wonderful story – I began to regard it as magic – was in the air, possessed me. As I started to walk homeward, fingering the solitary nickel in my pocket and contemplating the certainty of riding downtown in the morning, I experienced the sensation of something stealthily pur-

suing me, as if Fate were treading along behind me, yet never overtaking, and I was conscious that I was possessed with or by the story.

When I reached Union Square, I examined my address book for the home of Sturtevant. It was not recorded there. Then I remembered the cafe in University Place, and, although the hour was late, it occurred to me that he might be there.

He was! In a far corner of the room, surrounded by a group of acquaintances, I saw him. He noticed me at the same instant and motioned to me to join them at the table. There was no chance for the story, however. There were half a dozen around the table, and I was the furthest removed from Sturtevant. But I kept my eyes upon him and bided my time, determined that, when he rose to depart, I would go with him.

A silence, suggestive of respectful awe, had fallen upon the party when I took my seat. Everyone had seemed to be thinking, and the attention of all was fixed upon Sturtevant. The cause was apparent. He had been telling the story. I had entered the cafe just too late to hear it. On my right, when I took my seat, was a doctor; on my left a lawyer. Facing me on the other side was a novelist with whom I had some acquaintance. The others were artists and newspaper men.

"It's too bad, Mr. Currier," remarked the doctor; "you should have come a little sooner. Sturtevant has been telling us a story. It is quite wonderful, really. I say, Sturtevant, won't you tell that story again, for the benefit of Mr. Currier?"

"Why yes. I believe that Currier has, somehow, failed to hear the magic story, although, as a matter of fact, I think he was the first one to whom I mentioned it at all. It was here, in this cafe, too – at this very table."

"Do you remember what a wild night that was, Currier? Wasn't I called to the telephone, or something like that? To be sure! I remember, now; interrupted just at the point when I was beginning the story. After that I told it to three or four fellows, and it 'braced them up,' as it had me. It seems incredible that a mere story can have such a tonic effect upon the success of so many persons who are engaged in such widely different occupations, but that is what it has done. It is a kind of never-failing remedy, like a cough mixture that is warranted to cure everything, from a cold in the head to galloping consumption. There was Parsons, for example. He is a broker, you know, and had been on the wrong side of the market for a month. He had utterly lost his grip, and was on the verge of failure. I happened to meet him at the time he was feeling the bluest, and before we parted, something brought me around to the subject of the story, and I related it to him. It had the same effect on him as it had on me, and has had on everybody who has heard it, as far as I know."

“I think you will all agree with me that it is not the story itself that performs the surgical operation on the minds of those who are familiar with it; it is the way it is told – in print, I mean. The author has, somehow, produced a psychological effect which is indescribable. The reader is hypnotized. He receives a mental and moral tonic. Perhaps, doctor, you can give some scientific explanation of the influence exerted by the story. It is a sort of elixir manufactured out of words, eh?”

From that the company entered upon a general discussion of theories. Now and then slight references were made to the story itself, and they were just sufficient to tantalize me, the only one present who had not heard it.

At length, I left my chair, and passing around the table, seized Sturtevant by one arm, and succeeded in drawing him away from the party. “If you have any consideration for an old friend who is rapidly being driven mad by the existence of that confounded story, which Fate seems determined that I shall never hear, you will relate it to me now,” I said, savagely.

Sturtevant stared at me in wild surprise. “All right,” he said. “The others will excuse me for a few moments, I think. Sit down here, and you shall have it.

“I found it pasted in an old scrapbook I purchased in Ann Street for three cents, and there isn't a thing about it by which one can get any idea in what publication it originally appeared, or who wrote it. When I discovered it, I began casually to read it, and in a moment I was interested. Before I left it, I had read it through many times, so that I could repeat it almost word for word. It affected me strangely – as if I had come in contact with some strong personality.

“There seems to be in the story a personal element that applies to every one who reads it. Well, after I had read it several times, I began to think it over. I couldn't stay in the house, so I seized my coat and hat and went out. I must have walked several miles, buoyantly, without realizing that I was the same man, who, in only a short time before, had been in the depths of despondency. That was the day I met you here – you remember.”

We were interrupted at that instant by a uniformed messenger who handed Sturtevant a telegram. It was from his chief, and demanded his instant attendance at the office. The sender had already been delayed an hour, and there was no help for it; he must go at once.

“Too bad!” said Sturtevant, rising and extending his hand.

“Tell you what I'll do, old chap. I'm not likely to be gone any more than an hour or two. You take my key and wait for me in my room. In the *escritoire* near the window you will find an old scrapbook bound in rawhide. It was

manufactured, I have no doubt, by the author of the magic story. Wait for me in my room until I return.”

I found the book without difficulty. It was a quaint, home-made affair, covered, as Sturtevant had said, with rawhide and bound with leather thongs. The pages formed an odd combination of yellow paper, vellum, and homemade parchment. I found the story, curiously printed on the last-named material. It was quaint and strange. Evidently, the printer had ‘set’ it under the supervision of the writer. The phraseology was an unusual combination of seventeenth and eighteenth century mannerisms, and the interpolation of italics and capitals could have originated in no other brain than that of its author. In reproducing the following story, the peculiarities of type, etc. are eliminated, but in other respects it remains unchanged.

Note regarding the following story: For easier reading, some changes were made to the punctuation. Below is a key to some included words that are no longer in general use or are no longer used with the same meaning.

albeit – although

anent – in regard to

anon – a short time later

competence – (1) an income sufficient to furnish the necessities and modest comforts of life. (2) a sufficient quantity. (It is used twice, once with each meaning.)

cooperage – a shop that makes casks and barrels

essayed – tried tentatively

fain – gladly

forsook – abandoned

gaol – jail

howbeit – nevertheless

Ishmaelite – a wanderer or outcast

naught – nothing

perchance – by chance

wain – an open-top farm wagon

wherefore – why

wherewith – with which

wot – know

Part 2

The “Magic Story” Found by Sturtevant

(Set in Boston and written in the mid 1740's. The writer's name has been lost.)

Inasmuch as I have evolved from my experience the one great secret of success for all worldly undertakings, I deem it wise, now that the number of my days is nearly counted, to give to the generations that are to follow me the benefit of whatsoever knowledge I possess. I do not apologize for the manner of my expression, nor for the lack of literary merit, the latter being, I wot, its own apology. Tools much heavier than the pen have been my portion, and moreover, the weight of years has somewhat palsied the hand and brain.

Nevertheless, the fact I can tell, and what I deem the meat within the nut. What mattereth it, in what manner the shell be broken, so that the meat be obtained and rendered useful? I doubt not that I shall use, in the telling, expressions that have clung to my memory since childhood. For, when men attain the number of my years, happenings of youth are like to be clearer to their perceptions than are events of recent date. Nor doth it matter much how a thought is expressed, if it be wholesome and helpful and findeth the understanding.

Much have I wearied my brain anent the question, how best to describe this recipe for success that I have discovered, and it seemeth advisable to give it as it came to me. That is, if I relate somewhat of the story of my life, the directions for agglomerating the substances and supplying the seasoning for the accomplishment of the dish, will plainly be perceived. Happen they may; and that men may be born generations after I am dust who will live to bless me for the words I write.

My father, then, was a seafaring man who, early in life, forsook his vocation and settled on a plantation in the colony of Virginia, where, some years thereafter, I was born, which event took place in the year 1642; and that was over a hundred years ago. Better for my father had it been, had he hearkened to the wise advice of my mother that he remain in the calling of his education. But he would not have it so, and the good vessel he captained was bartered for the land I spoke of. Here beginneth the first lesson to be acquired:

Man should not be blinded to whatsoever merit exists in the opportunity which he hath in hand, remembering that a thousand promises for the future should weigh as naught against the possession of a single piece of silver.

When I had achieved ten years, my mother's soul took flight, and two years thereafter my worthy father followed her. I, being their only begotten, was left alone. Howbeit, there were friends who, for a time, cared for me. That is to say, they offered me a home beneath their roof – a thing which I took advantage

of for the space of five months. From my father's estate there came to me naught. But, in the wisdom that came with increasing years, I convinced myself that his friend, under whose roof I lingered for some time, had defrauded him, and therefore me.

Of the time from the age of twelve and a half until I was three and twenty, I will make no recital here, since that time hath naught to do with this tale. But some time after, having in my possession the sum of sixteen guineas, ten, which I had saved from the fruits of my labor, I took ship to Boston town, where I began to work first as a cooper, and thereafter as a ship's carpenter, although always after the craft was docked. For the sea was not amongst my desires.

Fortune will sometimes smile upon an intended victim because of pure perversity of temper. Such was one of my experiences. I prospered, and at seven and twenty, owned the yard wherein, less than four years earlier, I had worked for hire. Fortune, howbeit, is a jade who must be coerced; she will not be coddled. Here beginneth the second lesson to be acquired:

Fortune is ever elusive and can only be retained by force. Deal with her tenderly and she will forsake you for a stronger man. (In that, me-thinks, she is not unlike other women of my knowledge.)

About this time, disaster (which is one of the heralds of broken spirits and lost resolve) paid me a visit. Fire ravaged my yards, leaving me nothing in its blackened paths but debts, which I had not the coin wherewith to defray. I labored with my acquaintances, seeking assistance for a new start, but the fire that had burned my competence, seemed also to have consumed their sympathies.

So it happened, within a short time, that not only had I lost all, but I was hopelessly indebted to others. And for that, they cast me into prison. It is possible that I might have rallied from my losses but for this last indignity, which broke down my spirits so that I became utterly despondent.

Upward of a year I was detained within the gaol; and, when I did come forth, it was not the same hopeful, happy man, content with his lot and with confidence in the world and its people, who had entered there.

Life has many pathways, and of them by far the greater number lead downward. Some are precipitous, others are less abrupt. But ultimately, no matter at what inclination the angle may be fixed, they arrive at the same destination: failure. And here beginneth the third lesson:

Failure exists only in the grave. Man, being alive, hath not yet failed. Always he may turn about and ascend by the same path he descended by; and

there may be one that is less abrupt (albeit longer of achievement) and more adaptable to his condition.

When I came forth from prison, I was penniless. In all the world, I possessed naught beyond the poor garments which covered me and a walking stick which the turnkey had permitted me to retain, since it was worthless. Being a skilled workman, howbeit, I speedily found employment at good wages; but, having eaten of the fruit of worldly advantage, dissatisfaction possessed me. I became morose and sullen.

Whereat, to cheer my spirits, and for the sake of forgetting the losses I had sustained, I passed my evenings at the tavern. Not that I drank overmuch of liquor (except on occasion, for I have ever been somewhat abstemious), but that I could laugh and sing and parry wit and badinage with my ne'er-do-well companions. And here might be included the fourth lesson:

Seek comrades among the industrious, for those who are idle will sap your energies from you.

It was my pleasure at that time to relate, upon slight provocation, the tale of my disasters, and to rail against the men whom I deemed to have wronged me, because they had seen fit not to come to my aid. Moreover, I found childish delight in filching from my employer, each day, a few moments of the time for which he paid me. Such a thing is less honest than downright theft.

This habit continued and grew upon me until the day dawned which found me not only without employment, but also without character, which meant that I could not hope to find work with any other employer in Boston town.

It was then that I regarded myself a failure. I can liken my condition at that time for naught more similar than that of a man who, descending the steep side of a mountain, loses his foothold. The farther he slides, the faster he goes. I have also heard this condition described by the word *Ishmaelite*, which I understand to be a man whose hand is against everybody and who thinks that the hands of every other man are against him. And here beginneth the fifth lesson:

The *Ishmaelite* and the leper are the same, since both are abominations in the sight of man – albeit they differ much in that the former may be restored to perfect health. The former is entirely the result of imagination; the latter has poison in his blood.

I will not discourse at length upon the gradual degeneration of my energies. It is not meet ever to dwell much upon misfortunes (which saying is also worthy of remembrance). It is enough if I add that the day came where I possessed naught wherewith to purchase food and raiment, and I found myself like unto a pauper, save at infrequent times when I could earn a few pence, or mayhap, a

shilling. Steady employment I could not secure, so I became emaciated in body and naught but skeleton in spirit.

My condition, then, was deplorable. Not so much for the body, be it said, as for the mental part of me, which was sick unto death. In my imagination I deemed myself ostracized by the whole world, for I had sunk very low indeed. And here beginneth the sixth and final lesson to be acquired, which cannot be told in one sentence, nor in one paragraph, but must needs be adopted from the remainder of this tale.

Well do I remember my awakening, for it came in the night, when, in truth, I did awake from sleep. My bed was a pile of shavings in the rear of the cooper shop where once I had worked for hire. My roof was the pyramid of casks, underneath which I had established myself. The night was cold, and I was chilled. Albeit, paradoxically, I had been dreaming of light and warmth and of the depletion of good things.

You will say, when I relate the effect the vision had on me, that my mind was affected. So be it, for it is the hope that the minds of others might be likewise influenced which disposes me to undertake the labor of this writing.

It was the dream which converted me to the belief – nay, to the knowledge – that I was possessed of two entities. And it was my own better self that afforded me the assistance for which I had pleaded in vain from my acquaintances. I have heard this condition described by the word “double.” Nevertheless, that word does not comprehend my meaning. A double, can be naught more than a double, neither half being possessed of individuality. But I will not philosophize, since philosophy is naught but a suit of garments for the decoration of a dummy figure.

Moreover, it was not the dream itself which affected me; it was the impression made by it and the influence that it exerted over me which accomplished my enfranchisement. In a word, then, I encouraged my other identity.

After toiling through a tempest of snow and wind, I peered into a window and saw that other being. He was rosy with health. Before him, on the hearth, blazed a fire of logs. There was a conscious power and force in his demeanor. He was physically and mentally muscular.

I rapped timidly upon the door, and he bade me enter. There was a not unkindly smile of derision in his eyes as he motioned me to a chair by the fire; but he uttered no word of welcome. And, when I had warmed myself, I went forth again into the tempest, burdened with the shame which the contrast between us had forced upon me.

It was then that I awoke; and here cometh the strange part of my tale. For, when I did awake, I was not alone. There was a Presence with me; intangible

to others, I discovered later, but real to me. The Presence was in my likeness, yet it was strikingly unlike. The brow, not more lofty than my own, yet seemed more round and full. The eyes, clear, direct, and filled with purpose, glowed with enthusiasm and resolution. The lips, chin, – ay, the whole contour of face and figure was dominant and determined.

He was calm, steadfast, and self-reliant. I was cowering, filled with nervous trembling, and fearsome of intangible shadows. When the Presence turned away, I followed. And throughout the day I never lost sight of it, save when it disappeared for a time beyond some doorway where I dared not enter. At such places, I awaited its return with trepidation and awe, for I could not help wondering at the temerity of the Presence (so like myself, and yet so unlike) in daring to enter where my own feet feared to tread.

It seemed also as if, purposely, I was led to the place and to the men where, and before whom, I most dreaded to appear. To offices where once I had transacted business; to men with whom I had financial dealings. Throughout the day, I pursued the Presence. And at evening saw it disappear beyond the portals of a hostelry famous for its cheer and good living. I sought the pyramid of casks and shavings.

Not again in my dreams that night did I encounter the Better Self. (For that is what I have named it.) Albeit, when, perchance, I awakened from slumber, it was near to me, ever wearing that calm smile of kindly derision which could not be mistaken for pity, nor for condolence in any form. The contempt of it stung me sorely.

The second day was not unlike the first, being a repetition of its forerunner, and I was again doomed to wait outside during the visits which the Presence paid to places where I fain would have gone had I possessed the requisite courage. It is fear which deporteth a man's soul from his body and rendereth it a thing to be despised. Many a time I essayed to address it, but enunciation rattled in my throat, unintelligible. And the day closed like its predecessor.

This happened many days, one following another, until I ceased to count them. Albeit, I discovered that constant association with the Presence was producing an effect on me. And one night when I awoke among the casks and discerned that he was present, I made bold to speak, albeit with marked timidity.

“Who are you?” I ventured to ask. And I was startled into an upright posture by the sound of my own voice. And the question seemed to give pleasure to my companion, so that I fancied there was less of derision in his smile when he responded.

“I am that I am,” was the reply. “I am he who you have been; I am he who you may be again; wherefore do you hesitate? I am he who you were and

whom you have cast out for other company. I am the man, made in the image of God, who once possessed your body. Once we dwelt within it together. Not in harmony, for that can never be. Nor yet in unity, for that is impossible. But as tenants in common who rarely fought for full possession. Then, you were a puny thing, but you became selfish and exacting until I could no longer abide with you. Therefore, I stepped out.

“There is a plus-entity and minus-entity in every human body that is born into the world. Whichever one of these is favored by the flesh becomes dominant. Then is the other inclined to abandon its habitation, temporarily or for all time. I am the plus-entity of yourself; you are the minus-entity. I own all things; you possess naught. That body which we both inhabited is mine. But it is unclean, and I will not dwell within it. Cleanse it, and I will take possession.”

“Why do you pursue me?” I next asked of the Presence.

“You have pursued me, not I you. You can exist without me for a time, but your path leads downward, and the end is death. Now that you approach the end, you debate if it be not politic that you should cleanse your house and invite me to enter. Step aside from the brain, and I will cleanse them of your presence. Only on that condition will I ever occupy them again.”

“The brain has lost its power,” I faltered. “The will is a weak thing now. Can you repair them?”

“Listen!” said the Presence, and he towered over me while I cowered abjectly at his feet. “To the plus-entity of a man, all things are possible. The world belongs to him, is his estate. He fears naught, dreads naught, stops at naught. He asks no privileges, but demands them. He dominates and cannot cringe. His requests are orders. Opposition flees at his approach. He levels mountains, fills in vales, and travels on an even plane where stumbling is unknown.”

Thereafter, I slept again. And when I awoke, I seemed to be in a different world. The sun was shining, and I was conscious that birds twittered above my head. My body, yesterday trembling and uncertain, had become vigorous and filled with energy. I gazed upon the pyramid of casks in amazement that I had so long made use of it for an abiding place, and I was wonderingly conscious that I had passed my last night beneath its shelter.

The events of the night recurred to me, and I looked about me for the Presence. It was not visible. But anon I discovered, cowering in a far corner of my resting place, a puny abject shuddering figure, distorted of visage, deformed of shape, disheveled and unkempt of appearance. It tottered as it walked, for it approached me piteously. But I laughed aloud, mercilessly. Perchance I knew then that it was the minus-entity, and that the plus-entity was within me. Albeit, I did not then realize it.

Moreover, I was in haste to get away. I had no time for philosophy. There was much for me to do – much. Strange it was that I had not thought of that yesterday. But yesterday was gone; today was with me. It had just begun.

As had once been my daily habit, I turned my steps in the direction of the tavern where formerly I had partaken of my meals. I nodded cheerily as I entered, and smiled in recognition of returned salutations. Men who had ignored me for months bowed graciously when I passed them on the thoroughfare. I went to the washroom, and from there to the breakfast table.

Afterwards, when I passed the taproom, I paused a moment and said to the landlord, “I will occupy the same room that I formerly used, if perchance, you have it at disposal. If not, another will do as well, until I can obtain it.”

Then I went out and hurried with all haste to the cooperage. There was a huge wain in the yard, and men were loading it with casks for shipment. I asked no questions, but, seizing barrels, began hurling them to the men who worked atop of the load. When this was finished, I entered the shop. There was a vacant bench; I recognized its disuse by the litter on its top. It was the same at which I had once worked. Stripping off my coat, I soon cleared it of impedimenta. In a moment more, I was seated with my foot on the vice-lever, shaving staves.

It was an hour later when the master workman entered the room, and he paused in surprise at sight of me. Already there was a goodly pile of neatly shaven staves beside me, for in those days I was an excellent workman; there was none better. But, alas! Now age hath deprived me of my skill. I replied to his unasked question with the brief, but comprehensive sentence: “I have returned to work, sir.”

He nodded his head and passed on, viewing the work of other men. Albeit, anon, he glanced askance in my direction.

Here endeth the sixth and last lesson to be acquired, although there is more to be said, since from that moment I was a successful man, and ere long, possessed another shipyard, and had acquired a full competence of worldly goods.

I pray you who read heed well the following admonitions, since upon them depend the word “success” and all that it implies:

- Whatsoever you desire of good is yours. You have but to stretch forth your hand and take it.
- Learn that the consciousness of dominant power within you is the possession of all things attainable.

- Have no fear of any sort or shape, for fear is an adjunct of the minus-entity.
- If you have skill, apply it. The world must profit by it, and therefore, you.
- Make a daily and nightly companion of your plus-entity. If you heed its advice, you cannot go wrong.
- Remember, philosophy is an argument; the world, which is your property, is an accumulation of facts.
- Go therefore, and do that which is within you to do. Take no heed of gestures which would beckon you aside. Ask of no man permission to perform.
- The minus-entity requests favors; the plus-entity grants them. Fortune waits upon every footstep you take. Seize her, bind her, hold her, for she is yours. She belongs to you.

Start out now, with these admonitions in your mind. Stretch out your hand and grasp the plus, which, maybe, you have never made use of, save in great emergencies. Life is an emergency most grave.

Your plus-entity is beside you now. Cleanse your brain and strengthen your will. It will take possession. It waits upon you.

Start tonight. Start now upon this new journey.

Be always on your guard. Whichever entity controls you, the other hovers at your side. Beware lest the evil enter, even for a moment.

My task is done. I have written the recipe for “success.” If followed, it cannot fail. Wherein I may not be entirely comprehended, the plus-entity of whosoever reads will supply the deficiency. And upon that Better Self of mine, I place the burden of imparting to generations that are to come, the secret of this all-pervading good – the secret of being what you have it within you to be.

Part 3

How To Create Prosperity and Attract Good Fortune

by Shano DeLeon

Here are tips for making the lesson of the “Magic Story” real in your life. You’ll learn current “state of the art” mental processes that shape your mind and influence the world around you so success and prosperity come easily, and favorable events and circumstances are naturally drawn into your experience.

What Are The Plus and Minus Entities?

The plus and minus entities that the author wrote about are mental projections, often called “thought forms.” In this case, they represent two extremes of his own personality. But dwelling on the phenomena of thought forms misses the point. The plus and minus entities exist as personality aspects without having to be thought forms.

You know that you feel and act differently at different times depending on the thoughts and feelings brought forth by the circumstances at hand. One way of saying it is that you have several personalities and are accustomed to changing from one to another seamlessly. Here “personality” means yourself acting within some established pattern of behavior. Upon examination, you can see that each personality arises from activating a set of beliefs and assumptions about people, circumstances, and the world in general.

The minus-entity, then, is one’s “self” acting with debilitating, self-defeating beliefs. The plus-entity is one’s self acting with empowering beliefs about itself and the surrounding world. Picturing it in terms of two separate entities is an effective way to contrast the two viewpoints and to remind yourself of the one you prefer to embody.

The terms themselves, however, could use some updating. So, if you don’t mind, I will use the terms “positive self” and “negative self” in place of plus-entity and minus-entity for the remainder of this essay.

The positive self need not be thought of as a separate entity, yet there’s no harm in doing so if it suits you. You can then use the image to help you get into the positive-self mindset. You can imagine it moving toward you and then engulfing your body and taking over. Or you can imagine putting on the head of the positive self as if putting on a helmet. As you pull it down over your head, imagine your feelings and attitude changing to that of the positive self.

You are indeed the master of your destiny, and all the things you value in life are yours if you just take action and claim them. That often involves re-

ceiving them in exchange for service you give to others, service that is well within your capabilities.

Does Seeking Wealth Conflict with Spirituality?

I believe that a sense of spiritual connectedness with the universe (or God) is a major help in attaining the lifestyle that one desires. It is not the pursuit of material goods and pleasures that is incompatible with spiritual development, it is the significance one places on material reality and the importance one places on material goods that thwarts spiritual development.

Pursuing and having wealth is a way of enjoying life and creativity. The creation and enjoyment of beautiful and luxurious things can itself be a way for one's spirit to express itself.

If you look beyond the surface desires that you assumed from your association with others, if you look beyond that, you will find that you have one or more inner desires that yearn for fulfillment. They are a natural part of you, sort of an inner blueprint for your life. They give your life purpose and define you as a unique and individual self. Those deep desires are gifts that were given to you along with the capability to fulfill them. You do not have natural desires without the potential to develop the skills and abilities needed for their fulfillment. The two are partners.

Fulfillment of your desires is your birthright.
Life is your opportunity to seize and enjoy that fulfillment.

The conflict occurs when people so fervently believe in a material reality that their sense of self is tied up with their pursuit of wealth. And it is not rich people who are most in danger of losing their way. It's the people who are struggling to get out of or stay out of poverty who are more likely to place undue importance on money and material goods.

If wealth is your desire, seek and enjoy it in a playful way. Enjoy it to its fullest in the present moment while understanding its temporary nature and that your soul has deeper roots.

The Attitude of the Positive Self

The positive self has a positive self-image. There has been much written about "self-image psychology", and it is well-known that a positive self-image enormously affects a person's ability to prosper and attain his or her goals. If you think of yourself as smart, your behavior really will show more intelligence than otherwise. If you think of yourself as attractive, other people will tend to consider you to be more attractive than they otherwise would. A positive self-image produces beneficial effects.

It is not as well known, however, that this works for your image of external things as well. If you think of the people around you as pleasant, helpful, generous, and fun to be with, they will act that way. It works! You can test it. It works on individuals; it works on groups; it works on the world in general; heck, it even works on the Government. The image you hold in your mind – for anything – generally proves itself to be true within your experience.

Notice that I said “within your experience”. For example, if you picture the world as being a generally peaceful and loving place, you probably will not see a change in the events reported on the evening newscast. But your experiences with the people in your environment will be peaceful and loving. Likewise, your mental attitude may not affect who gets elected, but it can cause your experiences with the Government to be beneficial to you.

Reality does not really consist of unconscious matter and energy randomly careening about. Reality is alive, conscious; you could say it is infused with God. It takes your thoughts and beliefs about people, your environment, and the world, and reflects them back to you as experiences and events in your life. You don’t have to take my word for it; test it for yourself. Assume the attitude of your positive self and observe the results. The things you want in your life will come to you easily and naturally.

The positive self believes he has adequate skill and intelligence and an innate right to be who he is and to pursue and obtain the things he values. He believes people generally like him and are glad that he is there fulfilling his role, *whether or not they consciously realize it*. He believes that people generally are helpful and willing to please and that they appreciate it when he is helpful to them. He believes that reality (or God or Universal Consciousness or perhaps his Guardian Angel or his Higher Self) is favorably disposed toward him, causing events and circumstances to naturally work to his benefit, even when they do not look that way at first.

Note: I am intending “he” and “his” to apply equally to either gender. It’s an out-of-date convention, but the modern alternatives have serious shortcomings, with no genderless standard yet having emerged.

It is easy to understand that the positive self is optimistic; he expects positive outcomes. But an often overlooked partner to positive expectations is positive interpretation of the present moment. Many people think of themselves as positive or optimistic, yet are quick to interpret any present event negatively. Such readiness to interpret events negatively reveals that the person’s “positive expectations” were just a whitewash splashed over his negative self.

Here’s a simple example. Imagine that you are driving in town on a somewhat busy street with two lanes of traffic in each direction. You are in the left lane, and at the intersection, the person in front of you decides to make a left turn without having previously signaled. There is no separate left-turn lane,

and the traffic does not allow you to drive around him. He dawdles and misses his chance to turn, then makes the turn after the light has turned red, leaving you sitting there until the next turn of the light. Perhaps you feel a bit angry about being delayed by a dimwit.

Most people would consider that to be an unfavorable event – something they would prefer not to happen. But the positive self wouldn't think that way. In truth, you (in the example) don't know what would have happened if you had not been delayed. For all you know, a drunk driver at the next intersection would have run the red light and smashed into the side of your car. For all you know, the driver making the left turn just saved your life.

There is no proof that the delay at the intersection was an unfavorable event. Yet the negative self is so sure of it that he gets annoyed. The positive self in the same circumstances would be enjoying another great day in which everything is turning out in his favor.

You can probably think of many examples of apparently unfavorable events that you experienced. Perhaps you were turned down for jobs, you were turned down for dates, you dated and broke up, you were fired from a job, you had accidents, you were robbed, you divorced, a relative died, a friend was killed – the list can go on and on.

Because you immediately concluded that the event was negative, you did not look for the opportunity in it, nor did you appreciate that the event may have steered you onto a more favorable course in life than the one you had been on.

The biggest cause of lost opportunity and foregone benefit is that people do not seize the good fortune that is within their reach but beyond their immediate view. They do not open their eyes to it because they have already made up their mind that things are not going their way.

For the positive self, nothing goes wrong. He still might lose his job, get divorced, or have his house burn down. But he sees no reason to get riled about it. They are just changes, and life is about changes. They keep it exciting. The positive self assumes that all such natural changes lead to better circumstances than before. He looks for the opportunity that the change uncovers.

He always finds good options; his life always moves ahead;
he always enjoys the final outcome of the changes.

I believe that a positive mindset does more than just influence one's decisions and interpretation of events. It influences what actually happens. It has a psychic effect, attracting the experiences that the positive self has chosen as goals and desired outcomes.

In the narrative of Part 2, the person's lumber yard burns down and he loses his business. Having a spouse or child die, losing a business, losing a long-held job: such major upsets can "break a person's spirit". They encourage the negative self to take over, as happened in the story. The person has to move beyond the negative emotions and grab the positive self back.

The depth by which a person is affected by such calamities depends on his attachment to people and things in physical reality. The more a person develops a sense of the greater spiritual reality, the less he is perturbed by apparent setbacks in the physical world, including the setback of losing a loved one.

When something seems to go wrong, look for the hidden benefit. Sometimes you'll find one; at other times, the benefit may not be apparent at first. An event that seems unfavorable may occur simply to get you to change course, to take a different path. Then after weeks or months, it becomes apparent that the change of course was very fortunate indeed.

To bring more good fortune into your life, keep a small notebook with you and write down the fortunate events that happen to you throughout each day. Write down things that happen unexpectedly and make you feel good or contribute to the achievement of your goals. Write down insights and ideas that come to you. Write down your small successes, and you will soon be doing it with big successes.

You get more of what you put your attention on. So don't put your attention on things you don't like. For example, relating your misfortunes and grievances to others brings you more of them to talk about. Acting the role of a victim is likely to bring you more victimization. As your positive self, you put your attention on your successes and on the things you enjoy. They then increase, and negative experiences decrease.

The positive self also takes positive action. He asks for what he wants. His very aliveness is ample proof to him that he is entitled to do so, and he is confident that other people are prepared to exercise their good will and willingness to please.

The positive self acts boldly and confidently to his own benefit, but also to the benefit of the people around him. He does not cheat or steal. He does not focus narrowly on his own self interest. He is willing to give before he gets. He is confident that if he provides service to others, he will be rewarded for it directly or indirectly.

Notice in the story of Part 2 how the carpenter who regained his positive self went back to work at the cooperage without first making an agreement regarding his pay. You will obtain more benefit in the long run if you endeavor to provide maximum service to your employer (or customers or others) rather than to just meet the minimum requirements for keeping your job.

Even if your goal is to have a different job, perhaps even a different line of work, you will benefit from doing your present job as well as you possibly can while making it as enjoyable as you can. Doing so will bring about unexpected events that can help you toward your ultimate goals.

Judgment and Acceptance

It is unlikely that you will experience constantly favorable happenings if you judge most people to be morally deficient and engaged in activities they shouldn't be doing. Such an attitude attracts experiences of misfortune, injustice, and victimhood. It is characteristic of the negative self. Whenever you complain or criticize, you are exercising your negative self.

What if it was okay for all of the events you witness to happen just as they are? What if it was okay for other people to do what they do regardless of the standards you set for yourself? What if it was okay for you to not meet your own standards? What if it was okay with you when you make a mistake? What if it was okay with you for other people to make mistakes, to be inconsiderate, to be unfair? What if it was okay with you for other people to believe what they believe, to fight in wars and be heroes, to blow themselves up and be martyrs?

What if the world isn't faulty after all? What if it's supposed to be this way, giving each person vast opportunity to shape the kind of life he chooses. What if God has not given you a moral obligation to judge and condemn other people and their activities?

I'll tell you what. If you stop passing judgment on other people and their activities, then you almost automatically see things from the perspective of the positive self.

Becoming non-judgmental and positive about everything is a tall order for most people, but it can be accomplished in small steps. Start by noticing the things around you that you do like. Look throughout your environment and find as many things as you can that you enjoy and are glad to have around you. Do it with the people around you as well.

And certainly do it with your job. Find aspects of it that you like. Challenge yourself to find ways to make it more fun.

After you have a big list of the things you like, things that you naturally judge positively, you can start expanding your attitude of acceptance to other things. Pick a person in your work environment who you don't like or who annoys you. Imagine that it's okay with you for the person to be that way and to have those traits. Simply let it be okay for the person to be who he is and to do what he does. Maintain that attitude.

You will be amazed at the results in as little as one week. There will be changes in your feelings as well as changes in the person's behavior. As you apply that attitude to more and more people and things, you will find life becoming more and more enjoyable as it naturally occurs.

Note:

COMPLAINING AND CRITICIZING ARE ACTIVITIES OF THE NEGATIVE SELF.

They foster negative thinking. When you bring your complaint or criticism directly to the person at fault, it may be constructive criticism, but it still feeds your negative self and the negative self of the listener. As your positive self, you skip even constructive criticism and simply state what you prefer the person to do. He can better understand how to do better and is more motivated to do so when he isn't made to feel bad about his past actions.

Causative Visualization

Visualizing what you choose to experience is another very powerful way to bring about the results you desire. This technique is often called "creative visualization". I prefer to call it "causative visualization" because it causes things to happen. In fact, it commands them to happen. Doing it is like giving the universe a command to bring about the experience you visualize.

The commonly imagined physical world (matter, energy, force fields, etc.) is a mental construct in a greater spiritual (some would say mental) reality. In that context, mind forms matter, thoughts form things. Your conscious mental images bring about changes that are eventually expressed as physical experience. It is not up to chance or dependent on someone deciding whether you deserve it. The effects of causative visualization are as certain as any law of nature.

In addition to its effect on the world around you, the process brings about physical changes in your body and brain. (Nerve connections, enzymes, etc.) Those changes affect the thoughts and feelings you have as you go about your day. Your changed thoughts and feelings change your psychic influence on the world and also affect your decisions and your interpretation of events and experiences. All those things attract the visualized experience into your life.

You never have to struggle or use force or cause harm to others to bring about your desired end results. Apply causative visualization and let events unfold easily and naturally.

Here's how it's done.

1. Sit or lie in a relaxed state with a calm mind. Your back should be straight so there is no restriction of your breathing. Close your eyes. Use a relaxation process if necessary to let go of areas of tension in your body and to calm your thoughts.

2. Visualize a scene in which you are experiencing your desired state. For example, if you want to have a certain house, you visualize being in that house with it belonging to you. You see it in your mind as if you are there. You imagine any sound or aroma that might be there. If you choose, you can imagine feeling your granite countertop or your leather couch or whatever. Include appropriate internal feelings such as the sense of contentment or satisfaction or joy that goes with being there in your beautiful house, perhaps along with family members.
3. Assume that this image affects the unseen (inner or spiritual) universe like a command, not a request. At the same time, you are thankful that you are who you are and the universe is what it is and works the way it does. In that spirit, still in your imagined scene where your desired results have been realized, feel a sense of gratitude for being able to have and experience those things. In the example, feel your sense of gratitude for being able to have that house and that lifestyle.
4. After five minutes, let go of the image and bring your attention back to your current surroundings in the present moment with your eyes open.

You can follow a plan for achieving your goal, but the process of achieving it should not be part of the visualization. Likewise, your desire or longing for the goal should never be brought into the visualization. In other words, if you visualize striving, you will only get continued striving.

This exercise can be done once or twice a day. Do not dwell on your goal at other times during the day because it is counterproductive to observe the contrast between your present situation and your goal.

It is helpful, however, to notice in your daily life things that you enjoy and that are part of the lifestyle that you desire. In other words, many of the things you will be doing and enjoying after you achieve your desired level of wealth are the same or similar to things that you can do right now. Take your life off hold. Start enjoying the things that you can enjoy right now. Doing so accelerates your success by improving your state of mind and your psychic influence on your environment.

Positive Goals Bring Positive Results

Your deep desires are gifts that are part of your essential self, and you received them along with the capability to fulfill them. You were not created with desires that are beyond your ability to fulfill. Therefore, anything you go after, you can get. You have a right to it.

But wait. That's just for your positive self. Your negative self is a loser. He doesn't get what he wants. His efforts fail. His life is a series of frustrations and disappointments. Even when he manages to achieve a goal, he finds no

lasting satisfaction in it. It turns out to be something that he doesn't really want after all.

To be assured of achieving what you go after, it has to be a goal of your positive self. This has nothing to do with wanting what's "right" or doing things for "the greatest good". A person's ideas of "right" and "good" are entirely dependent on his beliefs and opinions. Wars are fought with the soldiers on both sides believing they are pursuing "the greatest good" as they kill each other.

Here is a much more reliable and beneficial way to judge your goals: A positive goal is one you value when your mindset is that of your positive self. There is no other limit to what it may be.

Only the negative self feels wronged and gets angry. So only the negative self wants revenge or wants to "get even".

The negative self classifies some people as enemies and feels he has to fight them to be safe or to get what he wants, so it is the negative self who gets into battles and has the defeat of enemies as a goal.

The negative self believes he is incapable of getting what he wants without taking it from others against their will, so successfully cheating or robbing or fooling other people are goals of the negative self.

He is not confident of his own basic self worth, so having experienced criticism or rejection, the negative self has the goal of proving something to other people – proving they were wrong about him, proving that he's better than they are, proving that he's a "good" person, or proving that he's morally superior.

He believes his basic nature is flawed or inadequate, so the negative self thinks he has to lie to people to be liked by them. He may seek praise or approval or appreciation or admiration with deeds and activities that people consider to be positive. But those goals related to what others think of him are still goals of a negative self, one who believes that just being himself isn't good enough. Hence, their attainment is uncertain and never enough to give peace and satisfaction to the self who pursues them.

It is easy and natural for the positive self to achieve his goals. He enjoys the pursuit of them as well as their fulfillment. The negative self ends up defeated and disappointed – and he doesn't enjoy himself along the way either. I am outlining the extremes for clarity. Most people get mixed results because their mindset varies between various levels of positive and negative.

The lesson here is to have the mindset of your positive self as you look into your mind and feelings to see what your deep desires really are. Then pursue those goals with the energy and confidence of your positive self. You will simply be claiming what is rightfully yours.

The Power of Affirmative Commands

Saying affirmations to yourself (aloud or silently) is a proven way to bring about the experiences you desire. An affirmation carries a mental image with it, drawing from the power of causative visualization.

Though saying (or writing) an affirmation does not employ the mental focus and intensity of the full visualization process, it nevertheless has a measure of causative power. Its big advantage is that it is so easy to do without disrupting normal activities.

Affirmations can be thought of as commands to the world (or Universal Consciousness) to do your bidding. The proof is in the results. You will see the world comply, sometimes immediately and sometimes gradually.

For your affirmations to have real power, assume the mindset of your positive self stepping forward and taking command. You do not make wishes or requests. You boldly state the end result that you intend to experience. State it as if it is true now. The affirmation then works like a command to bring about your intended result.

The affirmations that will probably have the biggest effect on your life are those you make about yourself. If your present circumstances are far from ideal, you probably are also a long way from having a consistently positive mindset. You could use coaching. Affirmations are a way to coach yourself.

You can put positive affirmation cards around your house. You can carry one with you to view at times as you repeat the affirmation to yourself. Probably the most important affirmation of all is the one that puts you on track at the start of each day.

When you awake, do not lie around in bed. Get right up and affirm who you really are: your positive self. Look out into nature or, if it suits you, look at yourself in the mirror, and say your affirmation. Saying it out loud maximizes the effect.

I have written a suggested affirmation that you can modify to suit your beliefs. A different opening sentence could be “I am a child of God” or “I am a part of Universal Consciousness” or “I am a part of Infinite Intelligence.”

Remember, this is your positive self talking. It’s the negative self who is a sinner or an alcoholic or whatever other self-defeating beliefs it holds. Your positive self expresses only positive and beneficial beliefs.

The affirmation follows on the next page.

I am an expression of Divine Consciousness. As such, I fulfill an indispensable part in the world simply by being who I am and doing what I naturally do.

It is my innate right to have the values that come naturally to me and to pursue and obtain the things I choose.

I feel relaxed and happy, knowing that I am loved by people close to me and that people in general are inclined to please me and to fulfill my requests.

I go forth with boldness and confidence, knowing that events will always work in my favor and my endeavors will always meet success when followed to conclusion.

My own intuition, sometimes with helpful advice from others, will guide me to make any corrections needed to reach my true goals in the fastest way.

I remain peaceful at all times because even people and events that appear to be going against me will turn out to work in my favor.

It is a fine day, and I greet it with pleasant anticipation and gratitude for all the good things it holds for me.

I love life, and I love the people around me.

So it is.

When you are your positive self, all the cells in your body appreciate it and your psychic influence benefits all the people who come near you or interact with you during the day, whether they realize it or not.

If you need to be reminded to stay in the positive-self viewpoint, you can say this affirmation (or parts of it) at one or more additional scheduled times during the day or evening. You could have it on a card that you simply read aloud or silently.

At times when you catch yourself interpreting things negatively, you can remind yourself of the positive-self mindset by asking yourself, “Who am I?”

The Biggest Obstacle to Getting Fast Results

People who apply causative visualization and/or affirmative command may get quick and dramatic results, but many find that much of what they desire still seems stuck beyond their reach. If reality is controlled by the mind, why is it so hard to get the desired results?

The answer can be summed up as “mental habit”. Let me explain.

I believe each of us has what can be called a soul or higher self or inner self or spiritual self. Actually, it’s not something we have, it’s something we are. It is spiritual, not material. It does not reside within the brain. It is part of the greater spiritual reality from which the material world arises. I mention this

aspect of the self for the purpose of making it clear that it is not part of the subconscious mind, which I will talk about next. Many self-improvement teachers mix the two together, producing confused thinking, in my opinion.

We are consciously aware of the results of brain activity and dimly aware of our spiritual self. Creativity and intuition come from the spiritual self. Our conscious thoughts do affect the physical universe, but not through physical means. They work by way of the spiritual self to affect the non physical world that the physical world arises from.

The brain activity that we are conscious of is just a small part of the brain activity that is beneath our awareness. That subconscious part is no more creative than a microprocessor. It does not have self-awareness. It does not make decisions spontaneously. Its decisions are determined by neural connections, which were formed by previous conscious and unconscious brain activity. It is this subconscious neural activity that psychologists have in mind when they talk about the subconscious mind. It has no direct effect on outer reality, but it has a huge effect on our conscious thoughts and feelings.

Most people spend most of their time with their conscious mind occupied by thoughts that are automatically generated by their subconscious mind. If you are like most people, not having practiced a mental discipline such as meditation, your mind furnishes you with a constant stream of babble that you accept as your own thoughts.

New experiences modify neural connections and can also make new connections and even cause new neurons to grow. To the brain, visualized experiences are just as valid as “real” experiences. That’s why causative visualization is so effective.

Here’s the problem. You can remember at times to assume a positive attitude, and you can spend time each day visualizing yourself in your desired state of fulfillment. Those activities help. They produce positive results. But most of your thoughts and feelings each day (in reaction to your sensory experiences) will still be generated by previously established neural connections that were built over years of experiencing and interpreting the world with a not very positive and accepting attitude. This produces a huge drag on your endeavors to shape your world to your liking.

How to Erase Negative Mental Programming

The solution is to undo the subconscious programming that counteracts the influence of your new positive attitude. Positive thinking and visualization practices add positive programming, but it may be in addition to negative programming instead of in place of it. Results can be mixed. For best results, first erase the existing negative programming.

I'm using the computer word "programming" to refer to patterns of neural connections. Negative programming is generated when experiences are interpreted negatively. When mental programming is activated by real-time experiences that in some way resemble those earlier experiences, negative feelings are generated and negative actions are prompted. Examples of negative feelings are apathy, depression, despair, grief, fear, resentment, anger, desire for revenge, etc. The latter ones represent more assertiveness, but they are still negative and, ultimately, self-defeating.

Ignoring negative thoughts and feelings or immediately replacing them with positive ones can do something, but it is much more beneficial to use them as opportunities to erase the mental programming that produces the negative reactions. Negative programming is erased by first getting a sense of it and then consciously releasing it. Just as it was placed there by conscious experience, modifying or erasing it is done with your conscious mind.

You do not have to re-experience every incident in your life to which you reacted negatively. One piece of programming can relate to many different incidents. When you erase programming related to one incident, there's no telling how much programming will disappear. Sometimes it's a lot.

I will give you a process for erasing negative programming. I recommend using it in two different ways. One is to notice negative thoughts and feelings as they arise and apply the process immediately. The other is to review your day and recall any experiences that still produce negative feelings when recalled; then apply the process to each one. It is not very productive to dig through your life story for negative incidents to work on. It's better to take things as they naturally arise in your daily experience.

People generally experience thoughts and feelings without realizing that they are there experiencing them. Your dreams provide an example of what I mean. Your dream self probably doesn't think, "Hey, I'm here in a dream! Here things change according to my thoughts and what I put my attention on. I think I'll make something up for the fun of it."

That "being there" without noticing a sense of self also describes how most people go through their day. They don't think, "Hey. I'm here doing this. I can change it. I can stop the automatic dialog in my head and instead pay attention to how nice the trees look today, how nice the air smells."

It takes a step up in consciousness to have a negative thought and to also notice that you're having it. You have to catch yourself in the act and perhaps think, "Hey. I'm having a negative thought and feeling. I can do something here to erase negative programming." You will need to practice being alert to your own thoughts and feelings so you notice negative ones when they arise.

Part of the process is to identify which category best fits your negative thought and/or feeling. Here are the categories along with some examples of thoughts and feelings that fit each category.

1. **Wanting approval** – This includes wanting love, acceptance, praise, appreciation, sympathy, recognition, etc.
2. **Wanting control** – This involves the fear that things won't go right unless you are able to control them. Worry can fit here or in the next one, depending on how you interpret it. Jealousy fits here, being the desire for something combined with the fear that you won't get it. Impatience can fit here or in the next category.
3. **Resistance** – This involves wanting to stop something from happening or fearing something undesirable will happen. It includes worry and apprehension. Lust fits here because it is the desire for something while resisting it because you believe you shouldn't have it. Fear of loss fits here. Hate and revulsion fit here.
4. **Wanting to change what happened** – This includes grief, sadness, despair, and depression; it includes guilt, regret, and remorse; it includes feeling ashamed, feeling embarrassed, and feeling foolish; it includes feeling cheated, feeling robbed, feeling betrayed, and feeling victimized. Anger and desire for revenge fit here as well because they go with feeling victimized or wronged in some way.

It is important to do the classification step, but not to fuss over choosing the category. Pick the one that seems to fit best at first thought and leave it at that. If some category not named here often seems more appropriate for you, add it to your list, but limit the total number of categories to six or less.

The Release Process

(This is my version. Other substantially similar ones exist. I speak for mine only.)

1. Notice when you have a negative thought or feeling. Tension or discomfort somewhere in your body is a good early indicator.
2. Feel the feeling and notice its qualities. Notice where you feel it in your body. Perhaps it feels like a dark area, an area of pressure, or an area of congestion. Notice exactly what the feeling consists of and notice the thoughts or mental images that it relates to.
3. Identify what kind of feeling it is according to your predetermined classifications. Is it a feeling of wanting approval, wanting control, resistance, or wanting to change what happened?
4. Take a deeper than usual breath. Picture the negative feeling and related thoughts as a dark cloud in your head or body. Relax as you let your breath out and imagine the feeling leaving with it. You can imagine it go-

ing out with your breath or dissipating through your skin as you let your breath out.

5. If some of the feeling remains, take another breath and do it again. If some of the feeling still remains, do it again. Do it no more than three times. If any of the feeling remains after that, let go of your desire to change the feeling. Just make room for the feeling to be there, and turn your attention back to whatever you were doing.

The release process leaves you feeling lighter and happier. You regain your sense of the positive self. But that does not mean the programming has necessarily been totally erased. Similar feelings can appear again. You simply do the process again. Each time you do it, you remove a layer of programming. There can be many layers. Each time the negative feeling reappears, it has less emotional intensity.

When appropriate, add forgiveness to step 4. It especially applies to items related to wanting to change what happened. Think of yourself as forgiving the incident or transgression as you let your breath out and imagine the dark cloud dissipating. Forgive someone for what he or she did; forgive yourself for what you did; forgive nature or the world for what it did to you.

Whether or not they “deserve to be forgiven” has nothing to do with it. Logic doesn’t apply. You may feel guilt about something that you had no control over. You may feel angry at someone else for something over which they had no control. You may feel wronged or “picked on” by fate or by events in general.

Your memory of an event can be completely wrong, and it can change further every time you recall it and every time you have a similar experience. You are dealing with simple physical neural structures. Whatever thoughts and images arise in your consciousness when they are activated, those are the thoughts and images you have to deal with. It does not matter how much or how little they correspond to what actually happened in the past.

In fact, you can get good results by letting go of feelings that arise when you imagine events that you totally make up. It erases negative programming that was formed from similar events you experienced in the past.

Besides doing the release process whenever you become aware of negative thoughts or feelings throughout the day, it helps to do a review release process at the end of the day. Sit comfortably in a quiet place and scan the day for leftover negative feelings. Do the release process individually for each one.

This is where you catch negative feelings that were not thoroughly released at the time or that were not released at all because you didn’t catch yourself having them. You may have encountered a feeling that got worse when you

tried to process it. Remember, in such cases to use step 5 and make room for the feeling to be there while you turn your attention to something else. You can then process it at the end of the day.

If the thought of the subject brings up extreme feelings (perhaps grief over someone's death, anger over a divorce, depression from a loss, fearfulness from a violent attack), you may not be able to confront and let go of the feelings that arise from reviewing the actual event in your mind. Instead, remove a layer of programming by processing feelings from an imagined event that has similarities to the actual circumstances. Visualize imaginary characters in loosely similar circumstances and do the release process on the feelings from that imagined scene. You can even make it cartoon characters if necessary to keep from being too involved in the feelings.

Such an exercise erases some of the negative mental programming built by the actual experience. As you reduce the mental programming, you reduce the feelings generated when you recall the situation. You may have to come back to this on several different days, each time imagining a scene that is more like the real one.

At some point, your emotional reaction will be reduced to a level that allows you to view the actual circumstances, but without putting yourself inside the drama. View it as if watching a movie with yourself as one of the characters on the screen. Eventually you'll be able to deal with the feelings you get when you recall the event exactly as you remember it happening. You'll be able to release those feelings and feel light and happy afterward.

How Your Attitude Affects Your Health

Though I have mentioned neural connections in the brain only, the kind of cells that are in the brain exist throughout our nervous system, and, in a way, our entire body listens in on our thoughts. Communication in the brain and body is done through electrical and chemical means. The attitude you take toward your surroundings influences the attitude your cells and organs take toward their surroundings. Negative interpretation of your experiences results in your cells and organs being less trusting, more defensive, and less communicative and cooperative with other cells and organs. This, I believe, is the primary cause of disease and malfunction in the body. The accumulation of this ill will produces chronic health problems.

I've seen causative visualization bring about miraculous cures, but the disease is likely to return in a different place or different form if the negative programming isn't reduced or eliminated. On the other hand, the elimination of negative programming by using the release process can rejuvenate organ function and cure disease even when done without that goal in mind. My experience is that problems clear up in no predictable order.

Using causative visualization (imagining a problem area functioning in perfect health) along with your own positive outlook improves health and function by giving your cells and organs inspiration, direction, and trust in the support of the rest of the body. Causative visualization also helps to eliminate the negative programming underlying the problem or disease. It does that by causing negative feelings to arise during your everyday activities that, when processed and released, erase the negative programming.

Important: Do not neglect standard medical attention or discontinue prescribed medication while waiting for a mental technique to remedy a health problem. Get normal medical care and follow your doctor's advice until he determines that health and natural function have been restored. You get the full benefit of causative visualization and the release process without having to "prove your faith" in them.

How to Cause People to Want to Please You

As I mentioned earlier, you have an innate right to be yourself, to do what you do, and to seek what you naturally desire. You are fine "as is". You don't have to be any smarter, any better looking, or any more talented than you already are. You don't have to be any richer or more successful than you are now except for any goals you set for yourself.

People do not really want you to be smarter than they are, nor better looking, nor wealthier, nor more skilled, nor more successful. What they really want above everything else is to feel good about themselves. **Help them do it.**

Once you have a positive sense of yourself, you can stop trying to get it from other people. Instead of seeking compliments and praise, you can freely give them to others.

Do not give unsolicited advice to other people. Doing so carries the implication that something is wrong with the person or his actions. It is like hidden criticism, and it can foster hidden resentment. Asking for advice does just the opposite. It makes people feel valuable and respected. Don't forget to thank them for the advice regardless of its content.

I can almost hear you say, "But many people could really benefit from advice about being positive. They would be better off if they would stop being so negative. Wouldn't it be serving them to share my knowledge with them?"

Not if they didn't ask for it. When I was more negative, I had little tolerance for other people's proselytizing. I reminded them that "self-improvement is not something to do to other people." The negative self is resistant and irritable. Telling it that it shouldn't be itself only makes it more vigorous.

No amount of advice will influence another person as much as you can do so by simply holding a positive attitude about him. Every person deserves to

be respected as a fellow human being and a representative of the divine just as he or she is. No improvement is required. No standard needs to be met.

Now take it a step further. Picture the person as being his positive self. When you speak to him, imagine you are speaking to his positive self. There is never anything to criticize about the positive self, and the positive self does not need advice on how to be. You invigorate and bring out the person's positive self by paying attention to it and ignoring his negative self.

Be careful when a person is not exhibiting any positive self to which you can pay attention. Perhaps he is complaining or criticizing or acting angry. Ignoring or contradicting him only encourages his negative self.

The positive response is to acknowledge the person without agreeing with or opposing his negative sentiments. You can do it with statements like, "I understand how you feel", "I get why you see it that way", and "I understand your viewpoint." Say it honestly. Though it seems bland compared to giving your own colorful opinion, this kind of response has a big positive effect. Giving your opinion or advice does not.

You can have a profound effect on other people simply by taking a positive attitude toward them. Apply it at home; apply it to coworkers; apply it to everyone you interact with, everyone you meet, everyone you pass on the street. It costs you nothing.

People will like you. They will want to do things for you. They will be glad to fulfill your requests. In fact, doing things for you will further help them feel good about themselves, especially if you express your appreciation.

Summary

As your positive self, you pursue your goals with confidence and ease, realizing that you deserve to have everything you desire or value, that you have the capability of fulfilling your desires, that people generally want to help you, and that circumstances naturally work in your favor.

You confidently ask people for what you want from them, and you use causative visualization and affirmative commands to bring about the outcomes you desire. You set the stage for a constant procession of enjoyable experiences by eliminating all negative judgment of people and events.

When events turn out different from your plan, you take it as guidance that helps you adjust your activities, keeping you on the fastest route to the most desirable end result. You use the release process to erase negative mental programming, enabling you to maintain good health, a positive attitude, and general happiness.

Additional Information and Coaching

<http://ThePositiveSelf.com> is a free web site for readers of “The Ultimate Income Formula”. There you can get your questions answered and share your ideas and experiences related to using the information presented in the first 3 parts of this ebook. This web site does not cover Internet marketing or income opportunities. For that, go on to Part 4.

Part 4

How To Make Money Now

Pursue what excites you, what you believe in. Success is assured only for the positive self, and the positive self does not compromise his goals out of a belief that he is incapable of obtaining what he really wants.

At the same time, allow for the fact that you may have unwittingly assumed goals that aren't really yours. When progress seems slow, rethink your goals to make sure you are aiming for what will be truly satisfying to you when achieved. Make adjustments as needed.

Start where you are, in your present job. Always give your best, but never with strain or worry. Doing a job well is more enjoyable and more rewarding in the long run than doing a job poorly, even if it's not the job you'd prefer. Doing so will speed up, not slow down, your advance toward the job you'd really like to be doing.

If your goal is financial independence or if you just want to supplement your present income, you can start right now with the income resources provided below and on the next page.

Income Resources – Brought to you by **Income Outlet**

FREE – **The Bootstrap Income Plan** gives you a simple, practical way to start from nothing and build an online business that can pay you up to \$10,000.00 per month. You do it entirely with simple activities that require no experience, no special skills, no creative thinking, and no initial expense. Everything you need to start is available free. Click on the link and save the file to your computer.
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Rita Cass quit her job, was having a baby, and needed to find some way to earn money online. Now, just 26 months later, the 5 plans she uncovered pay her over \$7,000 per month for only a few hours per week work. She reveals step-by-step how you can profit from the same 5 plans. Click for details.

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