
The Four Principles

BY DEENA MORTON

The **Four Principles** is a no fail formula,
used to **develop your self.**

It is simple, easy, effortless and something fun
to implement in **all areas of your life,**
to **create results** beyond **your wildest dreams.**

There is no destination...**It's always a journey.**

Use **The 4 Principles**

to get anything you want and make it a habit.

You'll be glad you did.



Deena Morton,

With Lanny Morton

The FOUR PRINCIPLES Audio Transcript

Lanny Morton: So we're here today with Deena Morton and she is going to share with us a life-changing lesson she learned a couple of years back – through an exercise. It was so powerful and so profound for so many people that we just felt compelled to share it with you. So... Hi Deena, how are you?

Deena: I'm doing great Lanny, thanks.

Lanny: So Deena, what is it that you hope that the end user who's listening today will get out of this?

Deena: What I hope for the end user is that it would be simple, effortless, easy and something fun that they can use in any area of their life – and that they would create results beyond their wildest dreams.

Lanny: That's really good. Okay, let's travel back in time. We're at a seminar, Scottsdale, Arizona and you're about to do an exercise. Is it okay if I give a little background on the exercise?

Deena: Yeah, because you were the facilitator and you set it up, so that would be great.

Lanny: Okay, what we were doing is that we sent a group of people out into public and the assignment was this: We basically took away everything that they had as far as material possessions—no watches, no rings, no wallets, no money, no phones, no nothing. And we sent people out in small groups of four and five and their objective was to make \$1000 in 4 hours as a group. Okay? And it was a really powerful exercise and we had just learned a whole bunch of really amazing principles from Bob Proctor and this was an opportunity to take those principles, put them in practical application and use them in an exercise.

So, Deena we gave the exercise, its go time—what happens? Tell me what happens first?

Deena: Well, the first thing that happened, just listening to you share the rules,

especially considering that we weren't able to contact anybody that we knew, I mean, it was just without anything – no car, no nothing.

The first thing that happened was everybody really – you know, for me personally I got backed up, like, “Oh, my gosh! How is this even possible?” And my auto pilot of everyday life started running me immediately and I had to stop and interrupt my patterns, my habitual behavior – any thought that was traveling through my mind at the time of how I couldn't do it. I realized there's no way that somebody would set this exercise up unless it were possible. So if it weren't impossible –what would be my next step?

I had to overcome the fear, the doubt, the worry—just everything. I had to overcome so much that ran my life before - stop and pause; and then come together as a team with these people that were virtually strangers, that I knew for only a day or two. And I thought, “You know what, we must have learned how to do this in the last couple of days. If we just take what we learned in the last couple of days and put it into action, we might be able to pull this off.”

Lanny: Okay, so what happened next? You get the assignment and then what happens?

Deena: Our team got together and we decided – as all the other teams were scrambling, and I was watching them, they were all scrambling and running around and getting kind of chaotic – our team stopped and we all held hands and we said, “What have we learned? What have we learned in the last two days that we can put into action right now?” And that's where we started discovering these Four Principles.

Lanny: Okay, so, you got together and... tell me about the get together. What was said, what was the feeling like? What were you guys experiencing in that moment?

Deena: Well, for whatever reason with all of us... there was a certain amount of synergy or connectedness... we all agreed that we needed to pause and be in alignment with one another, and it was from there that each of us... I don't even know who started it, to be honest with you, but somebody said, “Okay, we've learned that we need a Clear Goal. We have to be clear. We have to visualize this \$1,000 being handed to us in our hands. And so all of us collectively saw the receiving of the \$1,000, we saw it happening in our minds, because your mind thinks in pictures. So, we visualized that; and we knew that we needed to be clear that no matter what, this was going to

happen. The end result was that we were going to finish the exercise. We weren't worried about what anybody else was doing, how they were doing it and we didn't worry about how we were going to accomplish it. We just needed to know that the Clear Goal was that we were coming back as a team with a \$1000 no matter what; and we saw it happening. We were very clear. And once we all got clear on it, we went to the next step.

And it was, okay, what did we learn next? And somebody said, "We have to be Others-focused." We have to be focusing on someone else's needs. We have to help someone else get what they want. And so, once we put the Clear Goal on the shelf, we have to be Others-focused – leaving the impression of increase. In other words, go out to be a contributor in life, find out what someone else needs and help them get it which kind of didn't make sense, we were like, "Okay, but that's what we learned."

Lanny: Right

Deena: So, we all visualized someone's life changing. We didn't know what for, we didn't know how, we just figured, if we were going to be Others-focused, we were going to make a major contribution somehow, somehow with nothing – just with what we had in our mind, in our heart – and that we were going to do something that was going to be unbelievable and change somebody's life, including our own.

And so we visualized that. We all got into alignment with that and we made an agreement that that's what we were going to do, no matter what – be Others-focused. We weren't going to worry about what we were going to get, how we were going to get it; we were only going to be concerned about – are we giving enough... are we giving enough?

Lanny: Okay, then what?

Deena: Then the next thing that happened, after we all got into alignment with that, we went on to, "Okay, what else did we learn?" And, it was Gratitude – Gratitude for everything and anything that happens. No matter what was going on, in what direction... if we took a wrong step and it created a roadblock for us and we couldn't go any further, we would be grateful for what we learned from the experience and we would turn and take another step in a different direction. And so it was Gratitude for each other, Gratitude for the opportunity to learn this, Gratitude for every experience no matter if it was the wrong road or the right road that was leading to the path of the end result.

And, we also learned that Gratitude connects you to a source of abundance and that, so long as you can keep focusing on what you have and what's working – basically the glass half full instead of half empty – that it would continue to draw you in the right direction.

Lanny: That's great.

Deena: And then the last one, once we agreed Gratitude – we were grateful for the end result, we're grateful for all the experiences – we went on to Unwavering Faith. We knew that what we had learned – if we had a Clear Goal, that if we could focus on contribution and focus on others, be grateful for every experience – that basically we just needed to fasten our safety belts and it was just a matter of time before it happened; and that's where the Unwavering Faith comes in. We weren't allowed to doubt the process, no matter what it looked like. Even though, maybe we thought it was going one way and it started to adjust to look another way, we weren't allowed to doubt the process. We realized that faith, Unwavering Faith, took away any worry, doubt or fear. And we also made an agreement that if anybody got focused on themselves; went out of Gratitude; or started to worry, doubt or fear what we were doing; that we would hip-check ourselves. Basically, we didn't literally hip-check each other, but we would tap each other's knee or hand to remind each other, "Hey, hey, you're out of alignment with what we said we were going to do." And so it was always just a gentle reminder to like, "Hey, stay with the program here. We know that we just have to act in faith right now and know that these wouldn't be taught if they didn't work."

Lanny: Got it. Okay, so you have this grounding session. Paint the picture. You step out of the seminar room. You leave the hotel. What happens first when you step outside into the world to start this exercise?

Deena: We just walked out on a main street. We all agreed that we were just going to walk out on the street where there were cars because we didn't have a vehicle and we felt compelled to go somewhere and we weren't sure where. We thought we were going to go to a mall where there were people because that just seemed like an obvious answer and what ended up happening was more ridiculous. (Deena laughs)

Lanny: What happened?

Deena: So we hopped across Scottsdale Boulevard in Scottsdale, Arizona and we were on a main road there. It was a five, six lane road.

Lanny: Very busy road.

Deena: Very, very busy road and we were on the corner and we just started waving at cars and waving them down.

Lanny: Wasn't it night too, wasn't it nighttime?

Deena: It was early evening, there was still light outside; you know, early evening. And so we just started waving down cars and all these beautiful cars were driving by – Mercedes and really nice trucks and all this stuff and everybody was like either rolling their eyes looking at us like we were crazy, because here are all these people dressed up – business casual, and waving; five people going, “Stop, stop let us in!” And we were literally approaching people saying, “Hey, do you mind giving us a ride?” and most people were pretty afraid to do that. And then, all of a sudden, this van pulled up that was like a 1976 van – complete beater – I'll never forget it, it was navy blue, one guy was driving it; and we said, “Hey, do you mind giving us a ride?” And he goes, “Where are you going?” And we go, “We don't know, where are you going?” (Deena and Lanny laugh) And we said, “We're going wherever you're going, where are you going?” And so the funny thing is, for whatever reason, the guy let us in his car and we were sitting on paint buckets, five-gallon paint buckets – no safety belts – and I'm thinking, “Oh my gosh, I'm a mother and I'm in somebody's car that I don't know and they're driving me and I don't have a safety belt on!”

Lanny: So there weren't any seats? You were only sitting on paint buckets?

Deena: No, there was only one chair in the whole van and we were sitting in the back of the van. We were sitting on wooden saw horses and paint buckets and on the floor.

Lanny: Wow!

Deena: And so we just hopped in and we're like, “So, where are you going?” And he said, “I am actually on my way to the post office to mail a package to my wife.” And we just started creating a connection with him. We ditched the idea of going to the mall, for some reason. We all made eye contact in agreement that we were on the right path and we just started asking him questions – “What are your dreams? What are your goals? What do you want? Where is your wife? Why are you mailing her something?” And we just started creating a relationship with him because that second step was Others-focused. So, we just made this amazing connection with him. He was

even kind of surprised. There were a couple of times he laughed and he goes, "I don't know if I should feel really uncomfortable or excited. Number one, I've never had anybody ask me these kinds of questions and they're really intriguing and I'm enjoying them but at the same time, you're four, five strangers in my car and I'm kind of scared." (Lanny and Deena laugh.) And we're like, "So are we!" We were actually kind of scared too; you know, and excited. I don't know, we just forgot about everything and just got really into him and continued to ask him questions. We landed at the post office. He walked into the post office and, lo and behold, he had forgotten the address to where he was mailing the package. He came out and he said, "Do you guys mind if I smoke a cigarette? I'm actually kind of nervous right now and I can't believe that I forgot the address. I actually left work and came a different route today. I've never driven down this road to go home before. For some reason I decided to go this route and there you were and I picked you up and I forgot the address to mail this package."

And so we said, "Sure, go ahead, take your time and do whatever you need to do. And it was at that point that we were sitting around and somebody had the guts to say, "So, do you trust us?" And he said, "In a funny way, yeah." I think it was actually one of the women that were with us and she said, "How much money do you have?" (Lanny and Deena laugh.) I thought, "Uh, that might not be the right question to ask!" He said, "What?" And she said, "Well, do you trust us?" and he said, "Yes, in a funny way." And she said, "Well, would you trust us if we said we needed to borrow a \$1000 from you tonight and we'll give it back to you at the end of the night?" And he said, "(Sigh) I don't know."

Lanny: This was at the post office?

Deena: Yes this was at the post office. We just kind of came out and asked him. And he said, "I have actually been saving some money to get my wife from North Carolina to Phoenix, for the last six months I've been working. And I have \$1200 in a shoebox at my house. But that's all the money I have. I don't have any more than that, that's it. I don't have any in the bank. I don't have any more than that. That's all I have." And he said, "Why do you want it?" and we said, "We can't tell you. You're going to have to act in faith and trust and believe that we're going to give it back to you." And he goes, "Well, I'm going to have to think about it."

At that point, I kind of reassured him and just said, "Hey, let's just keep on going. Where's your house at? Are we going to your house or where are we going, Perry?" And he goes, "Well, we can go to my place." Along with the exercise we had to come

back with having eaten dinner, do you remember that?

Lanny: Yes. Part of the exercise was that you to bring back a \$1000 and have had a really good dinner that somebody else paid for.

Deena: Yeah, so I asked him, “What have you got at your house?” Because I thought maybe we could eat some macaroni and cheese or whatever. And he says, “I have a steak, a half a bottle of wine and I think some Top Ramen or a can of soup and something else. It wasn’t even enough for one person.

And so, we ended up going back to his house and he happened to have a really old computer that had Internet access and it was at that point that I said, “Perry, let me show you who we are.” And so I knew because of yours and my success, Lanny, that we were on the Internet and that he could look us up and see that we were a legitimate person. And so I used the Internet access to give him background on us to show him that we weren’t just like crooks out on the street trying to rob him.

Lanny: What did you show him like the Entrepreneur Magazine stuff or something like that?

Deena: Yeah. I showed him the Entrepreneur magazine and, our success story and I just started talking to him about this program, the team that I was with started talking to him about the program that we were in. And how it has helped us and the results that we had created, and how we were going to help him with his dream – and his dream was to buy a house. And so, we had a \$2000 pack and we were going to give him one of them as interest on the money that he was going to loan us. So, we were already talking about giving him interest before he even gave us money. In other words, we were trying to create more value so that eventually he had no reason to say no.

Lanny: Okay, got it. So then what happens, what else happened in the house there? Is there anything else that happened that was funny?

Deena: Oh, we just all hung out. He took a shower because he had just gotten home from work and we just waited for him. Again, we just kept creating a relationship with him and building value of why this was such a spectacular idea. And he said, “I’m not sure if I’m going to give you the money but can you guys turn your backs and I’m going to get it.” And so we all turned around and didn’t watch him where it was hidden and he got the money. And I said, “Do you mind bringing the two extra hundred dollars as

well, because we need to eat dinner, and we'll pay you back?" (Lanny and Deena laugh.)

And he said, "Yeah, I think so." So he did, he put the money in his pocket and he said, "Okay, I've got it, let's go to the next place." And so, we said, "Well, where do you want to go, Perry, for dinner because we're all going together?" And we took off and we went to Pita Jungle and we had the most amazing dinner in the world. I mean it was just great. It really was all about creating relationship and connecting again with somebody and you know, we just really showed him what kind of contribution we could make to him and his life and we were serious about it. We told him we would pay him interest on his money and we were going to give him an SGR pack – that was a \$2000 pack. And that was it. We really didn't talk about... we really didn't do any convincing. I think that's what was so amazing about it. You know, yeah, we asked for what we needed a couple of times; however, that wasn't the main focus. We weren't convincing him, selling him or hammering him. We were like, just please trust us. We weren't doing any kind of selling or convincing.

Lanny: What kind of things were you doing to create value? It sounds like you created a lot of value for him and you were making a contribution. Tell me more about that... like at dinner.

Deena: Well, you know what I saw in him that was different? Have you ever seen someone in a room and a light bulb goes off for him and they go, "Oh, I got it!" Or you turn their dreamers on when they've been asleep for a long time and they just have this look on their face? What happened with him is that he was hopeless and by the end of dinner, he had hope and possibility. Like, we helped him turn his dreams alive. We fueled the fire in his heart. Rather than it being a small flicker, it turned into an inferno and a strong desire that he wanted to go after. We helped him believe that anything's possible. So, it was more intangible, it was an intangible thing but it was – you could see it, you could hear it, you could feel it. And I think that's what was so cool about it was that it was unspoken words and yet you knew was happening. It's an experience that you have a hard time describing – like chocolate... what it tastes like. It's not something that you can describe. It's something that you have to be there to experience.

Lanny: That's really good.

Deena: And then from dinner, because we were on a limited time, we said, "Hey, you

know we've got to take off now. Do you mind giving us a ride back to where you picked us up at, but we need to go back to the hotel across the street." And he said, "Yeah"

It was about, I don't know, eight minutes to the deadline of the exercise and I'm thinking, "Oh my gosh, we don't have this done yet. We have eight minutes." And we got out of the car and I happened to be sitting in the front seat because I had made a pretty decent connection with him. I had talked to him a lot about his wife and his family and how bad they wanted to be together. And I got out of the car and he walked up to me specifically. So it almost makes me cry when I think about it. He reached in his pocket and he said, "Are you sure you're going to give this back to me?" And I said, "Yes, I promise plus a lot more remember?" And he said, "How do I know for sure?" And I said, "I don't have anything to give you, you're just going to have to trust me." And I said, "All I can tell you is that... did you experience something totally different and unique tonight that you've never experienced before?" And he says, "Yes." And I said, "Then you just have to have faith and trust me and I'll be back. I'm going to sit you in a certain place. We're going to leave you our phone numbers, our emails, and our information and where we live and everything. And I said, "I promise I'll give you back your money. I'm not going to take your last money that's going to bring your family home to you. I'm going to give you more than you've ever dreamed of." And he said, "Okay, if you promise." And I said, "I promise." And he handed me the \$1000 just like we visualized it.

Lanny: That's amazing.

Deena: So, we went into the room and he stayed outside of the room. Well, you tell that part.

Lanny: I'll pick it up from here because I'll give you the view from the facilitator. At this point in the exercise, we had all the different groups come in the room and there were many groups. We went group by group to hear the story of what happened. There's always a mixed bag of experiences in this exercise. When it came to Deena's group, you know Joe, Jay – the rest of the people in the group – what you guys shared was just... it was amazing because you guys had taken this exercise to a whole other level. You had gone out and literally changed somebody's life. I mean there was so much... you made an impact, it was amazing.

Deena: Well, it was funny because people were really focused on getting the money. And so some people were giving hugs to get money; some people were trading time

for money. It was all about getting the money. It was all about getting something and conquering and beating everybody and to us it wasn't a contest or a game or a competition. We didn't turn it into competition. It was about what have we learned, what can we put into practice and how can we focus on changing our lives? Because this is what this was all about, you know.

Lanny: So you guys told the story to the entire class of how you got the money and it just blew everybody away.

Deena: Yeah, there were people in tears.

Lanny: Yeah. I was crying. (Lanny and Deena laugh.) To think what's possible in four hours with nothing. To create something out of nothing and go out actually change somebody's life, just blew everybody away. And I had somebody come up, one of the people who was kind of an assistant, was on staff for that class, came up to me and whispered to me and said, "Hey, the guy you are talking about is outside." I said, "Oh my God, you're kidding me." I said, "Go get him, bring him in." And (Lanny laughs) I'm trying to say this without getting emotional, when he came in the room, the entire place went nuts, he got a standing ovation. The pride on his face, what he looked like, how he was radiating – it was probably one of the coolest moments. You know, I don't know how many people have ever gotten a standing ovation in their lifetime but I knew from his face, it was his first, I can tell you that.

Deena: Yeah (laughs), for sure.

Lanny: And, you know, for a guy that is living out of an old beater truck and saving every penny to get his wife and, is it kids – how many kids...?

Deena: Two kids

Lanny: ...his wife and two kids back to Phoenix so that they could all be together. To watch him come into the room and then hear the story from his perspective we're like (Lanny laughs), "Perry, you've got to tell us the story from your side because as bizarre as it is from this side, it's got to be weirder on your side and way cool." He described how he was feeling that day. And how he described kind of the state of his life and he painted a pretty grim picture. I remember that. And then he painted the picture of how, in the course of that four hours that you guys were with him, how everything changed and how he had hope and that he believed his dreams could come true. I mean, it was

just incredible what could happen in the span of four hours.

Deena: One of the things that he shared was he had prayed the day before, the night before. He was so hopeless. He was so far away from getting his family to Arizona and he was starting to lose hope that it would happen and he asked that God would just give him a break. And he said, "Then, there you guys were on the side of the road." And he said, "You know, it was like you guys were that break that I needed to tell me to keep going, like I was going to make it."

Lanny: So, we were so moved. I remember in that experience, we were so moved by what happened. I remember that you guys gave him a \$2000 SGR briefcase.

Deena: Yep, we gave him a \$430 as interest on the money so he had \$1630 by the end of the night plus the \$2,000 SGR pack. That he could use the principles that we used with him to go get his dreams.

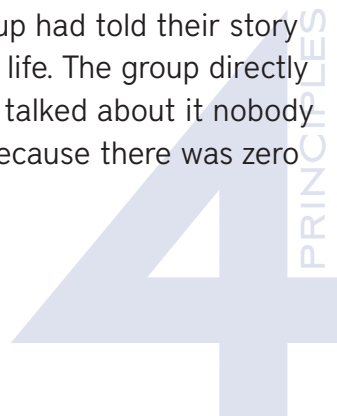
Lanny: Yep. And then I also remember that that night, Bob Proctor was going to be in Los Angeles like the Thursday after that. It was the following day I think. Bob was going to be in LA and we all decided to fly him to LA to meet Bob and to go to the event in LA. And he did. He went to LA and he sat in the front row. Do you remember him carrying his briefcase into the meeting?

Deena: Oh, he was so proud. (Lanny and Deena laugh.) I felt guilty because I had one and I thought – wow, how ungrateful I must be for such a priceless gift. He carried it like it was a briefcase full of a million dollars and he was so proud of it.

You know, one of the things I remember too, Lanny, is don't forget about that one team that brought \$18,000 back. They brought \$18,000 and they thought that they had won, remember?

Lanny: Yeah, and that was funny because Deena and her group had told their story about what they had created and how they changed this guy's life. The group directly after them brought back \$18,000 in four hours and when they talked about it nobody was impressed because the whole value of it was diminished because there was zero contribution involved with it.

Deena: Yeah there was no value created.



Lanny: There were no lives changed, nothing. So it really wasn't about the money.

Deena: And the other thing that was cool about the gentleman who kind of made it all happen. He actually said, "Although we have \$18,000, I feel like we brought back nothing." And he goes, "It's nothing compared to that. I think we missed the whole boat. I was after the win. I wanted to beat everybody and I wanted to bring home more, better, different." And he said, "I don't even feel good of what we did."

Lanny: So let's talk about the Four Principles. Number one: Clear Goal.

Deena: Okay, well let's talk about the Four Principles and the areas you can use them in first. And then we'll break them down. Is that cool?

Lanny: That sounds fine.

Deena: Okay, awesome. So, the cool thing about this is that you can use the Four Principles going after business goals, you can use it in your relationship, you can use it for small things, you can use it on vacation with your family, you can use it for big monster goals, and you can use it to create better leadership within yourself. So it's about developing yourself and you can use it in any area of your life – that's what's so cool about it and that's what I love about it.

Lanny: So it's not just about the cash?

Deena: (laughs) No, no, no. You know, for example, you and I have used it when we were on a vacation before. With our wedding we used this.

Lanny: Oh my gosh, that's a perfect example. Yep.

Deena: Okay so we were like, what do we want to create? You know, what is the environment we wanted to create? And we described the environment to each other and that was the Clear Goal. And then we focused on other people. We focused on each other and the guests. We were grateful for the whole experience and we had Unwavering Faith that not only would we experience that but everyone else would because that was what we chose to do.

We used it on vacation. And I've used it on my business a million times. I always use it with real important things. I always use this because I know that it's a surefire way of achieving.

Lanny: So it's a no-fail formula?

Deena: It's a no-fail formula.

Lanny: Got it. Alright, number one: Clear Goal.

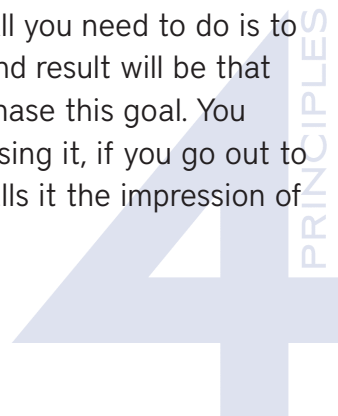
Deena: So having a Clear Goal—there's something about it, especially if you're in any sort of leadership position – whether it's at your home or in business, or volunteer work or whatever it is – it's important that you know where you're headed. And there's something that happens when you're clear on where you're headed. It happens in your being so you're more confident. You have a stronger conviction in your tone of voice. It's easier for people to follow. I've seen a lot of people go after goals and I ask, "Hey, what's your goal?" And they say, "Well, I'm not sure." And I'm like, "Well, no wonder why people are having trouble following you because you're not sure, and if you're not sure – how could they ever be sure?"

So part of the thing of having a Clear Goal is great leadership, as well as getting your own self calm. So it's critical that you're clear on where you're going. And then once you get crystal clear, see it happening – some people call it screen of the mind. They see it in their minds. Maybe you write it down, maybe you get a picture of it – whatever it is but put it in on something. Put it in your vision board, in your pocket, in your binder or whatever works for you. And just know that that's it, that's the end result, that's the only thing that's going to happen – no matter what.

Lanny: Got it. Okay, number two: Others-focused.

Deena: Okay. So once you have your Clear Goal—this is the coolest part. I always say, "Okay, now that you know where you're headed and you're absolutely 100% clear, put it on a shelf." In other words, don't put it on the back burner knowing that it's something that you'll get to; put it on the shelf knowing that you don't need to worry about getting it anymore. So there's a difference here. All you need to do is to go out and help somebody else get what they want, and the end result will be that you end up with what you want. You never have to go out to chase this goal. You don't have to go "get" it. It will chase you as fast as you're chasing it, if you go out to make a contribution. I call it the impression of increase. Bob calls it the impression of increase as well.

Lanny: Yeah, that's from "The Science of Getting Rich"



Deena: Okay, “The Science of Getting Rich” I love that book. So it’s leaving someone better than when you’ve met them. It’s important that you, as a person, understand what you can contribute. I call it “What’s in your basket?” In other words, what is your experience in life?

You know, maybe you have an education. Maybe you’ve been married and divorced. Maybe you’ve had a successful business. Maybe you’ve taken a personal growth class. So when you’re engaging with somebody – a complete stranger, a friend, a family member, a business associate or someone that you’re doing a business deal with – you’re asking them questions. You’re not the one talking. You’re the one asking questions. In other words, you’re in my circle right now and what is in my basket that you need? And the only way I can discover that is by asking you enough questions. Then I let you have whatever you want. If you just need a friendly smile, you need a hug, you need great words of wisdom and advice, you need advice on maybe a book to read or a class to take, a person that I can give you their phone number that will help you get further down your journey – so every person that I come into contact with throughout the day, I see an opportunity to give them a contribution.

Now here’s the key though—I’m not giving to get something. I’m freely giving and there’s a difference in being Others-focused. You see a lot of people are like, “Well, I’m giving this person this but I’m not getting it back from them.”

Lanny: Which means your motive is off.

Deena: Your motive is for you and I already said, put your Clear Goal on the shelf. Don’t worry about how you’re going to get it. Don’t go out to get, go out to give. And giving freely, here’s the coolest thing about giving freely, that’s a person you become.

So there’s a difference in giving to get; but there’s a law that says, basically, whatever you put out comes back to you tenfold. And when you start controlling the return and how it should come back to you, you start limiting the abundance that could come back your way and the opportunities. It’s like pinching a hose when the water’s coming out. You restrict the flow. And so if you just decide, “I’m going to be this kind of person and that’s what I do because that’s who I am” – there’s a big difference. There’s a big shift that happens and then you are open to receiving whatever form comes back to you and whatever way it comes back to you. And it generally comes back bigger, better and beyond your wildest dreams. And it’s generally not from the person that you contributed to, or even from the three that you did. It sometimes comes back in a lot of different ways.

Let's just say money is a goal for somebody. Well, a lot of people think that compensation is just the form of a paycheck. What if compensation is part of an education as a result of being around somebody? What if compensation is learning how to support somebody better? You know, so there are all kinds of ways of being compensated. And it's important that you understand these things so that as they come back to you... that's where it comes back to Gratitude. Now we're on the third step.

Lanny: Okay. Number three: Gratitude.

Deena: Alright, so Gratitude. I see this so often with people that I've coached or I see the frustration well up in people and they miss this step – it's such an important step. They're only grateful if it happens their way. Rather than Gratitude for everything, in all things be grateful. So Gratitude for everything – that means every experience or situation or circumstance that didn't even go your way. And here's why you can be grateful. Let's just say you take a step in the wrong direction and it leads you to a roadblock on your goal. Well, be grateful that you found the roadblock so you can turn to the right direction.

One of the things that Bob Proctor taught me that I absolutely love, and evidently Michael Beckwith taught him this so we'll give credit to Michael Beckwith and I don't know where he learned it from. Is when a situation happens, so an event happens in your life and you don't assign meaning to it. It's just an event happens in your life – it is what it is and you can't change it. It's already happened. What you can do with the event is that you can harvest the good from it. You can take the lessons from it. You can take the experience from it. You can take all the stuff – there's always something good in everything. If you wait long enough you'll learn. Sometimes it doesn't come right away; so you harvest the good from it and you take the good from it. And I kind of think of it like one of those colanders and you pour orange juice through it and pulp stays in the colander but the orange juice goes into the glass. So that's kind of what you're going to do. You know, your event is the jar of orange juice and you're putting it through a colander and what's left in the colander are all the things you need to forget. And what's left in the orange juice glass at the bottom is all the juice that you need to drink and bring forward.

So an event happens; it is what it is and you can't change it; you have to accept it. You harvest the good from it and you forgive all the rest – and you let it go. And so as you're on your journey to your Clear Goal, no matter what the situation or

circumstance is, there's so much good in it all that you can be grateful for each and every experience no matter what. Because generally, this is what I've learned with everything that you and I have created together, even in our relationship, is that it doesn't always go your way. As a matter of fact probably 98.9% of the time it doesn't go your way. And it's probably a big blessing that it didn't because I probably would have messed it up anyway so be grateful that you're walking in faith like that.

Lanny: Okay, point number four in the Four Principles is Unwavering Faith.

Deena: I think this is the most important thing because when you're really going after what you want, from small things like vacations to big things in business and relationships; worry, doubt, and fear... I was just talking to you about a question I read yesterday, "What good has worrying ever done?" And the answer is nothing. And so when you're in worry, doubt and fear, it's an immediate trigger to put you back into Unwavering Faith because your brain can't think of two things at one time. It can't be in gratitude and faith at the same time it's in worry, doubt and fear.

You can't do both. And so you get to make a choice which one you want to be in. When you have Unwavering Faith, then the only outcome is the end result. Now, it might not be in the time that you wanted. It might not be in the four hours that you set. You might have set the wrong date with the goal. You might need to extend the date, but you do everything you can up until that date.

Let's just say I have a date for June 30th of this year to achieve something. Well, I give it all that I've got, I do not change the date no matter what until June 30th at midnight going out as hard and good as I can, doing everything I can. June 30th at midnight, if I didn't hit the goal, I just set a new date. I never change the date. Like, just think if I decided to go into worry, doubt and fear at eight minutes till the time that that exercise was up and I decide that it wasn't going to happen?

Lanny: It wouldn't happen.

Deena: It wouldn't happen. So, you always go down to the wire. Always go down to the wire with everything and you just know that you know that you know it's going to happen. So Unwavering Faith is a critical part of it, because again, there's a strong conviction – especially in leadership with this.

Now, let's just say you hop out of Gratitude and you're thinking about what's not going

right. Well, then you go back – this is what’s cool about the Four Principles – you go back. Where am I headed? Okay, that’s my Clear Goal. You remind yourself what’s your Clear Goal. Get it in your mind – right. Now what do I need to do? Be Others-focused – I need to help other people get what they want. And you stay in the state of Gratitude and you have Unwavering Faith. So anytime you step out of, let’s just stay you focus on what you’re going to get, you’re out of Others-focused, you go back to the top, Clear Goal. You remind yourself of where you’re headed. You go back to being focused on other people, asking them questions, allowing them to have whatever they need from you; being grateful for every experience and have Unwavering Faith that you’ll get there no matter what. And I guarantee you, you know if you don’t hit the number one spot, almost always you’ll hit the number two. And it’s just a matter of time before you get it. I think, that’s what’s so amazing, you’re really working with the laws at that point, and you’re in alignment with it, and there’s just no way to fail. There’s no way to fail unless you worry, doubt, and fear it out of your life.

Oh and let me just say one more thing. The cool thing about Unwavering Faith – this is what I always tell people – when you’re in Unwavering Faith, you’re like a magnet to your goal. It pulls. There’s like a magnetic pull. It pulls you closer, faster, stronger, shorter. It takes less time to get there. When you go to worry, doubt and fear, you’re pushing your goal further away. So if you want to take a long time to get to your goal, just stay with an ungrateful attitude, worrying about what you’re going to get and how you’re going to get it, when it’s going to come to you, and start worrying about when you’re going to get there. It’s going to be a long, hard and painful road.

Now, if you’re Others-focused, you’re in a state of Gratitude and you have Unwavering Faith that you’re going to get it – you’re pulling it closer to you faster, harder, stronger. And here’s what I’ve learned about this... Generally when I get to the goal, almost always now, it’s always been bigger and better than what I imagined it to be. It’s always more than what I thought it to be. And I think it’s working with these principles, working with the laws and allowing the return to come in whatever form. At the time that I get there it’s always beyond my wildest dreams. And I think that’s what I love about it the most. It almost brings me to my knees crying because it’s bigger and better than I ever imagined it, because I trust the process. When I don’t trust the process and I control everything myself, it’s generally very disappointing when I get there.

Lanny: That’s good. One of the cool things that I heard you say is that when you have worry, doubt and fear, these Four Principles are almost like a reset button. It’s like

hitting restart on your computer and you're saying, "Okay, I've got to go back to Clear Goal, Others-focused, Gratitude and Unwavering Faith. It's almost like a cure to the disease and the disease being worry, doubt and fear. It's really cool.

Deena: Yeah. One of the things, Lanny too, that I think is, that I've learned through the process is that I've learned not to judge myself for my journey. In other words, honoring and respecting my journey. So judging myself meaning, let's just say I get focused on myself and how I'm going to get my goal. I used to bring the hammers out and beat myself up going you know, "Gosh darn it Deena, get back in alignment. What are you doing?" And I would kind of basically discipline myself back into alignment.

Well, when I focus on myself I go, "Hey, hey, remember? This isn't how you do it" So I don't judge myself anymore. I'm like, "What do you need to do to make a contribution right now?" Like this is a hip check. That's the hip check. Is being self-focused reminds me; it's like, "Thank you for reminding me that I need to be Others-focused." So now you're grateful for that selfishness instead of mad at yourself. And you go, "Oh, that's my hip check; that's what Deena was talking about when they tapped their knees that night in the van when they were driving and going, "Hey, hey, get back in alignment."

So you know it's a hip check to get back in alignment. When you're ungrateful and you're having a bad day, those ungrateful emotions and that stressed out feeling is reminding you, "Hey, get back in alignment with Gratitude. Don't get out of alignment."

And so you can embrace those "negative feelings" now and say, "Look, I don't need you today but thank you for the reminder." And then you go back to the top with, "What's my Clear Goal? That's right; I need to focus on helping others." You might want to ask somebody, "What's your goal? How can I help you get there? What do you need?" And then just help them to get there. Give them a phone number. Put them in contact with somebody. Maybe go over and spend an hour helping them with a business plan... whatever it is, you know. I have spent time on the phone with people helping them describe what they want in a relationship because I knew how to do it and so I thought, well, I'll give them that. That's what they need and that's what they asked for and I'll give them that. I'll do the best that I can with the tools that I have and the level of awareness that I have right now. I might not have all the answers but from brainstorming with them, they might come up with a better one.

So, you know, the worry, doubt and fear – don't be mad at yourself for it. It takes time to create a new habit and start thinking this way. Embrace them and say, "Thank you

for reminding me that I need to go back on my Clear Goal and be in Unwavering Faith and focus on others.” And it’s a surefire way to get you out of the “pity party.”

Lanny: Yeah, and as we know, there’s no arrival point. It’s a journey. There is no destination. It’s a continual – I don’t want to say battle but it kind of is a battle – you know going between worry, doubt and fear and these Four Principles. And I don’t care who you are, you’re going to slip. No doubt about it, you know.

Deena: I was just doing it right before we came in the studio. (Lanny and Deena laugh.) I mean it happens all the time. However, it’s a habit that you’re replacing. So you’ll always have that habit of worry, doubt and fear because it’s just a learned behavior, it’s a habit. So you’re replacing habits. It’s training your mind; and training your mind is like training a dog. It just takes time and you’ve got to give it a lot of treats.

Lanny: But as you get the muscles going – the memory muscles of better habits of Clear Goal, Others-focused, Gratitude and Unwavering Faith – it becomes easier and easier. And the time spent on this side of it versus the worry, doubt and fear side of it, you know, you might start out as 10% Gratitude, 90% worry, doubt and fear and over time it’ll change to where you’re 95% Clear Goal, Others-focused, Unwavering Faith, Gratitude, and only 5 or 3 or 2% of worry, doubt and fear. So it’s a continual thing. It doesn’t happen overnight.

So Deena, I just want to say thank you so much for sharing your story. I hope, and I know that it will absolutely make a difference for somebody. I know somebody that’s listening to this right now is going to go, “Wow, I needed to hear that and I’m going to go implement it.”

So Deena, do you have any last thoughts on how somebody could take these Four Principles or anything that they learned in any seminar and actually put it into practice. Because one of the things I admire about you is that you just don’t take in information. You take in information and you put it into your life right away. How can they put it into their life right now?

Deena: Well, you know the cool thing is that you can use this with anything but the thing is, my philosophy is, that every time I take a class, read a book, do anything, training, whatever it is; I always take two things and I put it into action immediately and start practicing it. I practice it for a week or two, and then I go grab two more things

out of it and I start practicing until I'm replacing habits. And that's how you do it. My biggest thing, you know, a lot of people go, "Well, I've listened to that before. I've heard all that. I know all that information." Well, yeah you may know all that information but there's no evidence of it in your life.

Lanny: That's good.

Deena: Alright. You want to create results from stuff like this. Yeah, it's okay to listen to the lesson over and over and over and over, but it's going to sound the same every time if you don't practice what you're learning. The way to make this lesson or any training thing, or any book look or sound different is you put it into action and then from the action you're in a different place awareness-wise. You know, what your knowledge is and from experiencing it in life; then when you come back and listen to it again it sounds different because you're ready to learn something new. So if you're revisiting something and it sounds the same, it's because you're not putting any of it into action. If you know it all, then you're not in a very good place.

Lanny: You're stuck.

Deena: You're stuck and you need to put it into action so that it sounds different every time. It will sound different every time if you put it into action because you will have experience now. And now you'll want to take it to the next level and you'll hear something new next time.

So that's what I always recommend. Two doesn't sound like a lot; but let me tell you, it's two more than the 99.9% of the people that take classes or read books or listen to CDs do. And you know, I was coaching somebody not too long ago, I'm actually still coaching him. And he took his daughter to Disneyland and I go, "Whoa, whoa, whoa" They were just ready to go to the park and I said, "Stop. Have you decided what you want today's experience to be like?" And he said, "No." And I said, "Then you need to sit down with your 5 year old and your wife and describe what your Clear Goal is because you do want your daughter to experience everything that you ever dreamed of right?" He said, "Yes" And, I said, "Okay, well why don't you guys all get out what each of you want to experience so that you can focus on creating that experience for each other. You don't have to worry about what you're going to get. Be Grateful for all the experiences of the day even when you're exhausted waiting in line for two hours. And have Unwavering Faith that at the end of the day that's exactly what's going to happen."

Lanny: Did it work for him?

Deena: He loved it. He loved it.

Lanny: That's great.

Deena: Yeah, simple stuff like that, that means everything.

Lanny: That's good. Well Deena, thank you so much for being with us today and sharing your story. It's amazing. I know, it's made a huge difference for me since I originally saw it and got to experience it. And, for you the person listening to this right now, I encourage you to put it into practice right now. You know, the Four Principles: Clear Goal, Others-focused, Gratitude, and Unwavering Faith.

I'm Lanny Morton and I just want to say thank you. Deena did you want to say something? Go ahead.

Deena: Yeah, you can email me at deenamorton@gmail.com. Just in the subject, if you wouldn't mind, put the number 4 Principles; or you can write it out Four Principles. That way I know that you're asking a question or inquiring about it. I'm happy to correspond with you or answer any questions that you have or if you're stuck and you need help, please email me and I'll be happy to help you with it. Just give me a little bit of time to get back to you because we're a little busy sometimes.

Lanny: Yeah, don't expect a 10 minute response (Lanny and Deena laugh.)

Deena: Yeah exactly, it's not real time, okay? So thank you so much.

Lanny: Thanks for being here Deena, thank you very much.

Deena: Yeah, thanks Lanny. Bye.

Lanny: Bye



1. Clear Goal

“If you plan on being anything less than you are capable of being, you will probably be unhappy all the days of your life” – ABRAHAM MASLOW

Why Have a Clear Goal?

Goals give you clear direction. Like a lighthouse – when the waves of life come crashing in, it is at that time the lighthouse will guide you to safety, bring you home or keep you on the correct path in the direction of your dreams. Clear Direction, Goals and Dreams, when worthy of yourself and others, give you great purpose. There is magic that happens in an instant when you make a decision on a goal and make a claim “This is where I am headed and no circumstance or person will stop me!” Immediately in that moment you step into the dream and begin living it.

A proper goal will challenge you to grow, improve your confidence, bring out your potential, and change the beliefs that don’t serve you or others. Proper goals don’t get you excited, which is an emotional response to an outside experience ... they inspire you, which is a state of mind and way of being. Excitement is reliant on circumstances, Inspiration is a choice and lasts through the challenges and triumphs of goal achieving. When you make a decision to go for a goal, although in the process you may make mistakes, it is inspiring for others to watch. It gives others permission to take action on their dreams and goals.

It is not enough to just simply think of a goal. It is only “taking action” which brings about freedom and inspiration; then, and only then, will that “Magic Moment” happen. For those of you who have ever gone after a worthy goal, made the decision, you know what I am talking about – that “Magic Moment.” If you were to ask me to describe what it feels like, I would describe it like this: True Freedom; setting your soul free; letting go; soaring like an eagle; light, weightless beauty; true joy, peace and happiness; good scary; jumping and growing your wings on the way; faith in yourself; understanding your life matters and you make a difference... like I said – True Freedom.

On my life journey I have discovered this quote: *“There is nothing more inspiring than watching someone go after their dreams and There is nothing more Freeing than being the person living them”.*

The greater the desire, the easier it is to lock onto the goal or dream and not be knocked off course with the first, second or third roadblock. The greater the purpose of the goal

the stronger the emotion becomes. The easier it is to overcome the obstacles, old habits, old ways of thinking, the critics, or family and friends that may discourage you. Once you have decided to go after your goal get emotionally attached to it. Lock on to the end result. Get committed to the result not the struggle.

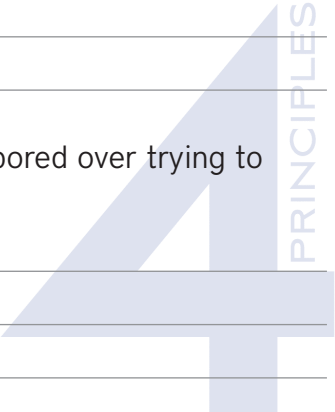
*“If you don’t know where you’re going,
you will end up somewhere else.”*

What are some things you want to do, but have never set aside the time, that would bring you, and/or the people around you, joy or a lot of fun?

What are a few simple things that you would like to do that, over time, you know would make a big difference?

What is something that you want to do but have made money the excuse for not going after it?

What is something you want to be, do or have that you have labored over trying to figure out how to get?



What are some of the dreams you have that keep you up at night?

What is something you would like to learn?

What is something you want to buy?

What is a financial goal you want to achieve and why?

What is a goal or a dream you would like to do with someone?

What places do you want to go? ...and what things do you want to see?

What people do you want to take with you?



What career or business do you want to start?

What hobby would you like to do?

“Go after your dreams as if it where impossible to fail.” – UNKNOWN

If you knew you couldn’t fail what would you go after?

If anything were possible what would you be, do, have, or want that is different than where you currently are and why?



How would this goal affect the following?

- Your family?

- Your neighborhood?

- Your community?

- The world?

Would it make all of the above better? Why or Why Not?

Once you have determined all of the above, it is time to get crystal clear on what the experience of achieving this goal will be like.

“Give the gift of life, wake a dream.” – DEENA MORTON

Describe in great detail how you are going to feel about yourself as a result of achieving this goal?

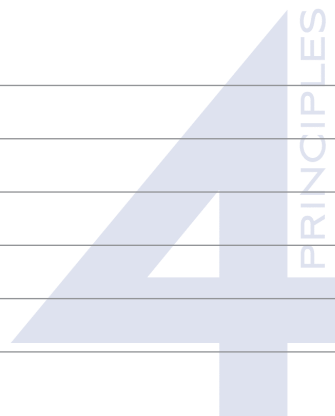


What will you look like?

How will your confidence be?

What limiting beliefs will be no longer?

What will your family say to you?

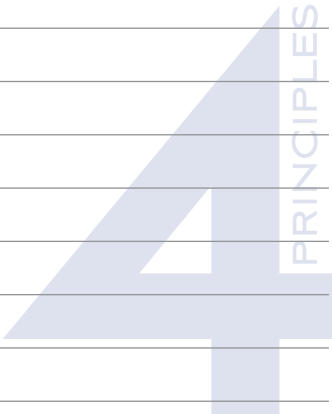


What will life be like?

Who will be there with you?

Where will you live?

What will you be doing during the day?



What lives or how many lives will be changed as a result of your contribution from achieving this goal?

What kind of people and friends will you have in your life?

What life experiences will be different as a result of this goal becoming your new reality?

What new habits will you have?



Helpful Hints:

- Don't get hung up in the way it looks or how it will happen.
- If you're not sure what to do with a big goal — start with a small goal. (Action is most important.)
- If you know where you're going and why — the how isn't important.
- Just start and continue to take one step after another
- Wake up everyday and expect great things.
- Take Action, Take Action, Take Action!
- Stay committed to the end Result(s) vs. Struggle or the process.
- Ask yourself, "Is this getting me one step closer to my goal or one step farther away?"
- Visualize yourself often experiencing your goal, feeling your goal being a part of your life, doing it, having it, and living free daily in it or with it, and the joy it brings you as well as others.



2. Others Focused

*“Life’s most persistent and burning question is,
‘What are you doing for others?’”*
– MARTIN LUTHER KING JR.

So now that you have your Clear Goal, you know where you are headed. Now take your goal and put it somewhere safe within your mind, on a goal card, or a vision board.

The next step is Others Focused. Always leave others better than you found them. Go out and consciously look to make a contribution in everything you are doing.

I cannot stress enough how important this 2nd principle is. Rather than asking yourself “What’s in it for me?” or “What can I get out of this?” ask yourself this instead – “What can I give?” or “How can I contribute?” This is where the magic happens – in the 2nd principle. Creating the habit of being others focused takes the hard work out of chasing goals and chasing money. I call this “working smart not hard” – and it is a lot more fun.

“From abundance, I took abundance, and still abundance remains”

When I say “unconditionally give” I mean this – if you have money and resources, you will often times go straight to the thought of contributing money vs. time, love, a good listening ear or the intangible gifts you can always give, with or without the convenience of cash. On the flip side, if you don’t have many resources or a wad of money, you may go straight to the thought that you don’t have anything to give vs. thinking of all the things you can give – like reading to someone, making a cake for your neighbor, offering someone good advice or a listening ear, raising money for someone who just lost a loved one, or the single parent to help pay for expenses. Regardless of circumstances there are always so many things that you can contribute.

Think back to the story and the exercise that night in the class. They stripped us of all our valuables and anything that money could buy. We didn’t have anything except our minds, life’s experience, our knowledge and what was unique about each person.

Your contribution is limited only by your choices and your creativity. We all have something to offer that someone else needs and wants. When you are **unconditionally** giving instantaneously you will begin to experience the following benefits: it is fun, inspiring, energizing, easy, effortless, stress-relieving, fulfilling, it improves your health,

brings joy and abundance, people enjoy being around you – and the greatest thing is, you never run out of giving power or “things” to give. I’ll say it again – this is where the magic lies.

In addition to all the good stuff.. Confidence is one of the many personal benefits you receive as a result of unconditional giving. As your confidence grows you can learn more, earn more money, make a greater contribution, parent better, be more secure in relationship and the list goes on and on. It is something you choose to do for absolutely no other reason than the very fact that you know you can, and so you do, period.

Let’s talk really quick on identifying **conditional** giving. This may be something you do and you may not even be aware that you are doing it. And you need to course correct quickly to help you get the benefit of this important step. So if this is you, take notice, change your motive for giving, and do it instead because that is the person you choose to be. We know when we are conditionally giving if we are looking to be appreciated, recognized or noticed by someone, win favor, prove something, be liked or loved, to get more money, a promotion, so someone won’t get mad at you and so on. If you are still not sure if this is you... this is what happens when giving is **conditional**. You will feel exhausted because you are giving, giving, giving and your cup has run dry. You have run out of giving power. You’re tired, hurt, frustrated, and mad at people. You thought things would be different by now after all you have done for them. Your marriage isn’t getting any better, your boss didn’t give you a raise or that promotion, your friend didn’t send you a thank you note, you didn’t get invited to the party or the weekend get away, your income or business hasn’t increased or improved, your parents don’t approve of anything you do, nothing is getting better no matter how hard you have tried. If this is you – Stop! Stop giving and then expecting people to react like you think they should. That is controlling and your motive is way off.

I have great news, remember the paragraph on the benefits of **unconditional giving**. I said **unconditional giving** is fun, easy, energizing, and it is fulfilling – go ahead and read it again considering it will probably sound better and different now that you are beginning to understand yourself better.

When you are helping others get what they want, it is a guarantee that you will have what you want. I am going to be bold and say even beyond your “wildest dreams.” Now, I didn’t say it would come from the person you gave to, or in the form you want it to. I said, “You will have what you want.” Remember **unconditional giving** is a choice you make to freely give, expecting nothing in return nor anyone to compensate you in any

certain way. When you give freely the return comes in many forms, from many sources, in many ways. So, even before you achieve your goal you immediately experience some of the priceless gifts of giving that money cannot buy.

Something as simple as a smile or a hug to something as tangible as a \$100,000.00 financial gift and everything in between can change someone's day... and sometimes their life.

It is not necessary to question being "others focused" and try to figure out why it works. It just works, accept it, surrender to it, and let's move forward so you can harvest all the good.

What do you have to contribute?

Here are some very simple, yet impactful, questions and exercises to help you discover, and get you brainstorming, on all the gifts you may have that you didn't realize could be put to great use in helping others.

Exercise:


List several ways that you can put to use the following skills if they apply or if they answer the questions to help someone? Feel free to add to the list as I am attempting to get you thinking and started, there is so much more.

If you have this book one of the most obvious and yet extremely useful things you can use is your ability to read.

Skills or Hobby:

Make a list of the skills and/or hobbies you already have:

(Example: Cooking, washing cars, cleaning, reading, writing, fishing, cake decorating, blogging, yoga, teaching anything, building or repairing things, working on cars or computers, organizing, data input, sewing, music, photography, art, decorating, dancing, speak more than one language, etc.)



Life Experience:

What life experiences do you have?

- Are you a mother or father, sister or brother, aunt or uncle, grandma or grandpa?
- Are you one or more of the following: married, single, widowed, gay, divorced – or know anyone who has had any of these experiences?
- Do you currently own, or have you ever owned, a business; lived on your own; traveled; etc.?

Note: If someone wants you to share your life experience with them, be careful not to tell people what to do. However, you can always share what you learned without making someone right or wrong. You can always ask great questions and help them to determine the best road for themselves.

- What types of education or specialized knowledge do you have?
(Examples: high school, not a high school grad, trade school, college, personal growth, real estate, hair stylist, x-ray tech, dental assistant, business classes, parenting or marriage classes, marketing, web, art, etc.)
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Ideas of some things you can do:

- Are you good at asking questions and being a good listener?
- If you can smile that is always nice to do and can make someone's day.
- Opening the door for someone.
- Helping someone with his or her groceries.
- Picking up trash.
- Babysitting for a single parent.
- Contributing money to worthy causes.
- Become a mentor for children in a group home or orphanage.
- Help with someone's pet(s).
- Help with the elderly.
- Look on the web for opportunities to volunteer.
- Tithe.
- If you have a car and can drive – you can give someone a ride.



*It only takes one person, with one idea, who makes one decision,
who takes action to make a difference.* – DEENA MORTON

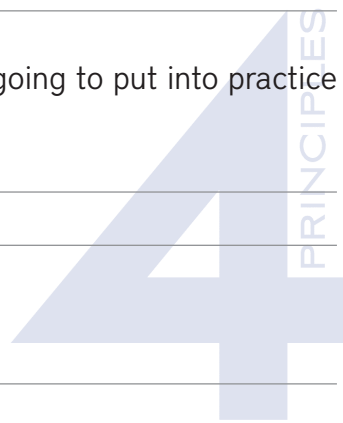
Use the space below to continue writing down things that you have to contribute:

Questions:

In what ways have you discovered that you can actively give on a daily basis that you did not realize before?

What one thing out of this chapter did you learn that you are going to put into practice today?

What one thing are you going to choose to make a new habit?



Over time what will be different in your life, and the lives of others, because you chose to make being outward focused a new habit?

How have you actively been an “Unconditional Giver” today?

What did you learn about you today from reading this 2nd Principle?

Helpful Hints:

- Practice the impression of increase — Always leaving everyone better than when you found him or her.
- Help others get what they want and you will get what you want.
- Being others focused takes the hard work out of chasing goals, dreams and money and results in “working smart and not hard.” In other words, in “Harmony” with God, the Universe, Higher Power, The Source, The Laws etc.
- When you’re truly helping others, being outward focused and making a contribution ... What you want will chase after you faster than you could ever chase after it.

Reference Chapter 14 in *The Science of Getting Rich* on the Impression of Increase.

3. Gratitude

You can use Gratitude to change your attitude. Your attitude can be the catalyst and motivator in helping you change your behavior, habits, and therefore achieving your goals and improving your results.

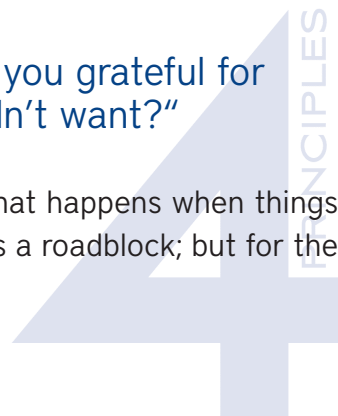
As your attitude improves towards different events in your life, **everything** changes. Many people are left in poverty by their lack of gratitude; failing to acknowledge there is a source of abundance. I am not referring to financial poverty. I am talking about poverty in every area of life. I have learned over the years that if you want to see everything that is wrong, and find fault, you will. However, the opposite is true as well, and if you want to find the good in all things, you will. The more you fix your attention on what is good the more you will find.

Just note that it takes just as much energy to find the good as it does to find fault. However, one way gives you energy, keeps you in a state of fulfillment, love, happiness, peace, inspiration, and creativity. When you are finding good in everything, you will notice people will LOVE being around you. However, the other way is draining, lonely, full of jealousy, anger, fault, excuses, and self-pity. And, the only people who will enjoy your company is other ungrateful and draining people.

Like unconditional giving, gratitude is a choice. That is the **great news** about all of **The Four Principles**. Your goal or dream is a series of small decisions you make all day long and it only takes one decision to get the ball rolling in the right direction. Understanding these principles on a core level is key. When you understand something, you are no longer hearing with your ears. Knowing what gratitude is isn't enough to get the job done. To understand something so completely that you recognize that it is something you desire, and want to adapt into your new belief system ... it more easily becomes a part of your life, the way you operate ... a habit ... and that is where the magic is.

“If you don't have all the things you want, are you grateful for all the things you don't have that you didn't want?”

What is the blessing in disguise that I refer to in the story? What happens when things don't work out our way? Some people may call it failure, others a roadblock; but for the ones who understand these principles we call it opportunity.



In all things give thanks. That is easier said than done at times, and often when an event happens in our life, such as a death, it can be hard to do. After my dad died, I went through a difficult time and it took me some time to heal. However, afterward, I was reflecting on all the life's lessons he taught me, the great memories I had of him, and the look on his face the last time I saw him. Although, I was, and am at times, sad and still miss him, I learned to harvest the good and found opportunity for gratitude. I would much prefer to focus on the good times and the great memories with my dad as opposed to the times he would drink, become abusive, fight with my mom, and leave for days on end without us knowing when he would return and how afraid I was.

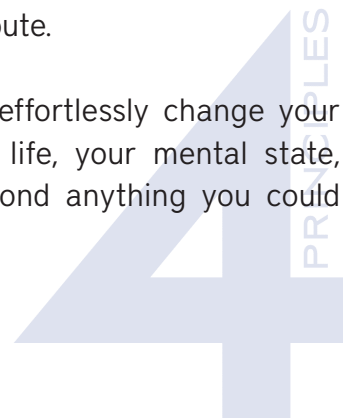
Here's another example of finding the good with a heart of gratitude. For eight years now, in three different businesses, I have wanted to put together an internship. However, each time I've mentioned it to the partners, they have shot it down. I could have given up because of what someone said, got mad, took it personally, got my feelings hurt, or felt unappreciated. Instead, I knew it was a great idea and so I just kept it on my list of worthy ideas and continued to contribute to the projects at hand.

I only recently realized, why, after eight years was this idea starting to take form? It suddenly came to me that my motive is for the greater good of all who will be involved. Reflecting back, I realize that I didn't have the right motive. My motive was more for my own gain and the company's than it was for others. I didn't have a clear goal, therefore it was a challenge for anyone else to understand and be on board. I didn't take action, to show how serious I was. Thankfully it is happening now as it should. I may have ruined a great program that will benefit so many people had I done it way back then. I am ready now.

Be grateful in all things.

On the journey to achieving your clear goal/dreams – look for the good. You are creating your success story. The power of a story inspires many to take action. Look at the things that don't go your way as opportunity to a better route.

Gratitude is such a powerful place to operate from. It can effortlessly change your life, your relationships, your physical health, your spiritual life, your mental state, your wealth, and business life. The ripple effect goes beyond anything you could ever imagine.



I love the lesson that Michael Beckwith taught Bob Proctor who taught me.

When an event happens in life, it is what it is.
You can't change it; it is over.
But you have many choices at your disposal.
He said "Just accept it, it is over.
Harvest the Good and bring that into your future.
Forgive all the rest. Just let it go... Just let it go."

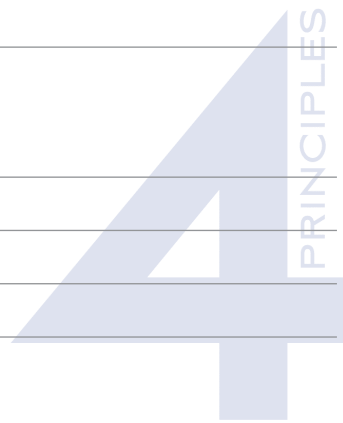
We have a choice what we do with every experience in life and when we are grateful and bring only the good into our day, life becomes a magnificent journey of goodness, joy, love, wealth and many other things.

Choose 3-4 people in each of the following categories and write why or what you are grateful for about them?

Business

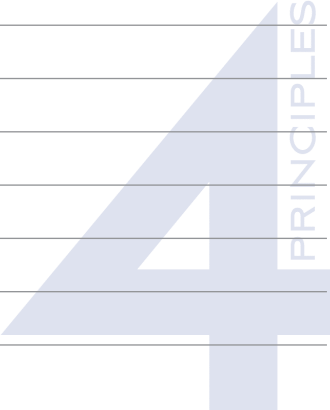
Relationships with family members

Relationship with friends



Describe in great detail how your life would be different or better if you increased your level of gratitude?

Right now, in this moment what are you grateful for?



Reflect back over the last day, week, month and year using the exercise that Bob Proctor taught me. Take a variety of experiences you have had and accept them. Harvest as much good as possible, forgive and let go of the rest ... bringing only the good into your future.

Experience: _____

What good can be harvested? _____

What can you forgive? _____

Experience: _____

What good can be harvested? _____

What can you forgive? _____

Write down one or two old habits you are committed to replacing with a new grateful habit, starting right now?

Old Habit: _____

New Habit: _____

Old Habit: _____

New Habit: _____

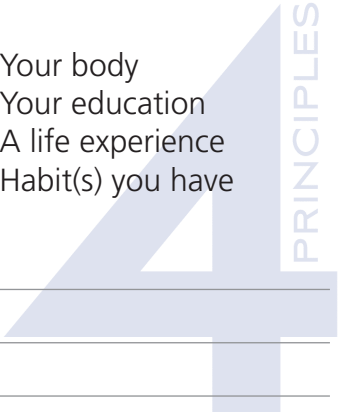
What are you going to use as a trigger to help remind you of using the New Habit?

With the following list (feel free to add more categories) write down 3 things you are grateful for.

Your health
Your mind
Your job
Your character
Your parents

Your physical appearance
A skill or hobby you have
Your business
Dinner with friends or family
Your children

Your body
Your education
A life experience
Habit(s) you have



Take an experience you feel is someone else's fault. Take responsibility for your role.

Now, for just a few minutes, look at it differently. Ask yourself "Am I willing to try something new and different for awhile?" If what you are doing isn't getting you the desired results, consider taking ownership of your life and using a different method long enough to see if, over time, things start to change.

Experience: _____

What good can be harvested? _____

What can you forgive? _____

Now that you have been through the exercises and questions, what did you learn about you? What is something about you that you are really proud of?

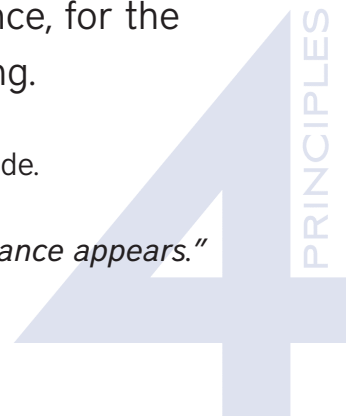
Helpful Hints:

- In all things be grateful – for what you experience, for the opportunity, for what you learned, for everything.

Reference Chapter 7 in *The Science of Getting Rich* on Gratitude.

"When you are grateful fear disappears and abundance appears."

– ANTHONY ROBBINS



4. Unwavering Faith

Think about a time in your life when you accomplished a huge goal or dream. Take a minute before you read any further and really think about what it was like when it finally happened. Think about what you were feeling, and the emotions that took place on your journey to get there.

Whether you knew it at the time or not – in order for your dream to come true, and in order to hit a big goal – you had to have unwavering faith that it could actually happen for you. Even when there was no real evidence that it would happen – you kept taking steps on your journey to get there. Somehow, a piece of you knew that it was possible.

Then, sure enough, over time and with a series of small decisions it happens. And then, it seems as if ... all of a sudden ... you are living it.

Just like that night with my group and Perry ... when, five minutes before the exercise ended and he handed us the thousand dollars. That night we knew if we did things in a certain way and trusted the process, the only outcome would be success beyond our wildest dreams. There were many times we had to trust this process and not rely on our own devices or understanding. That's faith. You always know when you are in unwavering faith – because you won't have ANY worry, doubt or fear. You can never be in unwavering faith and in worry, doubt or fear at the same time.

When I am working with someone who is going after a dream or goal, I like to use the analogy of a marathon runner. A person doesn't just wake up one day and go run a marathon. So let's pretend this person is you.

First you commit to the Clear Goal. You have to make a decision, see the end result and believe it is possible. That decision is followed by preparation and action. You have to plan and make the necessary changes in your lifestyle to accommodate this goal. You must do certain workouts to prepare your mind and body to handle the goal, and then there are a series of adjustments you have to make along the way. All the while, staying committed to the end result.

After months of preparation and hard work, the day of the marathon comes. When you line up to begin the race, you must trust that what you have done has been enough to prepare you for that moment.

When the race starts, all of the other runners have the same enthusiasm. People are lining the streets cheering you on and the excitement is through the roof! You begin running and you feel great and unstoppable. There may be others who are running with you and keeping the same pace.

Everything seems to be going just as planned.

Slowly, but surely, the numbers seem to dwindle. Some people are running ahead, others are dropping back at a slower pace. Even the crowd of people supporting you is dwindling in numbers as the marathon progresses. You are still enthusiastic, working the plan and relying on your own devices ... trusting that all of the training you have done to get here in this moment has been enough.

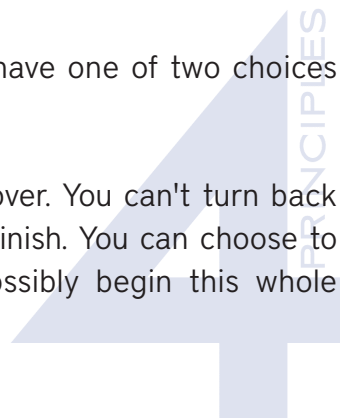
Halfway through the race you begin to feel a bit fatigued, with some aches and pains, but you still have the confidence to continue as you've run this far before in training, many times. You start to see runners getting injured. Some, who have not trained enough, quit. At many times, up to this point, you have had to make a series of small decisions: to continue the race or quit. You choose to continue and put one foot in front of the other, one step at a time.

You're now at a critical juncture. You can no longer see where the race started nor can you see the finish line.

The miles increase and so does the pain and fatigue. There are no crowds to cheer you on, no other runners with you. You begin to think you are alone on this journey. Although you still have support, you don't see it, you can't feel it, and your mind begins to play tricks on you. You start to question yourself. Can this be done? You start to question your plan and training and whether you have done enough to make it. Your body no longer wants to cooperate. You can feel the exhaustion, both mentally and physically.

It's at this point that you must make another decision. You have one of two choices to make.

The first is to quit and end your journey where you are. It's over. You can't turn back time and add two more weeks of training to ensure you will finish. You can choose to quit with no one else to blame but yourself ... only to possibly begin this whole process again.



The second choice is what I call the "no matter what" decision. You dig down deep within yourself, and choose to finish the race – no matter what. At this point you don't know how, and it seems out of reach.

You don't know how, but you decide you are going to finish this race and cross the finish line, even if it means you have to crawl over it. "NO MATTER WHAT"!

It is at this point that the only way to finish the race is with 100% heart. Your belief and unwavering faith kicks in – something you can't see, feel, touch, taste or smell. But, it is something that you know is there.

You have jumped off the cliff and have grown wings of faith. As you continue this long, and sometimes hard journey with what appears as no end in sight ... you just believe.

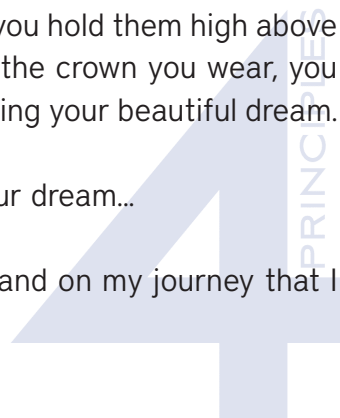
One by one, the cheering crowd reappears in the distance. You begin to catch up with some of the other runners. You begin to encourage one another and the strength in your stride becomes a little stronger. You are beginning to sense that you are closing in on the finish line, but you still can't see it. You just believe. You look ahead and there is one more hill to conquer in this race and you start to tell yourself you can do it. You are no longer relying on outside circumstances to tell you that you can do it. You have surrendered to your decision. You trust the process.

Then, there it is – the finish line! You can see it. You begin to feel the excitement, determination, exhaustion and emotion. The crowd's cheers are getting louder and louder. The sweet smell of victory soaks into every pore and fiber of your being and the emotion of finishing begins to sweep over you to give you one last push of strength ... strength, you didn't know was there. You begin to recognize the voices in the crowds. They are your friends, your family, your team, all the people who believed in you and your dream.

They, too, are celebrating the accomplishment of your dream. In that moment you can feel your exhausted arms raise, and your fists begin to clench ... you hold them high above your head. As a painful but joy-filled smile begins to become the crown you wear, you take your last victorious stride across the finish line. You are living your beautiful dream.

You made it! You did it! You finished the race. You are living your dream...

There have been many occasions up until this point in my life and on my journey that I



felt like a lonely marathon runner, having to dig deep past the fear of failing, where courage meets faith and I make the decision to lead myself, or lead my team.

Even when everyone else was losing faith in the dream, I was the one who decided to finish "no matter what". Leading by example will often times raise those around you. Every single time – the journey, no matter how long and hard it seemed – has always been worth it.

Without unwavering faith, no big goal or dream can be accomplished.

So, the real question now is –

What is the next marathon you are going to run and when?

Is it the dream of having your own business? Is it playing in a band? Is it writing that book that has been in your head for years? Is it having that healthy, loving, fulfilling, relationship ... the one you have always wanted and never had? Maybe it's with a spouse, a child, or friend? Is it a hobby you want to master? Is it to travel the world? Is it changing your job or career? Is it starting a family? Going to school?

What is the race that right here, right NOW, you are going to make the decision to run and finish "no matter what"!

No more thinking about it. No more talking about it. No more wishing and wondering about it. Make the decision and fill in the blanks with your dream ... NOW. Make the commitment as if you are going to be running your first marathon. And then do it.

I choose _____ "no matter what" by _____ (date).

Get started ... quickly. Take action NOW and you will begin to see results. You now have a success plan ... a "no-fail formula" to help you get there.

Set a Clear Goal. Be Others Focused. Have Gratitude for Everything and Unwavering Faith that you will make it.



At the beginning of the chapter, I asked you to think about a time in your life when you accomplished a huge goal or dream. What was that dream?

What tangible or intangible benefits did you receive from accomplishing this goal? (Examples of tangible: weight loss, work promotion, money, new relationship, new car/house, dream destination, etc. Examples of intangible: more confidence, overcoming limiting beliefs, better self-image, happier, feeling of fulfillment.)

While achieving this goal, do you remember if it was ever challenging...wondering whether or not it was really going to happen...wondering if you had what it took to make it?

Describe your journey and how you felt when it was challenging.

Do you also remember days when it was effortless, easy and fun?



Did you think that you could do it...that it was really going to happen and was your belief level highly elevated?

Describe your journey and how you felt when things were going good.

Are you ready to leave your old story behind and create a new, bigger, better story?
If so, why?

Let's have some fun and write one of the goals previously selected in the **Clear Goals** chapter. For the moment, let's pretend that the day has come and you have achieved this goal. Close your eyes and visualize the goal has been achieved and there is a recognition party in your honor.



Who is attending? Loved ones? Friends? Co-Workers? Strangers?

You are up on stage, being recognized for this accomplishment. How do these people that are there for you feel about you in this moment?

What are they saying about you?

What amazing superlatives are they yelling out from the crowd? (List as many as possible.)

Describe in great detail the feelings you are experiencing while the crowd is cheering for you, yelling out your name, and congratulating you for your amazing accomplishment.



The crowd goes silent and it is time for your acceptance speech. They want to hear your inspiring story of achievement from the moment you set the goal and made the decision to all of the trials and tribulations to the end when you crossed the finish line and achieved your goal. Please write the speech now.

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If you did everything with unwavering faith, how would your life look different?
Describe in great detail.

The best way to learn a lesson is to teach it to someone else. Pretend your life is coming to an end and you want a loved one to learn this material before you pass away. Your loved one has a very special big dream that they need help with and they are asking you for advice.

Write out the lessons you would teach them on the importance of a Clear Goal and why it is so important.



How would you help your loved one discover what's great about them? How would you help them discover their contribution so that they are able to be **Others Focused**?

How would you help them understand the power of Gratitude?

Explain why gratitude is so important in achieving their dream and why it made a difference for you.

How would you encourage your loved one to have unwavering faith when they worry, have doubt and encounter fear? Describe the value of unwavering faith to them and how it will make a difference in getting their dreams.



Helpful Hints:

Ask, and you will receive. Search, and you will find. Knock, and the door will be opened for you. — Luke 11:9

- Know that you know, that you know, it's going to happen.
- Use worry, doubt and fear as a trigger to put you back into unwavering faith.
- When you have unwavering faith; the only possible outcome is the results you desire and much more.
- Never doubt the process. Ever. No matter what.
- What is the worst thing that could happen if you give it everything you have? All your dreams will come true.
- Use the **4 Principles** frequently — and with everything that you do.

The Journey will become a magnificent adventure.
Then, once you achieve your goal it will be beyond
your wildest dreams. – DEENA MORTON



Give some examples of how you can use **The 4 Principles** in your daily professional life.

Give some examples of how you can use **The 4 Principles** in your relationships.

Give some examples of how you can use **The 4 Principles** on big extravagant goals.



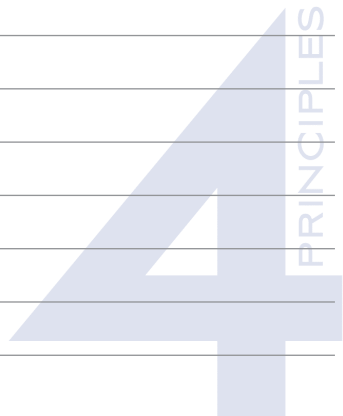
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