The Power of the Dream

by Daniel Pendley

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First Edition
The Power of the Dream

*When would now be a good time to live it!*

Daniel Pendley
Get ready...

This book will change your life, identify your why, and give you an owner’s manual to reach your goals; the secret to achieve whatever you desire and what you want to appear in your life. This uniqueness was shared with me by my dear old friend and mentor Andy Griffin, who once said, “Daniel, not only do you have the gift to show them why, you also have the how to make it happen. You will make an ass-kicking difference in this world by sharing that gift with millions.”

Well, here it is—ready to share, contribute, and make a difference in your life. Its time has come. By the end of this book you’ll have an unshakable belief in your dream and a specific step-by-step system to achieve your ultimate dream, career, life and relationship, and empower you in every aspect of your life.

My journeys have taken me from traumatic to tremendous life experiences and have transformed my obstacles into opportunities. Those life experiences, combined with the time-proven system shared with you in this book, will help you create the abundance, joy, and peace you deserve now.
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The Power of the Dream
is dedicated
to my daughter, Danielle

and to my mentor, Andy Griffin,
who once told me, “The only regrets I have
are not for the things I have done, but rather
the things I haven’t done.”
On May 12, 2006, Danielle, my only daughter, called me close to three in the afternoon. This wasn’t a normal “catch-up” call. She insisted I stop working and talk to her. So I closed my office door and gave her my undivided attention while Danielle poured her heart out to me.

At the age of twenty, Danielle had married the person whom she believed was her soul mate. But after a period of time, she realized she was losing herself in the marriage. Now, after eight years, she was breaking up with her husband.

Danielle lived with her husband and their daughter near his large family in Ohio, about three thousand miles away from me and my wife. Being surrounded by in-laws and enduring the breakup of a marriage had taken its toll on her. She wanted to break out, find her identity and become her own entity. She explained to me she felt everyone was against her, and wanted to know if I still loved her.

I told her I didn’t care who thought she was making a mistake. “I absolutely love you more than anything in this world,” I assured her. I told her the story of when she was born—how I was the one who cut the cord and was the very first human being on earth to hold her. The day Danielle was born was the most glorious day of my life.

You see, when my son had been born several years before, it wasn’t acceptable for the father-to-be to put on a surgeon’s gown and participate in the actual birthing process. But by the time Danielle made her appearance, it was typical practice for fathers and mothers to work together, starting with Lamaze classes and ending in the birthing room.

The part I will always remember is actually cutting the cord with the doctor and being the first human being that she touched. When I held her, it was an extremely emotional and surreal experience, one I wished I’d had with my son. That moment will stay
with us for the rest of our lives. It created a special bond that I can’t explain; it’s just something very special between two human beings.

“Because of that,” I told my daughter, “there will always be a very special bond between you and me, Danielle. You know you can always count on me. Never doubt that.”

Once she was reminded of this, I got a great idea. Ever since my children were little, I’d always taught them to do goal posters.

“Let’s reset your goals,” I said. “Let’s go back to the basics and set your goals—mentally, physically, spiritually, socially, financially and for your family.”

As we spent the better part of an hour redefining each and every one of Danielle’s goals over the phone that afternoon, I reminded my daughter that, first and foremost, “you must be a ME before you can be a WE.” By the end of the conversation she was laughing, confident that now she was on the right track.

At the end of that phone conversation with my daughter, when she told me about her marriage, I’ll never forget her blurting out at the end, “I should be able to call you anytime, anywhere!”

“Of course you can,” I agreed. “You always have had the ability to do so. Anytime anywhere is good with me.”

That same night, so late that technically it was the next day, the phone rang at approximately 2:30 a.m. I walked into the living room and looked at the caller ID, and saw Danielle’s phone number.

I thought, “Oh my goodness, she really meant anytime!” I picked up the phone and said, “What is it Danielle?” in a sweet, loving, fatherly voice.

However, Danielle was not on the other end of the line. Instead it was Jeff, her husband.

“Danny,” he said.

“Jeff?”

“Danielle has been in a car accident,” Jeff said. His voice sounded strange to me.

“How is she?” Jeff said not good. I said, “What do you mean?”
“She didn’t make it.” Jeff’s tone of voice was flat.
“What do you mean she didn’t make it? Make it where?”
And Jeff said, “She didn’t make it; she died.”

I will never forget standing next to the sliding glass door in the living room, and watching the waves break on the beach a few hundred feet away. In disbelief I leaned my head on the glass; in denial, I crumpled to the floor. I prayed this somehow, some way was not real, somehow not really the truth. I hung up the phone and told Mel, my wife. I packed a bag and got the first plane out.

When I got to Ohio I felt like I was in a horror movie; maybe in some sort of vacuum, as I began the rigorous and exhausting process of detailing funeral and burial arrangements. Eventually over 500 people were in attendance for Danielle—even her kindergarten teacher and grade school teachers. You see, Danielle had been a caregiver. Everybody knew her. She picked up and delivered medicines and did errands for the townspeople whenever she could. I had no idea she did all these things on a volunteer basis.

Many times over the following six months I experienced depression, anger, and denial, over and over again. Things I thought about, things I did or said—they didn’t make any sense as I said or did them. At times I felt empty and hollow; other times, I was full of despair and anger. Finally I realized I had two choices. I could let this destroy me, or I could make it into a positive experience.

The latter would be the more difficult road—but I chose it anyway. Using what I learned, I opened up a non-profit organization called The Power of the Dream. Its purpose is to help people set personal goals—just like on the last day I was working with Danielle on setting her goals. I am committed to helping anyone, anywhere, who like Danielle wants to live the future and the Power of Their Dreams, to do it now.

You may not have tomorrow but you do have Today. Life is short. You have one chance to live it. If you want to change your circumstances, let this book be your guide. If you want something—
anything—go after it, turn your obstacles into opportunities, and know you will achieve it.

The most important thing in your life needs to be your family, and your lifelong friends and supporting them in achieving their goals. Life isn’t about material possessions—it’s about having family and close friends surrounding you and supporting you and you doing the same for them in return. I had almost twenty-nine wonderful years with my beautiful daughter—my only daughter and my namesake. Be thankful for what you do have, not what you don’t have. Danielle left me with a gorgeous granddaughter, who’s beautiful inside and out, and I am blessed with a supportive family. I’m thankful for the time I was allowed to spend with Danielle and for the lessons I learned in raising her. This book is the result of these and all my life lessons. It’s the foundation on how to start today to be grateful for everything you have, and know that you have the ability to create the Power of Your Dreams. *Life is not a rehearsal—every day is game day, and you’re a winner!*

Success is yours, so go get it.
Chapter 1

Accept It... Believe It... Be It!

Every one of us has or had a dream in our lifetime. We think of ideas that would make life better for other people. Maybe we have a goal to make sure our families are well provided for. Maybe that dream is a personal one—climbing Mt. Everest, for example, or owning your own business. Your dream is a powerful gift; it’s for you and you alone. Just like your fingerprint, your dream is unique to you. What’s more, you already own it. It’s already yours. It’s just waiting for you to step forward and receive it.

Life can throw curveballs, and it’s good to know how to deal with them. Even people who seem to be always on the right track have to take a step back and reset their goals every once in awhile. But if swatting away at one curveball or another, trying to catch your breath in between pitches, isn’t enough for you, then it’s time to discover (or rediscover) your dream and find a purpose. Is your life passing you by when all you want to do is live it your way? Do you ever feel like there’s something more you could be doing with your life—starting your own company, learning a new skill, or working for a purpose?

Sometimes we feel that we missed an opportunity, however small, to do something that would benefit both us and our loved ones. Why don’t people achieve their dreams? Why do people quit? And, more personally, what keeps you from realizing or acquiring your goals? Whatever the case, if you want to stop waiting for the next pitch and take control of the game, this is the book for you. I’ve worked with many people—friends, family, sports figures, and celebrities—over the years to help them set goals and achieve success. It will work for you, too. I’ll show you how to find your dream, commit to it, and create a plan to achieve it. Read on to find out how to fulfill the power of your dream and use its benefits for you, your family and friends.

Think about what you were always good at when you were growing up. What kind of games did you play? What did you pretend to be? Who did you believe you would be?
When I was small, my Dad would have friends over to play music. While they were visiting, I tried on different outfits and pretended to be different characters, from cowboys to Charlie Chaplin. I thought up unbelievable characters, then came into the living room and acted them out. Most of the time I was also very good at persuading Dad’s friends, members of my family, my teachers—anyone and everyone—into going in the direction that I needed or wanted.

It took many years to realize the power of this and how to use it to create abundance, not only for myself, but for others. Dad was fond of saying, “You will never be any greater than you make someone else.”

So sit back and think about your dream. Chances are its right up front and you know exactly what it is, but life took over the driver’s seat. Maybe you just haven’t thought about your dream in a long time. You felt it was an impossible or an implausible goal, so you buried it. Maybe you weren’t ever sure of your goals. Maybe you never had any definite plans. You never dreamed of even having a dream.

The good news is, none of that matters. You’ve picked up the right book. It’s going to help you learn more about you and your goals—how to make them, keep them, and in the process, make your dream—your gift—a reality for you and the people around you.

To begin, the most important thing is to take some time to reconnect with yourself and either recall the dreams you had for your life, or create a new goal for yourself and others. So go somewhere where you can relax for half an hour. Sit out on the porch in the sun with a good drink, or stay awake after the kids have gone to bed and the house is quiet.

Take a notebook and pen, or the Passport that came with this book—but don’t use them yet. Lie back, stretch your arms, and close your eyes. Relax. Push away any obligations or negative thoughts. Right now your task is to identify what makes you happy—to identify
your dream. Remember how you thought about dreams when you were young? That’s the feeling you need to call up for this to work.

Close your eyes. Breathe with your mouth open and listen to the sound of your breath. Focus on the sound as it comes in and out. As you hear it, open your mouth and exaggerate it: ah-hah... ah-hah... ah-hah... Continue breathing and tune into yourself. Keep repeating that sound over and over and over again.

Now your mind might be racing with everything that happened today or has to happen tomorrow. Shove all of that aside; none of it matters now. Concentrate on just being. Be peaceful in your mind. Think of a place, a vacation, a retreat where your mind and body are free, free to be. Just be. We don’t spend a lot of time in our society just being, so it’s okay if you feel you’re out of practice. That’s okay. Just being is all you have to do right now—nothing more, nothing less. Kids spend a lot of time just being. Remember how that felt?

Your spirit is there within your body; you can fly, swim, lounge on sun-drenched beaches or perch on beautiful white-capped mountaintops. Think now of what you want. Think of what you would like your life to be like. Where would you live, what would be a perfect day, a dream job? Would you travel? What kind of house would you have? What, who, where would you be? Who would benefit from your dream?

Your purpose at this point in time is to say, see, and experience what your life would be like. No kidding! Don’t doubt yourself. Don’t let anything or anyone stop you. This time is just for you. Create your dream, your world, and believe your dream to be real. Don’t just believe it—feel it. It’s your reality, your life; what’s more, it’s your right to have this—to be, do and have it all.

See it. Say it. Enjoy it. Keep breathing. Concentrate on your breathing and listen to your heart.

Once you’ve got your dream, take out your notebook or passport. Write for 30 minutes now non-stop. Seriously. Non-stop. That’s very important. Don’t put the pen down. Don’t worry about punctuation or grammar or spelling. This kind of writing is called
stream of consciousness writing. You’re not going to be graded on this. It’s just for you. Write down whatever comes to mind when you think about your dream. You will be surprised what you see, hear and feel.

Hey, why are you still reading this? You should be writing.

* * * * *

Once you identify your dream—accept it! To make your dream into reality, you must accept it, believe it, know it and be it. Don’t “just” believe it or think about it. “Future-pace” yourself. Act, think, walk, talk, and be as though you are in that future moment.

Self-talk is vitally important to success for some at this stage. Have the idea, talk about it, but—and here’s the catch—do not get stuck here. Go beyond. Follow the action steps to achieve your goal. You must have an unshakable belief—even beyond belief. You must know your dream and be your dream.

For a little inspiration, here’s an example of someone who went beyond believing.

From the 1850s through the late 1920s, it was all the rage to see how you could make it over Niagara Falls without being killed. People found all manner of ways to be daredevils. One woman even went over the Falls in a barrel and lived to tell about it. Others walked tightropes across the Falls; it was a pretty popular event in the 1850s and 1860s.

One of these tightrope walkers was a Frenchman who believed he could walk a tightrope from the New York side and across Niagara Falls to the Canadian side. What’s more, he planned to outdo the competition and amaze everyone by walking that tightrope while pushing a wheelbarrow loaded with a 110-pound bag of cement.

That’s a lot of weight to push along a path or a street, much less a little thin tightrope! Nevertheless, he appointed the day, and word spread of his attempt. Ten thousand people came out to see the Frenchman attempt this unbelievable feat.
Do you think that most people came to see him succeed or to fail? Why do people go to a car race or a sporting event? *Because the excitement begins when something critical happens.*

So here was the Frenchman, suspended hundreds of feet above Niagara Falls on a tight rope, with a crowd waiting for him on either side of the Falls. Just before he took the first step, someone announced that he would also push a wheelbarrow with a 110-pound sack of cement.

Dead silence from the crowd as the Frenchman started across with that wheelbarrow full of cement, trying as best he can to ignore the audience and the roar of the Falls. Halfway over, he almost fell. The wheelbarrow shook. The crowd gasped. But the Frenchman righted himself and the wheelbarrow (and the cement). He continued on his way and successfully made it to the other side. He dropped the wheelbarrow into a clear space, grabbed a rope and in front of his waiting audience, twirled himself down to the ground on the other side next to the announcer.

“That was amazing!” the announcer said. “Did you always know and believe you could do that?”

“I’ve been practicing since I was a little boy,” the Frenchman replied. “I started at only a few feet high, and I kept raising the rope until I had an unshakable belief that no matter how high it was—it didn’t matter. I could still accomplish the feat.”

About that time, a lady directly behind interrupted, screaming loudly. “That was amazing! I am so excited! You are amazing!”

“Thank you, dear lady. I appreciate your encouragement,” the Frenchman told her, then turned to the announcer. “I want you to announce I am now going to cross back to the other side. But this time I’ll walk backwards pulling the wheelbarrow with the 110-pound sack of cement in it. And I’ll do it *blindfolded.*”

The audience gasped. The Frenchman swung up and balanced himself on the tightrope while two men from the crowd hoisted up the wheelbarrow full of cement and held it steady while the Frenchman pulled out the blindfold.
As he got ready to wrap it around his eyes, the Frenchman had a doubt. You might call it stage fright. His heart started beating like a rabbit, he could feel it pounding in his ears, he could hear the falls roaring away hundreds of feet underneath him. His palms were clammy and sweaty.

In need of a burst of inspiration, he looked down at the audience and found the lady who had been so excited. He waved at her to get her attention, and then screamed, “Lady, do you believe I can do this?”

She jumped up and started screaming and waving her arms. “I believe! I believe!”

That was enough. The Frenchman knelt down, picked up the 110-pound sack of cement and threw it over the side. Then he motioned to the woman. “Lady, come on up,” he said. “Get in the wheelbarrow. We are going to cross together.”

“Are you kidding me?” the lady replied. “No way!”

You have to get in the wheelbarrow with your goal. Do you really believe in your dream, or do you just say you believe? Or do you say “No way!” You have to have an unshakable belief in your ability to achieve your goals. You must be absolutely willing to believe in the power of your dreams. The Frenchman had an unshakable belief. He also had a plan that enabled him to pursue his dream. He followed the system he put in place and practiced tightrope walking for years until he knew and believed he could cross the Falls—not once, but twice, and pushing a wheelbarrow full of cement! Not only that—he was confident he could take another human across
the rope with him. Whether or not the woman believed that was beside the point. The Frenchman did! Say it out loud: *I have got to believe what I believe before I can make you believe what I believe.*

When I was five years old, we lived in a small town, in a three-story house with a two-and-a-half-car garage. One day, one of my older brothers, Alan, and I found a ladder that Dad had left leaning against the house for one reason or another. Alan dared me to climb up the ladder to the roof. Well, I made it to the roof. And I stayed up there for a little bit, happy with myself. I had a nice view. After awhile I started to get cold and decided I was ready to get back down.

I went looking for the ladder. It wasn’t there. Neither was Alan. In typical brotherly fashion, my brother had moved the ladder and snuck off to his baseball game, leaving me stranded on the roof.

I began to look for other ways to get down to the ground. A tree grew next to the garage, but it looked like it was too far to reach from the garage roof. I was afraid I’d fall if I tried to jump to the closest branch.

There wasn’t any other way down. I was crying, I was freezing, and I was stuck.

Naturally, I started yelling.

I stayed up there yelling for what seemed like hours. I am sure now it could have only been for minutes. My father came home from work and I yelled at him as he walked up the driveway towards the house. “Dad, help me! I’m stuck on the garage!”

He wasn’t fazed at all, seeing me up there. He started laughing. When he was done, he said, “You are going to be just fine.”

He opened up his arms. “Jump, Danny.”

Without thinking twice about it, I leaped off the roof straight towards him. He caught me and I never ever doubted he would.

That is faith. If you knew you could not fail, if you knew you could jump and you would be caught, your fear would not keep you where you are.

Now is always a good time to jump into the power of your dreams.
Pendley Says:

Success happens! There are people who talk about success and there are those who act and make success happen.
The process to achieving anything begins with conceiving an idea. In this case, your idea is your dream—what you want for yourself. Picture it vividly in your mind, as if you now have it, as if it’s a solid object you could touch. Close your eyes; now, not only see it, believe it to be. Know it exists! *Really feel it!*

How does it feel? Be happy! Get excited. Just as a farmer knows his crops will grow, as a mother believes her son will be great—know your dream, believe in your dream just as you know the sun sets and the moon rises. Just *know* and have an unshakable belief in accepting your dream; that it’s as good as done. This is your best starting point ever. Notice how fast everything falls into place once you accept your commitment to the Power of the Dream.

No one else can be, do, or have your dream. That’s because it is *your* dream. It’s the way you create it in your mind and act it out in your very soul. It’s unique, it is awesome, it is great, it is *you*—and *you* can create it. God has given us a truly powerful gift: the gift of creation, choice, thought. As William Shakespeare once wrote—“to be, or not to be.” This gift is, and will be, your choice—regardless of your circumstances.

You’ve identified your dream, and you’re ready to let go and jump in the wheelbarrow with it. It’s important to understand here that we each have a choice to react. Many people do not believe this. Even though they have this gift, the power to create, to choose—they choose to be victims rather than victors or winners. But whatever your current situation may be, don’t accept defeat before you even get started.

Remember Greg Louganis hitting his head in the preliminary dives at the 1988 Summer Olympics in Seoul? Yet he came back to win four gold medals at the 1988 Summer Olympics in Seoul, beating out opponents who were ten or more years younger than he. He questioned himself all the time, but he got up there and did what he did anyway—and he was rewarded for trying.

To get anywhere, you have to try; to take risks. If that’s what you want to do—and it is, since you picked up this book, right?—you
must rearrange your thought patterns. Whatever circumstances you’re in, whatever situation you’re experiencing, seek out different ways to react to your environment.

One way is to think of obstacles as opportunities, not roadblocks. Years ago I went on my first helicopter ski trip. It was something I’d always wanted to do. One February morning when I was in Park City, Utah, I saw the helicopter out front of The Canyons, calling my name. I seized the day! I called and arranged to be one of the 8 skiers on the trip the next day.

We met early in the morning for a big breakfast and an orientation. Afterward, we loaded up our gear and supplies and ourselves in the helicopters and flew eight miles deep in the Wasatch Range. Finally the helicopters landed on a very small patch of smooth snow at the top of a twelve-thousand-foot peak. We jumped out and got ready.

Our guide said, “I’m going to cut a line to the left. Be sure and do not go outside the line. Otherwise we run the risk of an avalanche.” He then turned to me. “Did you play baseball when you were a kid?”

“Sure. Why?” I asked, thinking, what does baseball have to do with skiing?

“What happens if you keep your eye on the ball?”

“You hit it,” I replied.

“At the end of this run,” said the guide, “there is a quarter-mile of tree skiing. Don’t look at the trees; look at the space between the trees. You’ll hit the space, not the tree.”

That was the best advice I ever got—not just for skiing, but for life. If you look at obstacles, you’ll hit them every time. Look at the opportunities, the space between the obstacles, and you’ll hit those instead.

Your mind can be your worst enemy or your best friend. Think about a time when you had an obstacle which created f.e.a.r.—also known as false evidence appearing real—in you. Public speaking, for instance, is the number one fear of many people. Others are afraid of heights, flying in planes, getting hurt, being rejected, going back to
college, or trying for a promotion or a different job. Maybe you have experienced one or more of these fears. You were nervous or scared; these are pretty normal reactions. But you overcame it anyway. Wow! How powerful are you?

Now apply that same principle to your circumstances, whether they have to do with family, or whether your situation is financial, physical, social, spiritual, or mental. Wherever there is a lack—wherever you are stuck—attack your thinking. Believe you will overcome. You will be the conqueror.

Believe it, see it, say it. Support it. Say out loud: “I am awesome... I can do all things through God who strengthens me. I have a gift, and I choose to use it to achieve the Power of My Dreams.”

Speaking of jumping, years ago I wanted to help people break through their fears, so I thought up all these different group activities that would push people to their limits: Skydiving, paragliding, bungee jumping, white water rafting, swimming with sharks...just to name a few. I announced to a group of my master students that for graduation we would all go on a field trip to Lake Perris to investigate skydiving.

“The bus will be here at 6:30 am,” I told them. “Pack a sack lunch and dress comfortably. Now, you don’t have to skydive, but you do have to go on the trip.”

You can imagine the anticipation, the excitement, and for many, the anxious feeling the idea of skydiving created in them. I assured them again that they did not have to try skydiving—just come on the trip.

We had a great time on the bus. Once we got to Lake Perris, we got off the bus and were ushered into a large briefing room, where the skydiving trainers briefed us for an hour and a half on the mechanics of skydiving. They showed off the equipment to get everyone comfortable with it, assured everyone of the safety of the system, and let my group know that they themselves had done this a thousand of times successfully.
The result? The people who were really excited started getting dressed right away; their energy and their minds took over. We got into our gear and went up in the plane. First one student made the jump, and then someone followed, then three more, and so on.

How many students went on the skydiving trip? All of them. How many actually jumped out of the plane?

All of them! Even a seventy-six-year-old asthmatic who was probably more excited than anybody. I found out that day that 90% of success means just getting on the bus.

We’d tackled skydiving for graduation, but even before that our group had gone bungee jumping. To me, this was the most challenging of all of the “adrenaline addicts” activities. Unlike skydiving, with bungee jumping you get what’s called “ground rush.” It means you can actually see, smell, and even feel the ground as you hurl downward toward the earth. That was a little unsettling.

I researched this activity and found the best company--in other words, one that had a proven track record—was an outfit called Bungee America. Their jump site was at the top of a three-hundred-foot-high bridge on the Kern River called the “Bridge to Nowhere,” so named because it and its accompanying road project were abandoned after major flooding in the late 1930s. Now the area was popular with hikers, nature enthusiasts—and bungee jumpers.

In order to get to this bridge, we drove to the mouth of the San Gabriel, and then walked five miles crossing back and forth over the river—about a two-hour hike. Many people made it fun by panning for gold or fishing along the way. The journey was truly an adventure.

My group took our time. When we finally reached the Bridge to Nowhere—wow. It was amazing. I truly have no words for the sight of it.

The jumpmaster didn’t waste any time. As he saw me coming up the trail he waved. “Come on over!”

And of course, being the leader of the group, who is always first?
I walked up to him, dropped my pack, and he began running straps around me, through my legs and around my waist, and then attached it—and me—to this bungee cord. He had me step over the edge of the bridge and perch on the ledge on the outside of the rail. When I looked down about ten stories below, I could see what looked like blood on the rocks. When I asked, he told me, “Oh, don’t worry. That’s just paint.” He explained that for effect the jump staff took water balloons filled with red paint and burst them onto the rocks below.

But somehow in my head I was thinking, “Really?” Like the Frenchman on the tightrope, I started to doubt myself. It’s what happens to most people in moments like these. We start thinking. For a moment we might even believe we might not make it, whatever we’re attempting.

But I was already standing on the edge of the bridge, strapped up and ready to go. My group was watching me. What else could I do?

My mind raced through all the possibilities. I reminded myself of my own personal motto: Be safe—and then be fearless!

I’d researched this; I knew the jumpmasters and the company knew what they were doing. I just had to trust that everything was going to be okay.

The instructor looked at me. “Are you ready?”

I nodded my head Yes.

He pointed to a particular yucca tree growing straight across the other side from the bridge. “I want you to look at the yucca tree, and when I say ‘5, 4, 3, 2, 1, bungee—I want you to jump. Be sure and jump directly to the yucca tree. The bridge is arched, and Daniel, if you do not jump straight to the yucca tree, you can go sideways and hit the side of the bridge...Just an extra bit of encouragement and something else to think about.”

When he said, “5, 4, 3, 2, 1, bungee!”, I jumped, and to my surprise it was amazing when I came very close to those painted rocks—then the bungee cord smoothly snapped me back to just under
the bridge. It repelled me 4 times. I swayed back and forth, dipped up and down, and then the team started pulling me back up to the bridge. When I got back on top, adrenaline was practically squirting out my ears. The jumpmaster saw my face and asked me, “Would you like to go again?”

Without any hesitation whatsoever I said, “Absolutely!”

“Just wait,” the jumpmaster replied as he took off my gear. “I have a special surprise for you later.”

After that everyone in the group experienced the same euphoric rush and the experience of breaking through their fear.

Later that night we had a campfire just after dinner. After dark the instructors announced “Midnight Madness!”

“What is that?” we all said.

“We go down to the bridge in the dark, turn the lights on you, strap you up again, and position you to jump backwards off of the bridge. Then we turn the lights off. We yell 5, 4, 3, 2, 1, bungee! And you jump. You won’t be able to see a thing—but the rush is amazing. Who wants to go?” The jumpmaster looked my way. “Daniel?”

*Here I go again, first up.* I got on the outside of the bridge. With the lights on me, the instructors strapped me up. And just as the jumpmaster promised, the lights went out. When he started the countdown, I was ready to go. He yelled, “Bungee!” and I jumped backwards toward where I believed the yucca tree was standing. This time, however, right after I jumped I tried to feel the bungee to make sure it was still attached—and oh my God—it wasn’t there! I couldn’t feel it at all and I was falling backwards into the darkness. I looked up and the sky was a blanket of stars. It looked like a dream, and I decided this was the end so I might as well enjoy the trip down.

Before I could even catch my breath the cord snapped me back, as smooth as before, repelling me back underneath the bridge in pure darkness. I couldn’t see under the top of the bridge to gauge how far I would repel this time. Would I hit the underside of the bridge?
I didn’t. I repelled back to the other side and there was that blanket of euphoric stars again. I went back and forth four times like that. Finally I was pulled up to the top of the bridge.

The jumpmaster again asked me. “Would you like to go again now?” And of course my answer was, “Absolutely… absolutely! What a trip!”

The worst part about any adventure, anything that we are unsure of is not the actual journey but thinking about it. Greg Louganis, on that diving board at the Olympics, later reported the way he calmed himself down for dives was to tell himself, “No matter what happens, my mother will still love me.” This is an Olympic gold medalist telling himself that!

After I knew and felt the bungee-jumping experience, I believed it was possible the second, third, fourth and even a sixth time.

Bungee-jumping the following day was effortless. Just like Greg Louganis’s dives.

To achieve the power of your dreams you must be willing to believe and investigate. In other words... be safe, and then be fearless.

The process is always the same. First, there is the “challenge” stage—that moment of fear and doubt when your brain rattles, and all you want to know is how you can get out of whatever situation you’re in! Once you get over the fear—false evidence appearing real—then educate yourself. Understand the system and how it works so it then becomes safe enough for you to take the next step—commitment. You may still have fear but you will do it anyway, because you believe in the system. Be safe, and then be fearless.

Now you are ready to take action, for you believe in yourself. You know you’re good for it. When your mind says you might not succeed, then what is required is faith—evidence of things not yet seen but certain of things hoped for.

So rather than be afraid of the challenge, be afraid of the fear. When you’ve identified the fear as your main obstacle, nothing can
stop you. After all, “there’s nothing to fear but fear itself”. You must know and have faith you will succeed. Even though what you want to attempt hasn’t been done before—you will succeed.

Thomas Edison went through thousands and thousands of light bulbs that just wouldn’t work before he got results. And Babe Ruth was the greatest home run hitter of his time. What most people don’t point out is that he was also the strike-out king. The only way you can achieve your goal is to persist and follow through. If Babe had focused on the fact that he struck out more than anyone else he probably would have quit. If Edison had quit, we might be in the dark, or someone else might have invented the light bulb. But Edison knew he could do it—he had everything right there within his grasp, and he didn’t give up.

No one had ever dreamed that breaking the four-minute-mile was possible until Englishman Roger Bannister came along. Bannister had an unshakable belief that he could achieve a four-minute mile. Through countless hours of training, persistence, and timing, during a race in May 1954, Bannister ran a mile in three minutes and fifty-four seconds, and less you think that was wind-assisted, he did so running in a fifteen-mile-per-hour crosswind. Today the four-minute-mile is achievable because one person who could see it achieved it—and now everyone knows it’s achievable because of his belief.

History is full of stories of people who saw a need and had dreams and who went beyond their physical belief systems to break through to the other side. Follow their example: Never give up. Once you accept your dream, you first conceive it, and then you believe it. There is nothing greater than the power of a dream; once you engage the force it will surround you, envelope you. People will come into your life because they are drawn to your self-awareness and your purpose. The more details and the better the clear vision you have of your specific goal, the closer you will come to achieving your goal. It will actually feel like it is magic.
A few years back I took a spring ski trip to Mammoth Mountain in California. It was the time of year where I could go skiing in the morning and play a nice round of golf in the afternoon. One morning I was being lazy. Still in bed, I turned on the TV and the Hannah Montana show came on. Now I had heard on the entertainment news that thirty million viewers watched this Disney kid’s series every week. Thirty million viewers—can you believe that? My next thought was “wouldn’t it be a great idea to somehow get a message out on this show to kids regarding the Power of the Dream and setting goals?”

I thought this because for awhile I’d been discussing a way to attract a younger audience, and get kids started early on why and how to set goals for their lives. I wanted to do it in an entertaining, but educational format. And here was an incredible opportunity—a show with a massive number of viewers in that age range.

I discussed my idea with my wife and just put it out of my sight. I got dressed for skiing, put on my ski boots and went out to ski for half the day. When I came back, we changed into our golf outfits and went over to the Sierra Star golf course. We were placed with a foursome and we enjoyed playing a beautiful round up in the mountain with pine trees, streams, and all the animals and nature you could envision.

It was so beautiful I noticed one player taking pictures throughout the round of golf. At the end it occurred to me to ask him to email me some of the pictures. He agreed and we exchanged business cards. We said our goodbyes and as I walked away into the restaurant, I looked down at the card. It had a cartoon logo on the front and on the back was written “executive producer, Hannah Montana show”.

The Twilight Zone theme started going off in my head and I showed the card to Mel. “I can’t believe that just this morning I said, wouldn’t it be great to reach that audience? And here it is manifested not 8 hours later.”
I called Richard King and told him my vision and what had happened. I explained to him why it was so important to me to work with children because of my daughter; I was setting her goals and I feel driven to make a difference.

Richard and I have since become friends, and he directed me to the Power of my Dreams to help others through mass media connections.

It’s amazing—what you think about expands; there’s no better way to say it. What happens to you when you are pressured or challenged? If you want something in your life, and it is good, you can actually draw it to you. We have all had this experience. It is a matter of getting control, and believing—knowing—that some way, somehow, the right people will show up at the right time for you.

Even though we have experienced these “coincidences” in the past, we may have just counted them as “luck.” But luck is really when preparation meets opportunity. Everything in your life was created as you thought and reacted to given circumstances. How did you react? Was it with getting even, anger, jealousy? Hate or love? What do you get when you squeeze a person? Whatever is inside…If you only had love, that’s all that could come out.

Bless the others to success. Love conquers all. If you can, apply that law to your life any time you are challenged. Love is the most powerful force in the universe. Why? Simple: because God is love. No force is more powerful than this. Know this. Apply faith, hope and love to your life—above all, love. It will guide you to your dream, give you the ability to accept it, believe it, and receive it.

You’ve conceived your dream; you’ve accepted that it can be yours and that you own it—that you can make it yours. Now all that’s left is the paperwork so you can finalize your deal with yourself. If you truly want to achieve your dream, this is where the rubber meets the road. Making your dream a reality isn’t going to happen if you never do anything about it. It’s not going to come to you. It’s your dream! What are you willing to do to make it happen?
Look back at what you’ve written. You believe in yourself and your ability to accomplish your goal. So how are you going to do that?

First, what is your actual goal? Take a minute and write it out. This time use a little more formal language, because this is your contract with yourself that you’re going to take your dream and make it reality. Second, put it in pictures. Find a photo, a catalog picture, anything that depicts your goal. Write out a check for a large amount of money and tell yourself that’s what you want to be worth when you are living the power of your dream. See yourself driving a new car. Whatever your goal is, you must write it, picture it, say it and support your goal. Conceive it; believe it as if you could not fail. Receive it this minute; make the commitment and watch how fast it’s going to come into play.

**Be patient, but act as if there is no time.** No matter what happens, whether you see your dream or not, you keep on believing and being it. Nurture it. Think about the way a giant bamboo tree grows. This is an amazing process. You must plant the shoot deep in the ground, and every day you must nurture and water the plant even though there is no visible result. The bamboo tree stays the same height no matter what you do to nurture it.

Suddenly the bamboo shoot explodes, growing so fast many people believe they can watch it. On average, bamboo grows a foot every day; in ideal conditions, its growth has been measured at almost forty-eight inches in twenty-four-hours! Bamboo shoots can mature to tower hundreds of feet above surrounding plants.

The only reason it can do so is because while there was no sign of growth above ground, the plant spent all that time developing its root system to help anchor its growth above ground.

In order for you to achieve your dream, it has to take root in you. You have to keep on believing and nurturing your dream months, years, and maybe decades before you see the result. You
must keep on *believing* beyond *seeing* so that your dream can richly reward you.
Chapter 2
Qualify Your Dream!

Yes! Get excited! You’ve created a wish, a goal, and a lifelong purpose! Now it’s time to qualify your dream—to find out what that dream will do for you and get ready to use its power to create what you want for your life. Pull out that notebook or passport again and answer three questions that will help you find out what your dream means to you and others.

• **How will your dream serve you?** Does it feed you, does it keep you going? Does it make a difference for others? What are you good at? Are you a natural at it, or do you have a passion for it? Will it give you peace? One man who suffered from a particular ailment found a cure that worked for him. He felt that it would help other people with the same ailment. So he trained to become a doctor in order to aid and cure other sufferers.

  Make sure your dream is yours—not only when you receive it, but *right now*. Feel the benefits of your commitment, the acceptance of your unshakable belief and your decision to *never quit*. My great-grandmother, Ime Eme Rossi Savigny, a full-blooded American Indian, used to say, “The rain dance always works in our tribe because we don’t stop dancing until it rains!” So as you move forward, feel the benefits. How does the dream’s activity serve you? Do you feel a purpose to your life? Does it give you direction? Will it make you rich, healthy, wealthy, famous? Will you feel better or look better? Be sure you are fulfilling your dream, and not someone else’s. My mentor, Andy Griffin, used to tell me all the time: “Daniel, you got to be a Me before you can be a We!”

**You have to be a Me before you can be a We.**

What does that even mean?

Think back to the last time you were on an airplane, getting ready for takeoff. As the plane taxied toward the runway, the flight attendants went through the emergency procedures. They pointed out the exits and, among other things, told you what to do in case the
cabin pressure dropped. If this happened, airflow masks would drop down from above every seat. The attendants then demonstrated how to secure that mask, and they probably said something like this: “Please place the airflow mask firmly on your face before attempting to place it on another.”

I couldn’t say it any better myself.

You have to help yourself before you can help others. Have your dream rooted firmly in you before you try to commit it to others, or you may end their life support. If your dream isn’t firmly planted inside you, if you don’t believe in it and in any way are unwilling to commit to it—you may end up fulfilling someone else’s dream, or you might fulfill your own, but harm others in the process.

• **How will your dream serve others?** To see if it’s really worthy of you, if it’s big enough to serve you and the others around you, your needs, your wants, your desire, your lifestyle—let’s really go into detail. What will your dream do for the other people in your life? Will your dream enable you to come into contact with new people and make a difference in their lives?

  Weigh out all the pros and cons. If you decide to return to school and finish a bachelor’s program, or to continue on and get a master’s degree or something higher, that could lead to a job promotion or even a different line of work, allowing you to spend more time with your family. Perhaps you want to tap your PR abilities and take a position at a volunteer organization to raise awareness of a particular cause.

• **Will it make a difference when you are gone?** When you become discouraged as you pursue your goals and dreams, the answer to this question will become a great motivator. If your dream is simply to fulfill your own desires, it’s not a lasting dream. It won’t give you the purpose and direction you need. What will your dream do for other people after you’re gone? Who will benefit from it—people in your family who aren’t even born yet? Maybe you want to start a school overseas; maybe you’d like to set up a scholarship fund at a particular college closer to home. In either case, someone could
be benefiting from your dream a hundred years from now. What a legacy!

Make sure you align yourself with and surround yourself with people that will directly affect the outcome of the dream you have for your life. Remember, many peoples’ circumstances will come together in creating your dream. Stay steadfast and know one thing—when your dream is bigger than you and you know there’s “no way, no how” you can do this alone, when you need people to show up with money, time, education, skills... whatever and all you need—they will. That’s right, I said it. They will. That’s huge! That’s when you know God is part of it all, and the only way you will accomplish what you need to start committing to your dream is to realize it’s simply bigger than you. You will have to get your ego out of the way and let people help you.

Ego can be defined just like this: edging God out, or e.g.o. Remember the instructions from the first chapter: Start believing, acting and feeling as if you already have your dream in your hands. This is what my father brought to my attention early on in my life. “Son, be just, love mercifully and walk humbly. You will receive everything you ask for.”

Doing these three things will allow you to benefit from your dream.

Do just, love mercifully and walk humbly.

Do just. Do the right thing even though it doesn’t benefit you right away. Go ahead and do the right thing. You say, “How do you know?” It’s easy. Think back to everything you learn in pre-school. Don’t hit. Be nice. Clean up after yourself. And what’s the golden rule? Do unto others as you would have them do unto you.

Think about every argument or disagreement you’ve ever had. At some point each disagreement probably involved your e.g.o. wanting to get the upper hand. Let it go. This will build character. For example, I used to play racquetball, and I’d feel unjust if the other player argued on a point that was questionable. But I learned to let it go. I learned that by not arguing the point I was in a better winning
position. How? Because when I did argue, I played differently afterwards. My game was off because I didn’t check my ego. But when I quickly and easily gave up a questionable call, my opponent would often back off for the next few shots, so I gained the advantage. By doing the right thing in any situation, you will gain the advantage. You will become the victor, not the victim. You don’t always have to fight your own fights. Turn it over to God. Your dream is bigger than you and that’s okay, because if God is with you, who could be against you? You are by choice in his favor. So get excited, get confident, and get clear! Remember what the famous Richard Carlson said. “Don’t sweat the small stuff—and remember, it’s all small stuff.” Just do it.

**Love mercifully.** Did you ever realize just how many religions there are, whose believers number in the thousands? The word *belief* is a strong one. Many people believe you must believe exactly what they believe, or you will not receive your reward or eternal life or whatever happens.

This is what it means to love mercifully: **There are many religions and one spirit of God—and God is love. So love each other mercifully.** It’s okay to believe what you believe. It works. For you are great. Think about no judgment; just acceptance. It’s okay. One day my wife and I got into a discussion about Adam and Eve. I was sure that when the Bible talked about Eve getting Adam to take part in the forbidden fruit that they were really talking about sex.

“That’s ridiculous,” Melinda said. “Everyone knows they were really talking about eating the actual forbidden fruit.”

After a long debate (a.k.a. argument), I suggested we settle the matter by calling Andy Griffin, my long-time friend and mentor. We got on the phone with him and we each pleaded our case.

“So which of us is right?” we asked when we finished. Andy simply said, “You are both right. It really doesn’t matter whether they were really talking about the act of sex or eating the fruit. The whole scenario represents disobedience.”
That was a great lesson for us. Too often we get hung up on the actual details and forget the point of the message. Debates or discussions concern specifics which are meant to instruct us, but we often miss the lesson by arguing over moot points.

The concepts that guided Andy’s life, and the love walk he taught us, has in turn enabled us to help millions of people find the power of their dreams without judgment. Many years ago Andy told me he had studied each religion for a lifetime. He had more degrees than a thermometer. And near the end of his lifetime, he simply said this. “Daniel, after everything I’ve experienced, seen and known here is what I absolutely know: ‘I don’t know!’”

And that’s okay. Just surrender. Let yourself be. Invite God’s will into your life. Not mine, not yours—God’s. Trust your heart and surrender to God. Turn your life over and love mercifully. Doing just. Walking humbly. Andy called this the “love walk.” So we can look at each other, whether we are Christian, Jewish, Catholic, Buddhist, Muslim, et cetera, and everyone can say, “It’s okay! Love anyway.” Listen, respect, trust, have faith and just love one another anyway. All that matters is God is Love. So love anyway.

What does love take? It takes faith. Faith is something you already have. We have faith that the parts in our cars work together, that the trains run on time. We have faith in our families, friends and coworkers. So take your faith to another level. Apply unconditional faith to all things in your life to be successful.

What is faith? Faith is the thing hoped for, with evidence of none. So just know “I don’t know” and be okay with that. Get your e.g.o. out of the way. Remember what those three letters really stand for and trust your heart. Say, “I don’t know things.” Whatever it is, “let go and let God,” as the saying goes, and trust in the fact that you are in God’s favor. It’s time to love each other anyway, regardless of religion, race, belief, status, anything.

Andy used to ask me, “Hey, how’s your love walk?” So I’m going to ask you that. He wanted to know how I was treating people. Life is not about how well you treat those people who will directly
benefit you in some way. Instead it’s the everyday encounter, the small interactions here and there with the bank teller, the parking attendant, the coworker, the neighbor. It’s your mission to make a difference every day. Compliment people. Build them up. Say hello to the lady at the bank and tell her how you appreciate the way she does her job. Everyone has beauty inside them. Not only will it make a difference for them, the effect it will start having on you will blow your mind. **You’ll never be greater than you make someone else. Build people up.**

This is what it means to love mercifully: when you give in this way daily your body naturally produces serotonin. When you exercise your body produces dopamine. Serotonin and dopamine are things your body produces to make you feel good. You can’t get it in pill form, you can’t drink it in a shake, and even if you could, its effects would be diminished. It’s natural, real, meant to be produced by your body for its benefit. You are God’s creation, God’s machine, and what God made really works. The best way to produce serotonin is to love mercifully.

When you love mercifully, you give love; when you receive love back, you can only imagine the ripple effects. If only all you had to offer someone who disagrees with you are answers laced with love... or maybe your goal was just to love. Love is the greatest power on earth. Practice it daily, and don’t just practice it—feel it. If you want something you must be it and give it. Whatever you want to receive, you must give it away. If you want love, you must love. If you want friends, you must be a friend. If you want money, you must invest it. You must give energy away to get energy back! When you give it, you’ll receive it. Give what you want to get back.

**Walk humbly.** As you grow in every aspect of your life, you must learn to walk humbly, because the more you receive, the easier it is to get mixed up and think it’s you doing it all when that couldn’t be further from the truth.
Pendley Says:

“
All and everything that is not given to serve and help others will be lost forever—all that is given will last forever."

”
One afternoon when my son was about eight and my daughter Danielle two, my wife and I took them out to a local restaurant for a family lunch. For dessert, we ordered sundaes just for me, my wife and son—not even thinking that Danielle, who had yet to try a sundae, might have wanted one too. The server brought out three huge ice cream sundaes and set one in front of each of us. Now Danielle was only about two years old, but this hit home hard and she wasn’t afraid to share her opinion. “How dare you order sundaes and not give me one!” She was hurt, angry and getting ready to throw a tantrum.

I thought fast and said, “Relax, yours is coming so close your eyes tight!” We grabbed a side dish plate left on the table, put some whipped cream on it and topped it off with a cherry.

“Open your eyes,” I said. When she saw what was in front of her, Danielle was so happy I thought she was going to explode.

We all laughed because this was her personality showing through—her natural, unconditional love was always evident. Danielle always did the right thing by thinking of others, knowing how she herself would want to be treated, and wanting everyone to be included in plans or events. Later on she devoted her time and energy to taking medicines and supplies to people in her community who were homebound. Her church and other non-profit groups always invited her to serve and work with them. You can imagine how her friends felt about her; Danielle had been asked to be someone’s maid of honor at least three times in three years. Everyone saw Danielle’s love walk, how humble she was, and they were drawn to her.

Andy was pretty humble when he said it didn’t matter what he had studied—he didn’t know anything. In order to really succeed you must walk humbly, during, before, and after success—especially after you’ve benefited from great success, because that’s when you feel like “I did it.” Instead, remember how you got there. The people who helped you are what it’s about. Actors and actresses couldn’t accept Oscars if no one had written, produced, or directed a film; if no one had bothered to show up to work the camera, rehearse lines or touch up makeup.
Don’t think about how others can help you achieve success. Think about how you can help others achieve it. Let it come back to you. Continue to maintain that spirit of gratitude, appreciation and respect for everyone.

Years ago I heard a story that has still influenced my love walk and how I treat others. A young speaker was invited to a conference in Texas. When he arrived, he was seated at the head table with the organizers and other celebrities, including a famous football coach. The servers began pouring ice water into glasses and brought out the salads, dinner rolls and butter. The football coach noticed there was only one pat of butter for each plate. He snapped his fingers and motioned the server back over.

The server immediately hurried back to his side. “Yes sir, what can I do for you?”

The coach said, “Young man, I see that there is only one pat of butter per plate. So I would like you to go back and get our table more butter.”

“I’m sorry, sir. One pat of butter to a customer,” replied the server.

The young speaker cringed as the football coach stared down the server. “Don’t you know who I am?” And he began to rattle off his credentials, ending with, “I’m a national football coach and the featured speaker today. In a few minutes I’m going to stand up there”—he motioned toward the podium—“and motivate, inspire and educate everyone who came here today. So I would like you to bring us more butter.”

With all sincerity the young man looked directly at the coach. “Those are very impressive credentials, sir, but don’t you know who I am?”

“No, who?”

The server paused, and then said, “I’m the man in charge of the butter.”
The moral of the story is to realize that everybody is somebody special. Everyone is in your life for a reason, whether they are good influences or bad. What matters most is how you treat them.

To conclude, you have two challenges. One is to try out your love walk as you qualify your dream. Do just, love mercifully—and above all, walk humbly. Treat people well, so the power of your dream and what you need to fulfill it comes back to you.

The second challenge is to continue to qualify your dream using the three questions at the start of this chapter. Make sure your dream is yours. Knowing what your dream does for you and for others and if it will make a difference after you’re gone will lead to a lasting dream. Your goal could be to buy a new car or to be more successful—but if your dream doesn’t fulfill these three requirements, it will fade quickly. A dream has to have meaning. If for some reason you get off track, the answers to these questions will help you determine your path.
Chapter 3
If I Could Not Fail, What Would I Attempt?

Now that you have accepted your dream as real and qualified your purpose, you have to keep moving forward. Your mind might put on the brakes with a few questions like, “What if I fail? What if it doesn’t work? What if I lose everything trying?” Getting in that wheelbarrow with your dream seems a little scary. Those what ifs will get you every time. It’s your survival instinct kicking in; your brain telling you to be cautious. But too many what ifs will paralyze you, and you will fail to even try to achieve your dream. So you can’t listen to the “what if” scenarios your brain is cooking up. Nothing will stop you—except you.

“Things may come to those who wait,” Abraham Lincoln once said, “but only the things left by those who hustle.”

It’s normal for you to feel uncomfortable and anxious; this is not uncommon, it’s your dream telling you it’s time to grow. Be willing to be uncomfortable—especially now. This is the point where you get to put your faith in motion and know you are not alone. Remember your belief; it’s about knowing you are on purpose. You can’t not feel the power of your purpose when you’re going confidently in the direction of your goal. Always be seeking, knowing, asking; always pursue your goals. As you do, you will find the answers to your questions. You will see doors opening and find out what’s in store for you.

If you knew you could not fail, would you keep seeking, knocking and asking? Say I have a deck of cards, and for every ace, I will pay you one thousand dollars. Sounds like a great deal, right? You know there are four aces in a fifty-two card deck. If I deal out ten cards, but none of those is an ace, would you want me to keep going?

Absolutely! I lay out another set of cards—and still no ace. Do we keep going? Definitely. Those aces are in there somewhere. The more cards on the table, the greater your chances of the payout. Keep seeking, keep knocking, and keep asking.
Think about your kids, or nieces or nephews if you don’t have children. What does “no” mean to kids? No means no to you, but it means a different thing altogether to kids. We can sum it up like this: “Dad, Mom, you need more information to make the right decision and I will come back as many times as I can until you say yes!” And they do—in as many ways as they can think of. Kids will come at a problem from every angle until they absolutely succeed or get shut down. But notice how they try. They persist as if nothing could stop them. You can slow them down or delay them, but notice how persistent they are in asking, seeking... and knowing.

Now what does no mean to you?

It means you need more information to make a decision to say yes!

As we grow older and experience life, as we become adults, we lose that persistent attitude we all had when we were younger and the world was our oyster. Over time we recondition the way we think and start accepting no as no. We begin to believe our dreams can’t come true. Doubt creeps in because we let it. We tell ourselves we’re scared of not succeeding.

But, worse yet, the fear of success may be what’s holding us back. Think about it! Many people will never admit it’s not the fear of failure but really the fear of success that scares them the most. People as a rule are slow to change, and what we can’t see creates f.e.a.r. in us, because we’re afraid we will change for the worse no matter our station in life. We have nothing to lose, but we fear we’ll lose even the opportunity to have nothing to lose.

Besides—it’s always easier to keep things the same, isn’t it?

But you’re reading this because you don’t want to be the same. You want more for yourself and for the people around you. Remember what your dream will do for you and for others. The change in your life has to be focused on the positive benefits of your success and how it will free you, give you your heart’s desire. Close your eyes, see the goal, and “feel” the positive benefits of your success. Think about all the millions that will benefit by your pursuit
of a purpose, by receiving your dream and achieving your goal. It’s imperative that you condition yourself to achieve the goal—see it, feel it and believe it.

Here’s a great example of reconditioning. I knew I wanted a bird. I knew the type of bird I wanted—a beautiful blue-eyed sulfur-crested cockatoo. But I didn’t buy the bird first. I went out and bought a big cage and started thinking about the bird. I’d never handled a bird before; I didn’t know anything about them really. I just knew I wanted one. I wanted one with personality—one who could talk and who was smart enough to learn more.

Of course, who shows up? Jake. Jake is awesome. He talks a lot and preens himself by the hour, and generally he’s over the top in personality—not to mention that yes, he’s very, very smart. I brought him home and once we bonded he was really connected to me. Every day I fed him and took him to the Jacuzzi. He loved hot baked potatoes and—go figure—heating chicken. He liked to eat all his food off the table.

If I was gone for a while on a speaking engagement, or if I went out of town for even a couple of days, when I got back he would get mad and nip at me. I would really have to pay a lot of attention to him just to reassure him it was ok again. He was a one-man bird; he really didn’t want anything else to do with anybody else but me. Talk about conditioning: Jake loved to ride on my shoulder, and I would take him to the beach and walk or ride down the Strand with him perched on my shoulder.

Everyone would ask the same question: “Does he talk?” And of course he would humor them and say things like, “I’m Jake. Shut up. Let’s eat. I love you,” and more. Many people were curious, especially women, and if they asked, I’d take Jake off my shoulder and put Jake on their hand.

Jake would walk up some stranger’s shoulder and in a matter of a minute or two he would nip them on the ear. I was appalled. I immediately took him back and apologized. This seemed to happen more with women than men. I tried to get him to stop by placing him
on different people and watching him respond. If he nipped I’d correct Jake by taking him off the admirer.

One day a bystander who knew birds saw what was going on. He said to me, “When you place Jake on someone’s hand he goes up to their shoulder and after a few minutes he nips them right? Every time? Right?” I nodded. “Then what do you do? You immediately took him back. By doing this you’re rewarding him for nipping them. But nipping is his way of getting back to you.”

By doing what I thought was a scientific way to figure out how to get Jake to stop nipping people, I was actually teaching Jake to nip people.

“When he does this,” said the bystander, “do not reward him. Take him back and place him on a bench or wall. Better yet, put him in a dark place by himself. Pretty soon he’ll get the idea and stop nipping people.”

So I did what he said. Next time Jake nipped somebody, I followed the man’s instructions. He was right. It didn’t take long before Jake figured it out.

The difference between a dream and a goal is a plan. Well, the difference between a negative thought and a positive thought is you. Jake stopped nipping people because I reconditioned his behavior. In the same way, you’ll have to learn to recondition your mind, and thus your behavior. When a negative thought like “What if I fail?” creeps in, retrain yourself to deal with it.

Here are a couple of different strategies to help you get started. First, think about all the ways you can say “Yes, I can!” and write them down. Keep this list in your pocket, your wallet, or your purse; make a copy of it and stick it to the fridge. In other words, keep it accessible. Next time that thought or something similar crops up, you can refer to that little list and kick those negative thoughts out the door.

Second, anytime some stray negative thought whispers “I can’t!” in your ear, simply say, “Next!” anytime some stray thought whispers “I can’t!” focus on your dream and what it means to you.
Remember to tell yourself, “I can, I will, I know I cannot fail because my dream serves me and it will serve others.” In order to fully benefit from your dream, you’ll have to recondition your thoughts and patterns. Don’t let thoughts, people, circumstances or anything else hold you back.

A while back, my wife and I took a trip to Bangor, Maine. One of the highlights of any visit to Maine is the abundance of crab and lobster. It seems like we had lobster and crab for lunch, dinner and breakfast. We had the opportunity to go out on the docks where the fishermen were hauling up the catch. Huge pots of crabs sat on the dock waiting for people to come up and inspect them for purchase.

One pot was loaded with crabs, and watching the crabs try to crawl over each other to get out of the pot was fascinating because just about the time one crab would get to the top, another crab would reach up and grab him and pull him down to the bottom. They all before Jake figured it out.

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One pot was loaded with crabs, and watching the crabs try to crawl over each other to get out of the pot was fascinating because just about the time one crab would get to the top, another crab would reach up and grab him and pull him down to the bottom. They all wanted the same thing, but not one of them could get out, because every one of them was busy pulling another one down.

It hit me that’s exactly what it is like for us, when we try to “break out of the mold” or get out of the pot. We want to get above whatever obstacle is facing us, and reach out for our goal. After a while we realize it is useless, or we just tire out.

The only way to succeed and achieve your goal is to break free from the people and circumstances that are holding you back. Most of us just think about trying to get out of the pot, but people pull us back down. Visualize what is going to happen. Decide that you are going to get out of the pot. Break that mold. Get yourself free by minimizing the connection to people who are pulling you down.

Think only of the positive result. This means you have to narrow your focus. Take the following story as an example. Years ago I met a man at a conference who really liked bird-watching. Bill knew every bird; he could tell you everything about any species, from how to attract which kind to where to watch them. When he was transferred from California to Kalamazoo, Michigan, the first thing he did was to put up a pole-top bird feeder so he could attract birds to his backyard and watch them from his porch.
"Pendley Says:

Obstacles are opportunities. I will be thankful for all my problems because they are opportunities."
The next day when he came home from work, he found squirrels in his feeder, feasting on the birdseed and scaring off the birds. So Bill put a plan into action. He strung barbed wire around the birdseed feeder and greased the pole, figuring the squirrels wouldn’t be able to trump that.

But the next day, sure enough, the squirrels were inside the bird feeder and scaring away the birds. Bill began to employ a range of strategies, from putting up statues of cats to running noise machines, in the hopes of keeping the squirrels out of the feeder. It sounds like it should be a simple task, doesn’t it? Yet the squirrel war went on, day after day, week after week. You name it, Bill had tried it. He even tried taking the birdseed out of the feeder for a few weeks to try and break the squirrels of their new habit. But nothing worked.

One day Bill was in the hardware store and saw a new device with a sign that read “Squirrel-Proof Birdseed Feeder.” He almost jumped out of his shoes for joy. He purchased it and with excitement went back home immediately to install it. Confident that this was the answer, he refilled the bird feeder, and the next morning once again went off to work.

That evening at sunset, Bill grabbed his binoculars and a cold glass of lemonade, went out to the porch and sat down in his rocking chair. He lifted the binoculars to his eyes, aimed them at the bird feeder—and jumped out of his chair. Those seed-stealing squirrels were inside the “squirrel proof” birdseed feeder!

Now Bill is not a violent man, but this really sent him through the roof. He immediately took the “squirrel-proof” feeder down, repacked it in its box, and marched off to the hardware store to return it, creating a ruckus and demanding to see the manager.

The manager came out to see him. “What is all this commotion?”

“I just purchased this squirrel-proof bird feeder, placed it just like the instructions said, and squirrels are still getting inside it!” Bill yelled. “This item is defective, and I want a refund.” “I’m sorry to
“You mean to tell me they can put a man on the moon, communicate via satellite anywhere in the world and no one can stop squirrels from getting into my birdseed feeder?” Bill pointed to the product box. “It says ‘squirrel proof birdseed feeder’ right here! Doesn’t that mean it will keep the squirrels out so I can enjoy watching the birds I love?”

The manager understood what Bill was saying and explained it like this. “Sir, how much time have you spent keeping the squirrels out of the bird feeder?”

Bill thought for a moment. “Over the past few weeks I have greased the pole, put up barbed wire and various statues, run noise machines and sprinklers, and the list goes on. So probably eight or nine hours trying to figure it out.”

Then the manager asked, “How much time over the past few weeks do you think the squirrels have spent trying to get past the devices and into the squirrel-proof bird feeder?”

“I don’t know,” Bill said in exasperation. “All I know is they keep getting in.”

“Every waking squirrel moment,” said the manager.

The moral of the story is “focused action beats brilliance.” The squirrels had one mission: to get the birdseed out of the feeder. Scaring the birds off was just a consequence.

What’s your mission? How focused are you on it? Are you willing to spend every waking moment chasing your dream and discovering the purpose to your life? Are you willing to do whatever it takes to get you where you want to go?

Believe in yourself. Start by retraining your mind so when a negative thought like “What if...?” pushes in, you have a response like “I cannot fail” or “These are all the ways I can succeed.” It really isn’t that difficult. This sort of reconditioning goes on all the time. You can retrain yourself and zero in on your mission. Think about all
the ways you can say “Yes, I can!” and write them down, so next time that thought or something similar crops up, refer to that little list.

We talked about how the difference between a dream and a goal is a plan. Well, the difference between a negative thought and a positive thought is you.

I won’t lie to you. It’s very easy to cultivate negative thoughts. We’re so used to it because it’s a subconscious effort, and the kicker is, it’s subconscious because we’re so used to it. (Follow that?) Some people go to things, or go away from them, because they fear they’ll be hurt. People endure pain through negative influence—if they don’t do it, they’ll suffer penalties.

A young woman named Faith once told me that when she was in junior high, she liked a particular musical group. But the friends she ran with at the time did not. In fact, not only did they not know anything about this group, they made fun of her for liking the band at all. So Faith decided to stop liking the band. Just like that. Any time she heard the name of the band, she would tell herself, “I don’t like that group.” When one of their songs played on the radio, she switched to a different station. In a little less than two weeks, Faith literally couldn’t stand to listen to any of their material.

Faith’s motivation was negative. Some people change out of fear; some people change because whatever it is makes them feel good. Some rebel against the negative but are motivated by the positive. You have to identify how you operate—do you respond to rewards, or consequences?

My son was motivated by attention, whether it was negative positive. He was the kind of kid who would take a ball and bounce it against the side of the house until I came out to see what was going on. His behavior could be corrected with a negative consequence, like taking some item or privilege away, and he would shape up. On the other hand, I couldn’t take the same approach with my daughter Danielle. She wanted only approval and positive consequences. If I punished her for something, her behavior worsened. But if I gave her
positive reinforcement for good behaviors, she was fine. Two kids from the same family required different motivational techniques.

The point of the story is to learn to recognize what motivates you. It is possible to retrain yourself to think differently. Nothing is set in stone, genetically, behaviorally or otherwise. Know what motivates you and to what degree. Where do you come from? Identify how you work so you can change your behavior. Remember, be honest with yourself. There’s no right or wrong here.

Here’s another example of retraining your mind and behavior. The work commute in Southern California can test the best of personalities. A man named James had a great job as the administrator of a local hospital. He loved helping people and he had a good mind for the kinds of tasks his job entailed. The only problem was his commute. James dreaded it. It was the worst part of his day, and it was starting to affect his job, his family relationships, and his health. His fiancée was tired of listening to him rant about traffic problems during special dinners, and she was also afraid James was a candidate for a heart attack. James realized he was tired of getting angry at people who had cut him off in traffic or anything else that was beyond his control. He was bringing that bad attitude with him into work, and it had to stop.

Now James had tried to soothe his mood during the drive, from listening to classical music to national radio to books on CD, but nothing helped. James realized part of the problem was the way he thought about the entire situation. He allowed something like being cut off in traffic to upset him.

But if he wanted to become a better driver and take control of his work situation, he would have to let stuff like that go.

So he tried an experiment. He kept the classical music, but on his drive to work, he thought of valid reasons for people’s driving skills (or lack thereof). When someone cut him off, James thought, “Maybe their kid is in the hospital, or maybe they are late to work and it’ll be their third strike.” If traffic was slow due to an accident, he sympathized with the people on the side of the road—even if it was a
fender-bender. If it was construction, he waved at the workers as he drove through and thanked them.

James practiced this every morning and fairly soon he noticed the benefits. He was calm and happy when he started his work day, and he also noticed he felt more compassionate toward people by giving them the benefit of the doubt. It even helped on his way home, because he became used to doing it, and when he got home—well, he wasn’t rested, but he wasn’t on his way to a heart attack, either. By reconditioning how he thought about his commute, James impacted some of his other behaviors. His coworkers, his parents and his fiancée all noticed a difference in him.

All James wanted was to become a better driver. That’s it. Such a small thing, but he was pretty successful at it in a short amount of time, and it made a big difference. Your dream might be about the same size; maybe it’s bigger. But however big your dream is, you can achieve it and benefit from it by reconditioning your thoughts and behavior patterns. It can be done.

Remember to tell yourself I can, I will, I know I cannot fail because my dream serves me and it will serve others. Don’t let thoughts, people, circumstances or anything else hold you back. For every plant in a garden, there are a thousand weeds, so to speak. Pull up those weeds. Think only of the positive result: your dream. Believe in yourself and retrain your mind and your behavior. When a negative thought like “What if?” pushes in, you’ll know how to deal with it. If you knew you could not fail—what would you attempt?

Remember you wrote down all the ways you can succeed. “It’s only a matter of time,” you say, “and I will not stop until I succeed. Next!”

...Next!
Pendley Says:

Judgment is not part of my vocabulary. There is no judgment only love for one another.
Chapter 4
So What’s Holding Me Back?

Understanding the problem is 95% of the solution!
You’ve learned that you can recondition your behavior and retrain your mind to overcome your greatest obstacle—you. By taking that step, you can face anything else in your way. So now it’s time to isolate any other obstacles that block the path to your dream.

What is it that you feel holds you back? What are the thoughts, ideas, reasons, people, places, things, or circumstances in your life that you feel are keeping you, or could stop you, from achieving your dream? Be honest with yourself.

Are you saying this to yourself? “If only (insert obstacle), I could (insert activity/desire).”

Are you saying it a lot?

Granted, some obstacles are real issues that can literally suck the life out of you. Maybe they’re downright depressing. No matter how they make you feel, identify your obstacles. In order to pursue your dream, it’s imperative that you understand the difficulties you feel are keeping you from realizing it. Block off a few minutes in your day to analyze the hardships in your life. Really visualize and isolate every possible objection or circumstance that might keep you from accomplishing your goal.

Write it out. See it. Say it. Feel it. Maybe you have more than one. That’s okay. Along your journey you will encounter different obstacles. Know that, expect them, and learn how to deal with them.

Maybe your particular roadblock is something you think is out of reach and can’t happen. In that case, I refer you back to the previous chapters! And write it out anyway. Remember, the power of your dream is bigger than fear.

Now take each objection one at a time and squash it—then turning it around and using it to your benefit. Yes, that’s right. Look at your obstacles as opportunities. Wouldn’t that be a great way to
live, to say “I can” instead of “I can’t”? Instead of seeing problems as obstacles, thank the obstacle as it has just turned into your opportunity to accomplish your goal? I once heard Dr. Wayne Dyer say, “When you change the way you look at things, the things you look at change.”

Take a look at history—yours or the story of anyone on this planet who achieved anything. The bigger the achievement, the bigger the obstacle. Show me a big dreamer and I’ll show you a big obstacle.

Theodore Roosevelt overcame some huge obstacles and opposition to become our 26th President and winner of the Nobel Peace Prize. Before that, he was the Police Commissioner for New York City near the turn of the last century (talk about a tough job). In addition, he was a renowned frontiersman, statesman and historian. Without him, we wouldn’t have the Panama Canal or the National Parks system.

But several decades earlier, President Roosevelt was a sickly, skinny little boy who had to be propped up in bed just to read. “Teddy” suffered from severe asthma and other ailments that kept him from going to school. Anyone who looked at him might have had a hard time imagining he would grow up to build a canal or become a police commissioner, much less President.

“Teddy” could have stayed in bed his entire life. But he chose to get out of it. His father challenged him to exercise, so the boy took up boxing and slowly worked his way to full health. He went back to school and eventually graduated from Harvard. And from there, the rest is—as they say—history. He turned an obstacle—being sick—into an opportunity to make his body as healthy as his mind was sound.

Likewise, you too must make a choice. Are your obstacles going to own you, or are you going to own them? In your life, can you remember a time when you faced a big obstacle and you overcame it, conquered it? In spite of it, you came out on top, because you were able to turn it around. You became the victor, not
the victim. Maybe it had to do with money, time, kids, home, loved ones, an ex-wife or ex-husband, your job, boss, bills. Was it a physical or mental limitation? Did it have to do with education? For some reason, you weren’t allowed to do something. Or perhaps you had a physical handicap, or you have a learning disability.

The point is, did you ever feel like “I’m stuck because I have to [blank]” or “I can’t do or be [blank] because I’m not [blank].” Something was too painful; or what you want will take a lot of time. You feel you’re too busy; you have lots of obligations. Maybe you don’t feel you have the education.

Our minds have lots of blanks that we like to fill in, and most of the time we’re negative. Eliminate all the excuses—the excuses need to go away. We say we’re being realists, but what we really mean is we don’t want to take a chance on ourselves. That’s the habit that needs to be broken. Your “stuck” list can become endless, and to make matters worse some part of it will show up any time you don’t want it to. So when some negative thought comes up, say this: “Snap, crackle, pop—stop!” And think, so what? Know that this is your mind trying to get you to believe you cannot achieve your goal. But walk in faith. These obstacles are the very things that will enable you to achieve your dreams. Look at your obstacles as opportunities.

“Future-pace” yourself. By this, I mean walking, talking, and acting as if you have already achieved your dream. That’s important—it’s a kind of contract with yourself, for every minute of every day you spend bringing your dream to you; and it’s a social contract. When other people see you “future-pacing” yourself—and then you receive your dream—what an awesome testimony to the power of the dream!

Fear—otherwise known as (remember!) false evidence appearing real—is the worst obstacle. That’s only one aspect of it.

“Oh, but Daniel,” you say, “Fear is real.”

Yes, it is. But so is your dream!
Here’s a riddle: What’s bigger than God, more evil than the devil, rich people don’t want it, and poor people have it—but if you eat it, you die?

Ask yourself, what’s bigger than God?

Nothing! That’s your answer. So nothing can hold you back or keep you from achieving your dream.

When your dream is too big, that’s when you know you’ve got it. It’s bigger than you, sure, but nothing is greater than God. If God is for you, who can stand against you? No one, not even ourselves—and we’re the biggest offenders—will stop the power of the dream. No one else can achieve it or receive it.

Your dream is yours; it’s for you alone to receive, and nothing will stop it. Be happy and believe. If you stop believing and start listening to others; if you pay attention to that little voice in your head; you might come to see your circumstances as the reason you are unable to achieve your dream.

You have to know in your head and feel your heart that nothing can stop what you have set out to accomplish. Think about Hollywood. There’s no better example of things going from impossible to possible. Nothing is more difficult than putting together a film or play. It starts with an idea, then a script (which might take years). The script gets sold (more years might go by), producers are attached and a director is hired. Then the director and producers hold auditions for cast members. They might go through hundreds of people before they find just the right person. The producer and director are also responsible for orchestrating a huge group of people, from actors and actresses and set designers to camera people, makeup artists and caterers. Sometimes the script has to be fixed. Sometimes the film is made before a producer is found, and the director takes on all the producer’s duties. Films like 2009’s Precious were made before finding a distributor who could help get the film into theaters.

Yet hundreds of films are made every year, so something must be working. And what’s more, people without ties to Hollywood or
New York are beginning to make films, and make them well. They make the impossible possible, and so can you.

Not me, you say. Because you have all these obstacles and obligations. I can’t. And I say, You can. You hear it every day, everywhere you go: I’m a victim. People talk about their circumstances and their lives as though they have no control over their situations. But if that’s true, how did you get where you are today? You made a choice to pick up this book, right? It was just one of the many decisions you will make today.

In my life training program, I have people tell each other their story. They talk about things that have happened from the time that they were kids to more recent events. They discuss physical circumstances, family stories, everything—the good, bad and the ugly.

The first time someone tells this kind of story, they behave just like when they first meet somebody. They’re cautious not to reveal too much until they feel the other person out. They answer the easy questions. “Who are you? What was your family like?”

Then I ask them, “How did you get where you are today?”

I have them tell the story as a victim, regardless whether they are use to telling it this way or not. For many people, this is not a stretch; everything in their life happened to them and they really had nothing to do with it. Whatever happened, happened because of the way their family raised them, or because of an accident, or some circumstance that has now created their life.

I suggest you try this now, and really get into the victim mentality. Tell your story and let it all pour out. Write it out, dictate it, and tell someone close to you—it doesn’t matter.

After some time goes by, I ask people to tell the same story to the same person—but this time as a martyr.

A martyr is anyone who did what they did for others, not for themselves, going so far as to lay down their life for a cause. We’re familiar with Martin Luther King, Jr., who lived his life preaching against segregation and who campaigned for equal and civil rights for
people of color. Earlier in history, women were not allowed in the French army. But Joan of Arc persevered, gained entry into the army and led a contingent against the English in 1429, forcing them out of a strategic stronghold from which they had been planning to attack Paris.

There is good martyrdom and bad martyrdom. Martin Luther King, Jr., and Joan of Arc had specific purposes and true causes. They suffered for their beliefs and paid the ultimate price for them. Over the years the basic definition of martyr has stayed the same—for instance, we call someone who makes sacrifices and does things for other people a martyr. The problem begins when a person identifies with famous martyrs without having experienced the true suffering and singular purpose that typifies a noble martyr.

Instead, the individual refuses to take responsibility for their own actions and circumstances. They feel that everything—and I mean everything—happened because they live to make others happy, or make circumstances better for other people. This is what we call bad martyrdom—mostly because this definition of a martyr is a slippery slope, another way of playing the victim. This is not the original definition of martyr.

Think about something like simply going to a party you might not have wanted to attend, but someone else in your life did. You rationalized going by saying, “I’ll go, but I’m not going for me. I’ll go for you.” That’s the martyr mentality: I’ll do it, I’ll be it, but I don’t really want to; I’m doing it for you. Sometimes sacrifice is involved in a relationship, but if you’re sacrificing your time and yourself too often—look out. You’re in danger of losing your personal integrity.

There is a third way to tell your story, not as a victim... not as a martyr... but as a victor. That’s right. Where you are today is a direct result of you and how you responded to everything that happened in your life. Let me go a little deeper: Everything that has happened to you in your life is a result of how you reacted and responded to everything that has happened to you. In other words, take
responsibility for the success or the failure of your life right now—regardless of where you are in life. You have created your life by the way you have responded to everything.

Let me ask a question. Have you ever broken up with anybody? Decided to separate, or gotten a divorce? Whose fault was it? Of course, it was theirs—right?

Wrong. You created it. You chose that person and interacted with them the way you did—whatever way that was; it could have been positive or negative. But either way, you created the breakup. Now why in the world would you even want to accept something like that? I’ll tell you. Because taking on responsibility for your life gives you power. When you hang on to the fact that you had nothing to do with it and it was even a little bit the other person’s fault, you have given over your power to someone else while maintaining the illusion of your own power. By accepting that you and you alone have created the breakup, you can recreate another positive situation, and therefore release any blame you might have placed on anyone else. This will allow you to move confidently in the direction of your dreams.

Let me put it in perspective. If you have children now, or plan to in the future, brace yourself for the possibility that he or she might come home from school one day and say, “Mom, Dad, I got an F on my report card.”

You know what comes next. Maybe you even said things like this when you were a kid. “But Mom, Dad, it’s not my fault—it’s the teacher.” Or, “I didn’t have enough time to complete the assignment; I’ve been busy.” And there’s always “I’m not getting enough information from anyone to do it the way I need to.”

Then you hear what you’ve been dreading. What’s been implied by every one of these statements is made obvious when your child finishes with: “It’s not my fault.”

Wouldn’t it be nice, Moms, Dads, if your child said something like this? “Mom, Dad, I’m sorry. It’s my fault. I take complete responsibility. I didn’t study, I didn’t listen, and I didn’t plan.
Pendley Says:

I can be anything I choose to be. I will only accept this in my life.
As a result I failed. Next time I’ll do what it takes to get an A. If I can’t get an A, I promise to do my best.”

Absolutely you wish the child or children in your life would own up, just like that! But here’s the kicker—how can you ask your children to say this if they hear you speak as a victim or as a martyr—not as a victor? Children have this habit of making role models out of adults. They watch what you say and see if it matches up with what you do.

Before kids turn twelve or thereabouts, as the parent you walk on water. You can do no wrong. From twelve on, though, kids seem to get extremely smart; they know it all. But as they reach an age of accountability, they realize their parents were working from conventional wisdom after all.

I’ll never forget when Danielle, sometime in her early twenties and having been married for a few years, took me out for pizza and sat down with me to talk about her mother and me breaking up. She hadn’t been able to understand it. Although Danielle and I had a much richer one-on-one relationship after her mother and I broke up, I guess somewhere she had been harboring the question, “But why did you break up?”

That particular conversation at the pizza parlor seemed like a defining moment for my daughter. For years, Danielle had been holding on to a private fear that my divorce had something to do with her. That evening she confessed that her own experience of marriage had helped her finally understand that the divorce hadn’t been about her at all. Instead she realized how marriage was full of complexities; it was more about relationships and maintaining harmony between two individuals. As an adult, she could see how her mother and I, who had been married as high school sweethearts, were really two very different people.

I realize talking about this that even I had the very same kind of moment with my parents of things I was holding onto until I got to the age of accountability and understanding. After all, our parents, and we as parents, do the best we can. We want to be perfect for our
Kids—but no one is exactly perfect. One thing is for sure—love conquers all. And love is what helps us turn obstacles into opportunities and make the choices which create our lives.

My brother is a psychologist; one day I asked him, “Does anyone ever come in and say, ‘The reason I am not doing as well in my life is because I’m not doing the things and being the person I need to be in order to create an abundant life?’”

He said, “Danny, if people did that, I wouldn’t have a job.”

Take responsibility. Accept the fact that you create your life by the way you respond to everything that happens.

Say for instance, you are driving down the freeway but someone runs you off the side of the road. They pull off behind you and you think they are stopping to help you. But instead they come up, kick the window in, knock you in the head, rob you, and leave you for dead. Whose fault was it?

Here’s a hard thing to accept: yours. You chose to get in the car, to take that particular route. Now it’s up to you how you respond to what happens in your life. But the only way to take control of your life is to take responsibility for it. Simply put, you have a choice to make choices. This doesn’t mean you are free to play the part of the victim. “I am not a victim.” Say it. “I am a victor.” How you respond to life circumstances will make all the difference in accomplishing the power of your dreams. Whatever is going on is a direct result of what you are thinking about and how you are processing it. When you talk about your circumstances, are you a victim, a martyr, or do you own your story? Is your story a part of who you are, or just the way you got where you are? Take responsibility, take back the power and create your life. Obstacles now become opportunities to create abundance.

Practice listening to people. You will be amazed at what people have to tell you. How do you feel when you hear somebody telling their story and you realize that person thinks of him or herself as a victim? How do you feel when you hear somebody telling their story as a martyr? How does it make you feel when you hear the story
and someone takes responsibility as a victor? Tell your story as a victor and watch how people respond to you. More importantly, when you tell your story like this, watch how the doors to the power of your dreams start opening up for you.

You are the star of your own movie, but life isn’t a rehearsal. You don’t get a chance to do it over! Focus on your goal by seeing it, saying it, and being aware of what it is you wish to accomplish. Focus on your goal by seeing it, saying it, and really feeling it. Don’t focus on the fear of failure or fear of success. Focus on your why—why do you want to do this? Really feel it.

What’s holding you back? Really...nothing. I see people being held back because of events that happened many years ago. One brief moment in time has defined their entire lives. If this is true with you, you may not even realize what it was. You just know or think you know what’s holding you back. And if you try again, or try anything new, the same thing will happen again.

It’s not so unless you make it so. You get to see you for who you are, so believe in yourself. Know that today brings you one day closer to your goal. The past does not equal the future—we have no idea what the future will bring, but we have this funny habit of measuring it against the past!

Think about how we get conditioned to “believe what we believe.” We’re told coffee will keep us awake. Really? Did you know there are forty-eight depressants in coffee? It’ll put you to sleep. My dad, who is 90 years old, drinks a pot of coffee every evening before he goes to bed and it’s his opinion that it makes him sleep better. Who would believe that?

Throughout history we’ve been conditioned to believe the world is flat, or that the sun revolves around the earth, or whatever—until someone said, “I believe—I challenge—I dare to be different and go in the opposite direction of everyone else.” There are people out there who shatter previous beliefs about the world and our role in it. Think Galileo Galilei, Wilma Rudolph, Sir Isaac Newton, Abraham Lincoln. Even if your dream isn’t as groundbreaking, it
doesn’t matter; it’s the principle of the thing that counts. Be confident as you move in the direction of your dream. Break the chains of fear. Believe that something will happen to show you the way.

Take a circus elephant, for example. An elephant is not something you want to sit on you; that would be like having a car fall on you. Did you ever wonder how a trainer, who might weigh a mere tenth of the elephant’s two tons, control and train an animal that could kill him just by stepping on him? How do they do that just by using only a metal band around the elephant’s ankles?

It’s simple. Right from birth the trainers chain baby elephants to a stake in the ground. When an elephant tries to pull up its foot, it’s “stuck.” As the elephant grows, the action of pulling against the chain hurts. Eventually the animal stops pulling and stays. Therefore, fully-grown, two-ton elephants are stuck, not because they are or know they are—they could snap that chain in a second! They’re stuck because of conditioning. They’re stuck in their heads, and that makes all the difference.

Until one day maybe a fire breaks out in the circus. Then the elephant knows the fear of death. It’s challenged to choose between death and pain. Pain supersedes fear, causing the elephant to pull on the chain till it snaps so it can bolt out of the flaming tents.

What just happened? The elephant realized its power to overcome the chain—the simple metal bracelet which only appeared to hold it back.

In the early 1990s I was given the honor of seeing one of the many techniques used by the Utah military in their training sessions.
Pendley Says:

“I will break through any challenges and meet my goals.”
During this session, the leader demonstrated a technique I still use today in my presentations. It involves a wooden arrow with a metal tip. This technique has helped literally thousands of people realize and visualize their fears and experience breakthroughs. I use this arrow as a convincer in my presentations to take our training to a new level. This is an amazing, high-energy participation exercise you won’t want to miss at our *Power of the Dream* events and seminars. I don’t want to give too many specifics; it’s something that really has to be seen and experienced in person. Suffice it to say that when I saw this being done at the session, I didn’t believe it myself, much less think that I could ever do what I was shown that day.

Years later, I’ve done it thousands of times, and not just me but hundreds of people of all ages have also done it. I’m actually able to break through the arrow. My grandson was only 10 years old, when he saw the exercise for the first time, raised his hand, came up on stage and was also able to break through the arrow! If a kid can do it, you can too.

First I ask each person in the audience to remember one moment in their life when they felt invincible in achievement and accomplishment; a defining moment when they pushed through their fear and achieved a goal. For some it was getting their diploma; for others, conquering a fear of heights. For others it’s speaking in public or even something as simple as walking up to meet a person who then became a lifelong friend or spouse.

Feel that now. Anchor that feeling by closing your eyes and going back to that moment. Once that memory has taken root in your mind, anchor it further. Squeeze your fists and get yourself as much in that moment as possible. Feel it all over again.
In the presentation, I bring out the metal-tipped arrow and loan it out to members of the audience, so they can feel the tip and verify the arrow is real and its tip is sharp enough to penetrate an object. Next, I pick up a bow, shoot the arrow into a target and pull it back out. I take an apple and shove the arrow through the apple—all this to show that the arrow is indeed a real thing.

“What does the arrow represent?” I ask. “I’ll tell you. It’s that metal band around the elephant’s ankle.”

What does it represent to you? A lack of education, money, self-confidence, time? That is fear which only seemingly keeps you from your goal. They are as real as the arrow is to you right now, aren’t they?

One person in the audience said the arrow represented her abusive stepfather. Despite having seen countless therapists, she felt she was unable to release herself from that part of her life; that she would never break through it. Another person had multiple sclerosis and saw the arrow as physical disability. For some it was not having time or education. Sometimes even geographical location was the limiting factor.

The arrow is your little metal shackle; the only thing keeping you from your goal. Like the circus elephant, we have allowed little things to become big obstacles.

Remember—obstacles are opportunities. Change your state of mind now. Do it by performing a little bit of exercise. Clear your mind, clench your fists, jump up and down, and march in place. Don’t forget about dopamine—that natural feel-good substance your body produces anytime you take some physical action. Doctors can give you a prescription for a synthetic version, but who needs that when you already own it? Act as if you know your dream is real at this very moment. Let go of what’s holding you back—nothing can hold you back. Embrace your fear, just as you would embrace your goal. What challenges you now will help create you and your success later.

The point of the exercise is to break the false fear represented by the arrow, and move toward your goal. You will succeed in spite
of your false fear. Your arrow is only as sharp as you make it. It’s only as big as you make it. Your goal is to take all that false fear and get in front of it so you can move ahead. The woman with multiple sclerosis was able to stand up and come on stage, where she allowed me to help her engage and move through the arrow.

Focus on your ability and your dream—God’s gift to you. Using constant, gentle pressure, engage your fears, watch them disappear, and break through them.

Did you ever notice how alive you feel when you are afraid and you move through it anyway? It’s easy to overcome the fear if you choose to take action and face the fear head on. Believe in the result. Faith is the thing hoped for, minus any evidence.

Remember the movie *Days of Thunder*? It starred Tom Cruise as a rookie race-car driver taking on his terrifying fear of going through the smoke of a crash during a race. The first time, there were horrible consequences. But when faced with the fear again in a different race, he sees the pile up, sees the smoke from the crashes, and trusts his instincts. He can’t see a thing, but he steps on the gas, moves through his fear, down the smoke-filled track—and wins the race.

It takes belief and trust in yourself to break through the fear. Be safe—and then be fearless. When I went bungee-jumping, first I made sure I was secure—then I jumped off the bridge. Be safe and then be fearless. Realize and know you have what it takes to accomplish your goal. Look at the problem as an opportunity to succeed.

Keep your eyes on the prize, and don’t let anyone or anything scare you off track. Nothing is bigger than God; nothing is bigger than the power of your dreams, so there’s nothing to hold you back!
Chapter 5

The Difference Between a Goal and a Dream is a Plan

You may have noticed that several times I’ve urged you to find a picture that represents your dream or goal, and cut it out or put it in a place where you can see it every day. This is because my dad taught me to do the same starting when I was four years old. “Son,” he said, “you can have anything you want in life. If you see a picture of it, cut it out and show it to people. Let them know when you will receive it.”

I put it into practice. When I wanted a pee-wee football, I did exactly what Dad said—and I got it!

Later on, at age eleven, I remember having my eye on a gold Stingray Schwinn bicycle with a gold-metal flake-rolled seat, complete with ape hangers, a spring on the front suspension and ten gears. Ten. It was the coolest bike I had ever seen. It was also really expensive. By today’s standards it would be worth over a thousand dollars.

I wanted it very badly, so I did the same thing I had done with the football. I found a picture of the bike and cut it out to show other kids. I told them I was going to get that bicycle, even when they didn’t believe me. I carried that picture with me everywhere. I kept it in the back pocket of my jeans until it was worn along the fold lines.

When I realized the bike just wasn’t going to appear I started asking for help. I was given a job delivering the local newspaper. I got up every morning at five a.m., way before I had to get up for school, and I rode my old squeaky bike from house to house throwing newspapers. In six months I made enough for about what I thought was half the cost of my dream bicycle.

Everybody in my family saw how determined I was. One morning I went out to put my bags over my bike to deliver my papers. The old bike was gone and in its place was the gold Stingray Schwinn bicycle, gold flake-rolled seat, ten gears and everything. You can’t imagine how happy I was! That day I was so excited that I got that
route done faster than any other day—maybe faster than any other paper delivery kid in the nation.

From then on I knew anything big was possible if I followed the same steps and system. As I grew older, I realized this system of setting goals meant more than cutting out pictures, and it applied to more than just bicycles or footballs. I could use it for anything I wanted to accomplish—whether it was physical, mental, financial, spiritual, social or relational. Why? Because the difference between a goal and a dream is a plan. We want things, but we don’t plan for them.

Make a plan for your life. The clearer you make your goals, the more specific your vision and the more quickly you will meet that goal. This is the way life can be and is supposed to be. Life does just magically happen when you plan for success.

We have all been given this gift, the ability to manifest dreams. Whatever you have in your life right now, believe it or not, you have manifested it, whether it’s good or sometimes not so good. What you are thinking about right now is shaping your future. You can manifest what you want or what you don’t want. So focus on what you want. Focus only on your goal. Think about how the results will feel to you. Feel it. Know it. Believe you can and will own it. Act, believe, walk, talk and know your dream is real.

Keep your energy focused on the result. Think about the result, and work backwards to the beginning of your goal. You want a new car, for example. What will you have to do? Take on a new job or extra hours at work? Make sure you’re at work on time every day so you can achieve a bonus that would help to pay for it? Check on the insurance rates, research the car and make sure it does what you need it to do?

Take steps every day toward your goal. Keep it in your awareness. To do that, here’s something that will help you out with your journey toward your goal.

There is a way you can set your goal in place every ninety days.
You can make a goal poster to keep your objectives fresh in your mind and to give you solid methods for achieving them. Working with a goal poster will help you divide your ultimate goal into achievable tasks: visualize goals, perform specific actions, commit to them, and set the law of attraction in motion.

**Setting Up Your Goal Poster**

*You’ll need a piece of poster board, scissors, glue, and magazines from all different sources.*

I urge you to work with a goal poster in real time, no matter what you think of your handwriting skills, or how messy the job is going to get, for several reasons. First, forcing yourself to slow down and devote time to the poster will ground your goals in your mind, and also set you up for the practice of working every day toward your ultimate dream. Second, a goal poster helps you keep a clear vision of what you want. It helps you be it.

Third, your dream is too big for a little piece of standard printer paper. A goal poster helps your dream loom large in your consciousness. You’re going to hang your goal poster in a place where you can see it and commit to your goals every day, so it needs to be on something sturdy.

Fourth, while creating a goal poster is a personal activity, it isn’t something you do alone. It’s something you do for yourself; however I urge you to gather around you the people who will benefit from your dream to get the best result. Your very first goal is to name a time and place where you can gather friends, family, and anyone else who will benefit from the fulfillment of your dream, so they can help you with the goal poster. When people see they will benefit from the fulfillment of your dream, surely they will want to support you. Enroll those who will benefit most from your success now in your vision—the people who will support you in your pursuit. Set a time where most, if not all, of these people can come together for about an hour and a half to create your goal poster.
On the board, make six spaces for six different categories of goals: mental, physical, financial, family life, spiritual, and social. Write out your goals at the top of each space. Leave room for a drawing or picture that matches it. Now you can begin setting your goals.

**Visualize your goal.** What is your dream job? Do you want to be in a better relationship? Are there places you’d like to travel? Perhaps having financial freedom, starting a family, losing or gaining weight, opening a business, participating in a competition or training your mind to be spiritually sound is important to you. It doesn’t matter what your goal is; it only matters that it is real to you and that you are committed to the power of your dream.

**Be specific.** In order to be successful you must be specific on what you ask for. Be sure to place an action for each goal—not just the goal, but a way to reach it. You will be amazed at how quickly people and events will fall into place to assist you once you choose exactly what you want to accomplish or receive in the next ninety days. The more specific you can be the clearer your goal and the easier it is to achieve.

For example, you want to become a stockbroker. Your goal is to learn more about becoming a stockbroker. Your specific action might be all the different ways you can do that—read books, join the stockbroker’s association, and teach yourself to follow stock reports in the newspapers. Perhaps you may want to use the Internet to expand your business. Part of the process might even be as simple as asking questions of someone. You have not because you ask not—so how does God know that you are serious?

**Take action.** God knows that you are serious by your actions; by the steps you take to fulfill your dreams. Faith without action is dead.

**Commitment.** Action without commitment is nothing. Remember, you left room for pictures. Cut out a picture and put it underneath the action. Then tell everyone you will meet your goal on a particular date. So write a date next to that action. Write the date
ninety days from today’s goal poster-making activity next to the ultimate dream. Congratulations! You just committed yourself to perform the action or actions necessary to meet your goal.

Putting up a picture, giving yourself a deadline and a way to achieve your goal will ground you in your belief that this will happen for you. This works every time, whether you are eight or eighty, and no matter if what you want is a bike, a car, or an amount of money you want to earn.

**Law of Attraction.** Have you heard about the law of attraction? If you haven’t, it’s easily demonstrated; and if you have, the demonstration reinforces the concept. Close your eyes and think of your car or your family’s car. Every time you go down the road, do you find yourself paying more attention to that particular make and model when it passes you? Of course, because it is in your awareness. You are drawing it to you.

Say you want a new car. Visualize it and you’ll start seeing it everywhere. This is called the law of attraction. You can use it to create your goal poster. The law of attraction will be with you to deepen your goal.

* * * * *

Now that you have spaces on the board for all these categories, let’s break them down.

**Mental.** What would you like to learn in the next ninety days? Do you need to learn a new process or a new language for work? Are you interested in taking classes about small business? It could be that you’ve been toying with the idea of going back to school, so perhaps auditing a class will help you make that decision. Examine the opportunities presented to you by your community—continuing education classes at a college, a certificate course in ministry or catering or master gardening. What challenges you, what gets you excited, what opens up doors for you? Be specific and attach deadlines to your goal poster.
**Financial.** What is your financial goal over the next ninety days? More to the point, how much money do you want? What motivates you—a vacation, a gift, a car, a down payment on your home; extra money for the mortgage, a sizeable donation to charity. Maybe you want to start a business, go back to school, or pay off all your debt and be financially free. You name it—but be realistic: how much will your goal cost? What actions will you need to achieve success? Make a certain number of presentations, land a few accounts, fill out $x$ amount of scholarship applications. Be as specific as possible. Visualize what it is that you want.

On my goal poster, I put a picture of a presentation I developed in this category. This presentation helps others memorize my system. As an example, in an upscale real estate market, if the sale price of a piece of real estate is $500,000, it would generate somewhere between $14K-$15K per closing even if half this commission is given away to expenses—the agent would still have a net commission of $7500. So write yourself a check for $90,000 dollars... and break down your goals.

Out of the 168 hours in a week, Realtors will make four one-hour presentations to buyers and sellers of real estate. Four presentations a week yields sixteen presentations a month, and continuing the trend for three months equals forty-eight presentations. Doesn’t four presentations a week sound a lot more feasible and easy to do than forty-eight in three months?

Even if an agent fails to land a sale three times out of four, but gets a commitment from one new client a week, well, that’s $30,000 net commission in one month. So, in three months, $90,000! That’s for making four presentations a week, sixteen per month, forty-eight total in ninety days for only twelve committed sales!

**Spiritual.** When you commit yourself to your goal, focus on the result. Keep it in your awareness daily. Because you have a plan as the result of your choice to actively pursue your goal, that plan will come together, and the goal will be made manifest to you.
Do you believe it? Then it will happen. Make a daily twenty-minute commitment to close your eyes and visualize the power of your dreams. Follow the demonstration back in the first chapter to stay connected to your dream. Breathe in and out; let your body completely relax. Place your thoughts on something that makes you feel good. Pay attention to the sound of your breathing; hear it, stay on that sound as you feel good.

Know that you can have what you say. Ask and believe. Keep going for twenty minutes and let it come to you. Relax and breathe and believe this is a sure way to strengthen your goal. Make a commitment to be, do and have. Believe all forces will come together and surround you to assist you in achieving your goal. Your mind will start moving daily towards it.

This is your life for the next ninety days, and it will become a positive habit for the rest of your life. Your mind can be your enemy, so make a commitment to connect with yourself spiritually. It will calm you and give you peace; no matter how hectic your days (or nights!) are, taking this time will allow you to refocus on your goals. When you pray you are talking; when you do this exercise, you are listening and accepting the power of your dreams.

*There are many religions and one spirit of God and God is love.* We all need to accept and love one another, so whether you are Christian, Jewish, Catholic, Buddhist, or Muslim—love one another. We can each let God be our guide. Each and every moment of every day we take steps either toward God or away from God. But the truth is all six billion of us have a direct DSL connection to God. When you do this exercise, you are drawing that connection to your inner source to help you achieve your goals. Step forward, keep your focus on your goal, and know all the forces in the universe will step forward with you to achieve your goals.

*Physical.* What do you want the most? The most common answer next to “more time” is “energy”. And there’s a simple way for everyone to get more energy: Give it.
Think about it. Anything in life you want, you have to give it away. If you want more money, you have to take some of it and invest it. If you want a friend, you have to be a friend. To be loved, you must give love. It’s the same with energy. **If you want something today, you must give it away—love, friendship, kindness, respect, truth... anything is possible! Give it, you’ll get it.** Another way to get more energy is to exercise. Doing so tells your body to produce those natural stimulants, dopamine and serotonin.

Here’s a plan to take advantage of dopamine. Treat your body like it’s a furnace: energy in, energy out. Commit to exercise four times a week for thirty minutes each time, even if it’s just walking. Make sure to challenge yourself so you feel the benefits. To complement your exercise regimen, eat six small meals every day instead of three big ones. This is better for you because it keeps your metabolism going. Every two and a half to three hours put something in your mouth to eat. Now I’m not talking about a full-three course meal here, nor am I talking about one carrot. Instead eat meals like a protein shake, a salad, a chicken breast, no more than one fist or two fists worth of food per meal. This will for sure give you more energy and turn your body into a furnace.

For liquids, drink a hundred ounces of water a day. Water is the natural solvent. Your body needs water more than it needs caffeine, or sugar, or whatever the ads tell you that you need to get more use out of your body while you’re actually running it down! Less than three hours before bedtime, don’t eat anything. Drinking hot tea is okay.

If you can commit to this plan, I guarantee you will have more energy. You will feel better. Your metabolism will fire up, turning your body into an engine, just like the old steam-powered trains. Keeping a regular diet and exercise routine will lead to feeling better physically. If losing weight is your goal, all the better.

Find a picture of how you would like to see yourself. List the exercises you will commit to—riding a bike, walking, running, and anything you can easily access on a daily basis. Maybe you’ve
wanted to join a gym; now is the time. Whether you do or not, commit to when and where you will exercise. Name specific times each week; tell the people in your life so you can be held accountable, and most important, don’t sell out on yourself. Stay committed to your physical goals.

Social. Humans are created to be social creatures; we want and need to be around others. Who are the people you want to hang with? It is hard to be an eagle when you are hanging out with pigeons. To gain some direction and perspective, be a part of something bigger than you. How would you eat an elephant? The answer is, one bite at a time—or have a hundred people eat it all at once. In this online age of ours, it’s important to use social and networking media. Creating social goals, telling people what you are about—part of that “future-pacing”—is a lot easier using social networking sites such as Facebook, Twitter, and so on. Find like-minded people and build your own community.

Doctors, bar owners, neighborhood associations, musicians, artists, colleges and universities, conventions, magazines, and non-profit organizations—all of these and more utilize the power of the connections made on networking sites to attract and interest people in their causes, talents, and enterprises.

In a number of ways, these sites are changing how people, from business entrepreneurs to multi-million dollar CEOs, operate in all types of social spheres. Social networking sites bring together like-minded people, first of all; they also make it possible for business users to target people by geographic location; and they foster two-way communication. Posted comments are now often the fastest way a new or established business gets feedback on its services. A company or organization can poll clients before introducing a particular item or service, post discounts to get people in the door, or tweak their service in response to comments made on the site.

Four years ago, a young man by the name of Michael was making fourteen hundred dollars a day by utilizing social networking sites and the power of the Internet. The kicker? Michael was only
seventeen years old! Michael is now twenty-one years old. He’s learned a lot over the past four years. I enrolled him in my vision to help grow our business, and now we’re able to help others grow theirs as well. Utilizing social media allows you to establish a *quid pro quo* bond with the people around you—you help them, they help you. You can enroll people in your vision and aid them in realizing theirs.

But don’t spend all of your time online. Join an organization where you can give ten percent of your time and ten percent of your net income, a worthwhile organization you can sink your teeth into. Let people know who you are and tell them about your purpose. Get involved. The idea is to help others achieve their purpose of helping others. My mother had breast cancer, so I started participating in fun runs or races that raised monies for cancer research or for hospitals whose specialty is dealing with the effects of cancer. A graduate student donates his time as a counselor for new students with the same learning disability he has, helping them find their place in the university setting. These are but two of millions of other examples.

This kind of activity will give you clarity on why you want to achieve your own goals. You’ll be associating with like-minded, positive people who have the time, energy, and money to donate to causes. The power of joining an organization to help others with the same purpose produces synergy of one purpose—to create mass action towards your goal of helping others. I even started my own non-profit organization, The Power Of The Dream, to teach everyone to *live* the Power of their Dreams. Put a picture up on your goal poster of the successful people you want to hang around or be like. Imagine being with people that every day build you up, or imagine being the person who every day builds others up. If you need to be a member of an organization, paste up a picture or logo of that organization.

When you give unconditionally, it just happens, and you will be amazed at how it will be given back to you in so many different ways. Think about the last time you gave something away, whether it was money, a gift, or a card. Think about how good it made you feel. That’s serotonin—that natural drug produced by your body. It comes
in pill form, but it’s better to train yourself to produce it naturally. If you want to feel great, put that on the goal poster, and take advantage of any opportunity to build up serotonin.

See yourself giving energy to get it. Go out and visit a home for the elderly. Visit someone who is homebound, or anyone who is less fortunate. Bring your time and positive energy. I have ridden my Harley to a nursing home after I filled the travel bags with ice cream. I rode it up to the outside, parked in front, and walked in like Santa Claus. I was amazed at how excited everyone was to see a big loud motorcycle and how pleased they were to enjoy the ice cream. I can’t explain the feeling that my wife Melinda and I get from those kinds of events. I just know it’s something I want to feel all the time. Helping others and making them feel good is priceless. When you give, you receive; all that is not given is lost.

Remember your love walk. It matters how you compliment others and talk to people every day. Wherever you go, make a difference. You will be amazed at how great you will feel daily when you build people up. The positive stories will just come pouring out of you and the blessing you will receive by being this way and taking daily actions.

Family. People generally agree the most important goal is having a family; being close to parents, grandparents, brothers, sisters, aunts, uncles or cousins. It’s true you have to be a “me” before you can be a “we”, but the more attention you invest in your family relationships, the more blessings you will have in your life. Family is the difference between surviving or thriving, whether or not you’re pursuing a goal. When your relationship with your significant other, kids, parents, brother, or sister is a perfect ten, there’s a certain peace within you. You feel you can make it through anything when you have a strong family foundation.

So what are your family goals? Who do you feel close to? How can you continue to keep that relationship? Perhaps you need to get reacquainted with your significant other. Maybe you’d like to spend more time with one of your kids, or a nephew. If you are single
and you want a relationship, what kind of a person would you like in a friend or soul mate? Post a picture of that person and list your intentions. Remember, be specific.

A friend once asked me to help him find a spouse. “Daniel,” he said, “I’m forty-four and a successful doctor but I just can’t seem to find anyone.”

“Okay,” I said, “I’ll be glad to help you. But you have to do exactly like I outline. Just like in ‘The Karate Kid’—‘wax on, wax off’.”

First we made a list of all the qualities my doctor friend would like in a woman. He was looking for someone who was “hot” (ladies, don’t worry, keep reading), funny, honest, loyal, smart, a good cook, who made her own money... Eventually this list contained twenty-seven qualities this doctor wanted in a significant other!

When we were finally done I asked, “Stan, of all these qualities, how many are you?”

Stan cleared his throat. “Well,” he said, “I’m honest.”

“Stan,” I said, “you cannot ask someone to be what you are not. The law is if you want something, then you must be it. Never ask anyone to be what you are not. When you become all twenty-seven of these qualities, you will find your spouse. You must be hot, funny, a good cook, loyal and so on.”

Stan agreed. He was a little overweight, so we started a program for him to lose fifteen pounds. When he had met that goal, we went on a shopping spree to get him dressed GQ. We had his balding head shaved and gave him an earring. Next, Stan enrolled himself in a cooking class.

And that’s where he met Lynn. Loyal, hot, good cook Stan is now building a family with his loyal, hot, good cook of a wife. They even invited me to their five-year anniversary party.

Don’t ask anything of your spouse that you are not. If you want something, be it; it will attract others to you. How can you apply this to your current relationship? Well let’s ask the question, and be honest. Rate your relationship on a scale of one to ten, ten being
great, when I ask you this: are you committed to someone or are you married? If you respond with excitement and answer with a big bright “Yes!” and “They are wonderful!” that sounds like a ten. If you respond with a small voice and an unhappy expression, “Oh yeah, I’m married...” well, that sounds like a one, doesn’t it?

Now, using the same scale, rate where you are right now. If you feel your relationship is a seven or maybe barely seven, you have some work to do. If you say it’s an eight, nine or even a ten as you see it, let me ask you this: Do you believe there may be some room for cream in your coffee? Whether you believe it or not, you can always be better. Ever heard the expression “If you’re ripe, you’re rotten; if you’re green, you’re growing”?

I have a “growing” assignment for the family portion of your goal poster. Pick a specific time and day each week, say Saturday at seven pm, for example, that will be a date night. There are one hundred and sixty-eight hours in a week and you need to dedicate four or five of those to invest in your relationship. Take turns choosing who takes the lead. Just follow some simple ground rules: Make it fun. Act as though this is your first date every time. Never, ever invite anyone else. This is your intimate time with your spouse, so that means no phone calls, no “shop talk,” no problems, no complaints. This isn’t the time to discuss any of that.

Focus on the moment and the positive qualities you love about each other. Remember how you were in the beginning, and relive this positive energy of being every week at least once a week. When you arrive at the door, be respectful; have a gift, even if it’s just a card or note of appreciation. Tell your significant other how you love and care for them.

Be creative. One week your date might be dinner and a movie, the next week a play, a hike, the theater, canoeing or fishing, supporting local sports, or a night at the ballet. You may even surprise the other with a key on the table with a note that says “Let’s meet at a specific hotel, 7 p.m., room...” Strew rose petals around the room before she or he gets there. Treat yourselves to a bubble bath.
and champagne. Just have fun. Even if you’re on a tight budget, borrow movies from the library and cook dinner together, then go out for ice cream or head to the park. Make up a scavenger hunt using photos of the place where you live and lead your spouse home to a sparkling clean house or his or her favorite meal.

Even if all you do is sit and read to each other, what’s most important is that you try to give to each other quality time. Time spent exclusively loving and appreciating each other. You have to be a “me” before you can be a “we” but, couples, you have to be a “we” to face the pressures the world and life will put on your relationship. When you commit to this exercise, you’ll be investing fifty-two weeks a year in your relationship. Would something like this have helped a past relationship? Will this add cream to your coffee?

Of course—as long as you are consistent. No matter how tough your week is, never break the date—because if one date night goes, they all go.

In addition, make a commitment to take a honeymoon weekend with your spouse every six weeks. Pick a place you can go if you leave Friday and come back Sunday night. Write down three of your own selections, and then ask your significant other to choose the remaining places. Go for exciting, fun mini-getaways that you can get there and back in three days—bed and breakfasts, explore a new city, go on a driving tour—anyplace that’s geographically close to you, but the distance allows you to live in the moment.

These are the times you will use to build a solid foundation for your marriage. The same rule applies as your date night—no outside influences! Be creative, and once the two of you agree on a place and weekend, write it on your goal poster and always follow through with your plan. Don’t sell out on yourself. Think about when you promise your child something. When you don’t follow through, they don’t let you forget it! It means a lot to them and they get the commitment is now.

Also, plan some kid days that will go on your goal poster too. Plan a fun family gathering or a trip. Let the kids know it’s coming
up. These will work just like date nights or honeymoon weekends do in your marriage. Kids need to have focus and unity, something they look forward to with the family. It could be a Sunday afternoon, lake outing, amusement park, or beach day. Get their input and commit to these. Nothing changes these dates. This is your family; when all is said and done, you will realize your family is everything, so invest in it. Teach your kids how to have a successful happy family in the future by investing in them today.

* * * * *

In a nutshell, that’s how to make and use a goal poster. Don’t wait. Go make yours as soon as possible to keep every goal fresh in your mind.
Pendley Says:

“There are 168 hours in a week. *Everyone* has the same 168. It is how we choose to spend them that make the difference.”
GOALS

1. Make it personal. (I have, I am.)
2. Must be written in the positive.
3. Write in present tense, as if you are there now.
4. Write in an achieved manner. (Not I can or I will.)
5. Do not compare yourself to others.
6. Put in action words and pictures.
7. Use words and pictures to trigger emotions.
8. Use clear definitions or exact pictures - be accurate!
9. Be realistic!!!
10. Be careful what you ask for: You will most likely get it!
11. See and know your goal and when you will accomplish it.

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<thead>
<tr>
<th>Picture it/See it</th>
<th>Express it/Say it</th>
<th>Put time limit, date/Support it</th>
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<tr>
<td>MENTALLY</td>
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<td>PHYSICALLY</td>
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Now that you have visualized it, written it down and put a picture up, express it, tell everyone you see and know your goal and when it will be accomplished!
TEN TIPS FOR TOP 1% ERS

1. Know what you want, have a dream.
2. Follow your bliss, create a passion. (If you don’t love it, get out!)
3. Have a plan. (The difference between a goal and a dream is a plan.)
4. Make a list of everyone you know and “reach out and touch someone.”
5. Understand time management, delegate, have all modes of communication.
6. Believe in yourself. “The me I see is the me I’ll be.” Do what makes you feel good.
7. Find something/somebody that is successful. Copy it/them “Successful people want to share.” People will give for the asking.
8. Keep a journal. Write down affirmations, thoughts, ideas, etc.
9. Never forget the basics of your business.
10. Always remember balance, what is really important.

Here are two rules to live by:

#1. Don’t sweat the small stuff.
#2. It’s all small stuff.
Chapter 6
Commitment… See It, Say It, Commit To It!

Notice: nothing happens until you commit to it. You’ve identified your dream, learned to believe in it, learned to believe in yourself, and made your goal poster. But there is something about the action of commitment; the actual announcement itself, that solidifies all of these things. Telling others about your goal and believing in it makes your dream real. It grounds you in your confidence, of your ability to achieve your dream. By first asking for it with the belief that you will receive it, and then by telling others about it, you actually bring your goal or desire into existence.

You must be willing to take the actions necessary to achieve it. You began this commitment by placing specific goals on your goal poster. Review your goal poster every day for ninety days. Envision yourself achieving and receiving these goals. Close your eyes and think about how it feels. Add more goals when necessary. Remember your whys to keep yourself motivated to receive them. Why do you want to achieve this particular dream? What will it do for others? For you?

A successful sales manager of thirty-plus years in the real estate field wanted to motivate his sales agents. He held a large meeting to motivate the agents to produce in the current market. The sales manager pointed out that for each sale closed in August, that agent’s commission would net him or her ten thousand dollars.

After all the agents agreed to that, the sales manager took ten thousand dollars in one hundred-dollar bills and threw it up in the air, so it rained down over all the sales people. He thought surely this would motivate them. But to his surprise, even the promise of ten thousand dollars a sale did not motivate them to work any differently.

Why? Because everyone’s why is different. Money itself will not always be a motivating factor. People are motivated by what they can have mentally, spiritually, physically, socially, and for their
families. So get to the core of your motivation. **What is your why?** Once you identify your why, you identify your level of commitment.

The animals on a farm all got together one day to make breakfast. The cow gave the milk and the hen gave up some of her eggs. When it was the pig’s turn, though, the pig said, “I’ll give the bacon.” Which animal here had the greatest level of commitment? The pig, who was willing to give up his life! **What is your level of commitment?** It starts with a statement; a pledge to yourself combined with an unshakable belief and a plan of action.

So often the things we want don’t materialize because we give up. We stop being committed to the action or actions necessary to achieve the goal. But when you remind yourself daily of your reasons for wanting your dream, no matter how difficult it may seem, you will continue the pursuit of your desired goals. Remind yourself often; call your dream back to you, and make a verbal commitment. Never stop believing it. Whenever you say it, you have to believe it. Don’t falter. Let people know your intentions so you can make yourself accountable.

You can do this with any aspect of your life—your relationship, physical appearance, spirituality. If you want a new car, tell people the date you’ll be picking it up. And do what you need to believe and know you’ll be driving that car. Go down to the dealership and pick out your new car exactly—not just make and model, but right down to the last detail: color, wheels, engine, interior, sound system, floor mats. Sit in that car. Smell the leather. Smell that new car smell. Take the car for a spin, feel how smoothly it handles the road, and hear how quiet it is. Get a picture of it from the dealer or build your car online and print out a picture of it. Fix that picture on your goal poster and tell everyone you will pick your new car up on the specific day you wrote on your goal poster.

It’s important to commit. You are promising to believe in yourself and do what it takes to achieve your goals. For example, The New York Times once reported that Jim Carrey, who, way before he became famous, would sit high above Mulholland Drive and look at
the ten-million-dollar check he wrote to himself. In the memo, he wrote “for acting services rendered by Thanksgiving, 1995.” A year before the date, Jim Carrey was pulling in seven million per film. He made three films in 1994, and now averages more than twenty million per film through the power of belief and manifestation.

Remember, you have not because you ask not. Once you have asked and believe you must make that commitment to achieve. Once you do this, all forces will come together to assist you to achieve your goal.

After being married for nearly six years, my wife and I decided to have another child. My son was such a great boy, and we enjoyed him so much I thought it would be great if we had a little girl. My brothers both had beautiful girls, so I convinced my wife it would be awesome to have a girl. She said if it’s to be, it has to be right away. I agreed. So my wife and I got down on our knees and prayed for a little girl, then got into bed together. Soon my wife showed signs of being pregnant. Our doctor confirmed it. He also told us that not only were we going to have a little girl, but it was that night that she was conceived.

That’s what I call a miracle. You can have what you say! See, believe and take action.

Everyone has accomplished some manifestation of their goals. We believe we can commit to little things—money for a trip, food for a party, or just everyday wants and needs. But when the opportunity arises to commit to something big, something beyond everyday wants and needs, most people hesitate. Why? Because we say to ourselves “It’s too big for me!”
Pendley Says:

Some people say *I can’t* and can’t. Some people say *I can* and they can. I say *I will* and I will!
But the universe we live in does not know this thought. What you think about expands and surrounds you; the clearer you make the vision and see it as a specific image, the better your commitment. Especially if your particular dream is going to take a long time. To be a doctor you have to get through medical school; to be a lawyer you have to survive law school. Maybe you’re earning the money, little by little, for that house or car, or for your child’s secondary education.

Learn to be patient and just know it’ll happen, even if it takes years and years. It’s still going to happen. Never stop trying to achieve it. Don’t let anyone tell you that you cannot achieve your goal. If you can imagine it, you can achieve it.

Anything is possible—the four-minute mile, going to the moon, winning the Tour de France seven times in a row, being the first black President. These are things we never believed possible, but we watched as Lance Armstrong conquered that race year after year. Neil Armstrong left a footprint on the Moon, and Barack Obama was elected President.

These are pretty exciting times! If these dreams can be made real, how much more real is your dream? Someone believed and committed to the excellence of their dreams, and it materialized in real form. Even now people are looking at the possibility of the existence of life on other planets. Maybe one day the human race will make another planet its home; maybe we’ll travel to other galaxies. Because anything is possible.

Remember, the only thing holding you back is you. We become what we think about. Committing to your actions is a result of your thoughts and your desire to achieve. Take everything you want and place it on your goal poster and commit to it. Meditate on it daily. See yourself as the future you, who has achieved that goal and retain that image, that feeling. How would you walk or talk? Be that person now.

When ancient Greek soldiers landed on enemy shores, their first action was not to engage the enemy. Instead they burned the boats they had come in, so they had no chance for retreat. Greeks
didn’t surrender. They came to do or die trying. The burning of the
boats let their enemies know that they were in for a fight.

No one ever achieves great things without a firm commitment
to goals. You can say, “I want to climb Mount Everest,” but if you
lack the passion, the drive, the excitement, and the firm commitment
to climb it, it’s not going to happen. This is true with any goal you set
for yourself. You can’t just “kind of” want it, or say “That would be
nice…” You have to get excited about it! See it. Feel it. Talk out
loud about it; call your dream into existence. If you’re not excited
about it, maybe it’s not the goal for you.

You are either moving towards your goal or away from it.
What actions will you take today to move towards your goal? Let me
explain. The Sequoia National Forest in California is filled with trees
about three hundred feet tall and over three hundred years old. They
are considered the giants of the tree world. Depending on the tree,
you’d need a chain of at least ten to twenty people to circle the base of
one of them.

That said if you take a sharpened ax, and chop at one of those
trees, ten whacks a day in the same place, eventually that tree will fall.
But you have to make that first cut, and you have to keep coming back
every day. You have to keep chopping. You must be persistent; you
must believe beyond seeing that you can cut that tree down.

Things happen every day, but the only things that really count
are the things that happen inside of you. You have to change yourself
for all this to work—and it’s true what they say: no one else can
change you except you. If you want to change, if you want your life
to change, you have to change the person you are and become the
person who has accomplished your goal. So make a commitment to
change you first before attempting anything else. You have to be a me
before you can be a we. How would the successful you dress? Where
would you go, what would you eat, and who would you associate
with? How would you spend your day? We become what we think
about. Future-pace yourself. Look in the mirror each day and remind
yourself that you are not who you see there, but the person you will
be—and it is so right now. *The only limits we have are the ones we set on ourselves. If you can think it, you can be it!*

Make a daily commitment to your dream. Take action now and ground yourself in this commitment. Say this: “From this day forward I will live the power of my dreams. I promise this to myself, to God, to my family, friends and the massive number of people who will benefit by me living the power of my dream! It is my divine destiny.”
Chapter 7

The Price You Will Pay to Live the Power of Your Dream

What would you have to be willing to be, to do, to live the power of your dreams? What kind of shifts in your lifestyle would be necessary for you to accomplish your goals? What do you have to let go of to get something much, much bigger? Sometimes things happen in life. You lose your job, a business deal falls through, you break up with your significant other, or maybe there’s a tragedy.

Don’t let any of that keep you from your dream. Think about it this way—now you have nothing to lose. Janice Joplin used to say, “Freedom’s just another word for having nothing else to lose.”

Think about all the stuff holding you back. We have dreams, but we keep putting things in front of us that actually stop the flow. You might say to yourself, “I can’t go for my dream because I have to keep paying my mortgage, car payment, child’s tuition...”

Are you helping someone else achieve their goal? Awesome. Supporting others in reaching their goals is a worthwhile activity. Does helping others attain their goals aid you in achieving yours? Does this fuel you and help you further your plans for fulfilling your dream? You’ve heard if you help enough people get what they want, you’ll get what you need.

Now ask yourself: are you working to pay for stuff that makes you miserable? If your goal is to pay for stuff, you’ve missed the point of life. The “stuff” is simply there as a result of what you are being and doing. If having it is a result of loving life, of doing what you love, then it makes sense. Otherwise you are simply a servant to your material things, and you will always be looking for something more. So the price you will pay is to make your passion about the joy and excitement of your daily activity when you are in your life you’ve always dreamed of, wished for, hoped for but for some reason haven’t been able to achieve—until now.

Sometimes you have got to let go of what you have to get something bigger. I started watching Dr. Robert Schuller’s “Hour of Power” when I was only a teenager. I loved his positive outlook on
life and the way he focused on human development rather than on religion. He practiced the spiritual laws and let the truth be revealed to you through God’s message. Dr. Schuller shared a story about letting go that I use today to inspire and motivate and educate my audiences.

One Easter Sunday years ago Dr. Schuller and his family held their annual Easter celebration, including an Easter egg hunt for all the kids. Everyone was in the backyard and anxious to start hunting for eggs when they heard a scream coming from the living room. Dr. Schuller and his wife Arvella ran inside to find their grandson with his whole hand stuck inside of a milk glass vase.

Immediately Arvella said, “Robert, please go get the ball-peen hammer so we can crack the vase and get his hand out.”

“Let me take a look first,” Dr. Schuller knelt down next to his grandson. The last thing he wanted to do was break this milk glass vase. It was a one-of-a-kind gift. He had been made a present of it by the Prime Minister of England, and he didn’t want to break it if he didn’t have to. He wanted to see if there was any way he could save it. He looked down inside of the vase in the light and he could see glittering in his grandson’s hand the shiny foil covering a chocolate Easter egg. The reason his grandson’s hand wouldn’t come out was because he was holding on to that Easter egg for all he was worth. He kept trying to pull his hand out with the Easter egg in it, but his fist was too big.

Dr. Schuller didn’t explain that. He said nothing other than to instruct Arvella to hold the vase with both hands, then left the room.

“Where are you going?” his wife asked him. “Hurry up!”

Dr. Schuller walked into the kitchen, opened the refrigerator, and pulled out a three-pound Easter egg. He brought it into the living room and made sure his grandson watched as he took it out of the box.

“Look what I have for you,” he told his grandson, and the boy’s eyes got big. His hand came right out of the vase and started reaching for that big egg.
Dr. Schuller’s lesson boiled down to this: *Sometimes you have got to let go of what you think you have to get something bigger.* So many of us are holding on to what we think we have that we are unable to get something bigger. We’re afraid that if we let go of what we have, we will lose that in the course of chasing down our dreams. We’re also afraid we won’t achieve the goals we set ourselves to. We’ll lose everything—so why even start? It’s so easy to quit before you start.

But in order to grow, you have to let go. To do that, you have to believe in yourself and know that you’ve committed yourself to grow by going after your dream. Think about any time in life that you had to let go and you didn’t have a choice. Everyone will admit that when something like that happened, when they focused on the positive, eventually they got something much bigger.

If you could be, do and have whatever you wanted; if you could make as much or more with your dream; if you knew without a doubt this was true—would you let go and start enjoying your life to the fullest? You would start doing what you love, rather than doing what you do to get a little piece of what you love. The truth is, if you love what you do and you are passionate about it, you will make more, have more and be more than you ever could imagine. How you do anything is how you do everything.

As humans we have tons of learned behaviors, and we stick to them because they’re comfortable and familiar. For example, in my seminars I notice people will always try to sit in the same seats over a two-to-three day conference, and they will fight to maintain that seat. Think back to the last class you took. Even if the professor didn’t care where you sat, did the students gravitate toward the same desks for most of the semester? We like the known better than the unknown, but that can be detrimental to us over the long run.

Letting go and paying the price for your dream may not be that comfortable. It will stretch you, challenge you, and generally make you *un*comfortable. Good! It will also make you feel good and give
you both a sense of accomplishment and a well of determination you can draw from to face other challenges.

Focus on how this dream, once it is accomplished and you have received it, will help you personally and benefit others. It will make a difference long after you are gone. Even the way you go after your dream and strive to achieve your goals will impact your family for many generations to come.

When you really get hold of your whys like you learned to do in the last chapter, they will keep you moving through the many obstacles you will face on your way to achieving your goal. So what is the price you are willing to pay? Will you have to move, quit your job, sell something, and learn to speak in public? How badly do you really want it?

If you really believe in yourself and your ability to persist and achieve whatever it is that drives you, and you knew you would be living your dream—you would without a doubt take that leap of faith. You wouldn’t hesitate if you absolutely knew that by taking the necessary action to clear off your plate and really going for it would give you unlimited benefits.

If it was only a matter of when you will, then go for it. When would now be a good time? You might say, “I can’t start a family right now.” Suddenly the baby is a surprise and, well, it is the perfect time. Maybe you’re not ready to move; then something happens and you have to move—once again it becomes the perfect time.

But the point is not to let time rule your life. Don’t let time tell you what to do! It’s you and only you who choose to do something or not.

Don’t let anything hold you back. If you see something in your life that is between you and your goal, get rid of it. Stay away from it and keep your eye on the prize. You see your goal as big, but when you choose to go after it with the spirit of helping not only you but others, God sees it and makes it even bigger than you can possibly imagine.
Ask anyone who ever started out pursuing the power of their dreams and obtained super-success if they ever imagined their dream would be this big or take them so far. They might have known their why, but not one of them could tell you all the elements it took to get as far as they have. It’s like walking across the United States. You know if you keep walking (east or west, depending on your starting location!) you’ll get to the other side. But you don’t know all the things that will happen along the way.

Don’t wait until you get all the details ironed out. Start your journey and the whole big universe will open up for you.

So what if you didn’t lose what you have on the way to your dream, and what if you achieved your goal? People are afraid of failure, but more afraid of the unknown—yes, afraid of actual success. People stop not because they are afraid of failure, believe it or not, but because of the success, the money, the power, the fame, and the responsibility that comes with these benefits. Therefore you must see, feel, know the reason you want to achieve your dream.

Stop for a second and take yourself out of the equation, so you can focus on how your dream will help others. What’s the price you will pay if you don’t pursue your goals? Five years from now, will you still be in the same job, making the same pay—basically in the same old rut? Think about that, because when you start to take action the excuses come up. “It will be hard. I don’t know if I have the time. I don’t know if I have the money. I will be too old. Five years from now, it will be too late. No one will help me.” Your mind can be the real enemy. **Follow your heart and your head will follow.** Remember what it will cost you and others if you refuse to live for your dreams. Someone once told me, “I want to go back and finish my degree, but I’m fifty. If I go back to school now, I will be fifty-five by the time I get that degree.”

I said, “If you don’t start now, in five years you will still be fifty-five, but without a degree.”
Pendley Says:

“When I’m in harmony with life everyone attracts to me to be a part of something bigger than me.”
Did you know that by the year 2050, the average lifespan is calculated to be one hundred and twenty seven years? Imagine that! At this very moment, insurance professionals are figuring my grandson’s insurance from ten years old today to a lifespan of one hundred and twelve years. You see it is not too late. Start now, because all you have is now.

Think about the power of your dream. Think of the price you will pay by not helping others, of the tens and thousands of people who will not benefit as a result of you pushing away the idea of living the power of your dreams. What happens if you don’t accomplish your mission or receive your achievement?

How many people would be without electricity if Edison had not persevered in his dream to perfect something no one else believed in at the time? What about the mother who created the easy-hold baby bottle? What if your doctor had not become a doctor? Perhaps if Eunice Shriver had decided not to open a day camp for people with intellectual difficulties and disabilities at her house, there would be no Special Olympics today. What if Mother Teresa had not decided to become a nun? What if Dizzy Gillespie had never picked up a trumpet, if Rosa Parks had let someone else take her seat?

Make a list of whom your dream will affect once it is in play. That will give you drive. These people need you and they are waiting on you, so don’t let them down. Approach those people whom it will affect and get excited! Let them know what you are working on accomplishing, and they will direct you and help you enroll people when your goal becomes their goal. Enroll people in your vision who will benefit as a result of your accomplishment before you accomplish it. This could be a spouse, a coworker, a manager you look up to, a friend. Find someone who’s already doing and succeeding in what you love to do. The quickest way to achieve your dream is to model someone who is successful in the same kind of dream you have for yourself. Whether your dream is becoming a photographer, opening your own consulting business or becoming a successful salesperson or entertainer, find a mentor who will help you and work with you—
someone to whom you can lend your support. Then find people who will benefit from you achieving your goal—whether they are people who will reap the benefits at the end of the journey or the people you meet and work with along the way. Build a power-team around you. Believe enough in you and then transfer that belief forward. This is how you expand your goal to make it huge. The right people will be there when you need them, and the price you will pay not to accomplish it—think again of how many people will suffer as a result of you not living the power of your dreams.

Identify your dream, accept it, believe in it. Believe in yourself. Qualify your dream—know it will serve you, and figure out how it will benefit others. Know that if you could not fail, you can attempt anything—there is no limit to your goal. Identify your obstacles and turn them into opportunities. Don’t let anyone stop you—not even yourself. Make a plan to achieve that dream; create a goal poster and refer to it every day.

See yourself as the future, accomplished you, and walk and talk like it now. Make it real to you. Know the goals you want to achieve on the way to your dream; make them specific. Support those people who will benefit from you achieving your goal. Commit to these goals; know the cost if you decide to abandon your dream.

Know that receiving your dream is your divine destiny. What you want wants you, and it’s going to change not only your life, but someone else’s life—and maybe even the whole world!

So what are you waiting for? Let’s go!
Acknowledgements

I would like to thank the people in my life who make me who I am today: My daughter Danielle, also known as Danielle Nicole, The Whispering Angel, who left me with a beautiful granddaughter, Victoria, who has the same beautiful spirit as her mother did. She loves life and sings beautifully. I owe much to my 11-year-old grandson Christian, who teaches me something new every day, and to my son, Jonathon, and my daughter-in-law, Courtni. To my dear friend and mentor Andy Griffin who gave me tremendous wisdom and encouragement. A special thanks to Barbara Galatioto for her patience and support also assisting in putting this book together and the entire production team at National Media Services. Lastly, I’d like to thank my dad Alfred, my mom Lovelle, my two brothers Alan and Larry, my family and lifelong friends (you know who you are!), and my beautiful wife Mel for unconditionally supporting me through this journey.

Be thankful for what you do have—not for what you don’t have.
Pendley Says:

“I will live the power of my dream!”
Pendley Says...

These are daily thoughts to guide you to a peaceful happier life. To know what you think about expands your awareness. What you are for strengthens you. What you are against weakens you. By focusing your attention daily on a spiritual truth or goodness your whole life and everyone around you will benefit…especially you.

1. Do just, love mercifully and walk humbly. You have everything you will ever need.

2. Appreciate stuff and love people. Don’t let your stuff be your burden.

3. It’s better to be in love than to be right.

4. Seek today to serve someone in someway – someone is out there today to serve. Be ready!

5. Everyone has a purpose. Accept it! Believe it! You have a powerful gift. Give it!

6. Do God’s will in your life. If you’re not, you’ll know it. Do it now!

7. I don’t know what it is that I am to do, and that’s ok! I will accept that I don’t know. That is the first step to surrender and humility. It’s ok!
8. I am powerful…I am gifted…I am awesome!

9. If you want something today you must give it away, love, friendship, kindness, respect, truth, anything is possible…give it.

10. I have a musical instrument to play I will play it loud, I will play it to serve people–what is it–it is my gift–my talent. What I’ve always been good at.

11. My goal today is to serve one person – I will make their day today.

12. You’ll never be any greater than you make someone else. Build people up.

13. I will not judge anyone or anything today. I will look at everyone and just see love.

14. There are many, many religions and just one spirit of God–that is love. So I will love every one as God would have me–accept and love every one.

15. I will do something that makes me feel good today, so I will be better to serve others.

16. You have got to be a ME…before you can be a WE…today! Everyday.
17. It’s true…today I’ve got to let go of what I’ve got to get something bigger!

18. Stop working for free and start living…start living and you’ll stop working.

19. Today I’ll quit my J.O.B. (Journey of the Broke) and start a career, something I love to do for fun—as a living!

20. All the answers to all my problems are inside. I will close my eyes and ask…I will know.

21. I will not release my power by asking— I know the right thing to do... I will do it.

22. I will not want something or do something to make me happy. I will choose to be, just be happy—I accept me!

23. I will think of what I’m happy about each day today—5 things I’m happy about—thankful for—I can, because I’m alive – I’m still here, I have a purpose still.

24. I will be happy about what I have rather than what I don’t have…I will be a good steward.
25. Let’s take all the air away today, than my priority would be…breathing! That’s a place to start to be thankful!

26. Obstacles are opportunities. I will be thankful for all my problems because they are opportunities.

27. Everyday is a new day I will treat everyone I meet as though it’s the last time I will ever see them. This will be eye opening and awakening because it may be–how will I be today excited and thankful!

28. When I’m gone I’ll know that I will not be remembered today for what I got, but what I gave.

29. All and everything that is not given to serve and help others will be lost forever–all that is given, will last forever.

30. Life’s a cinch if you take it by the inch. I’ll take one inch–one moment at a time for today!

31. You can’t TRY anything–you either DO IT or you DON’T. Choose today TO DO IT.

32. My commitment is to meet the goal–nothing will stop my commitment to meet my goal of helping others today!
33. The difference between a goal and a dream is a specific plan of action.

34. Happiness is a choice…today I will chose to be happy. I can have anything I want, if I will chose to just see it, say it and support it!

35. Love is not just a word it is an action. Today I shall take an action, which is unconditional love to help another to achieve their goal no matter how big or small.

36. I notice when it’s someone else’s problem it always seems smaller than mine. I’ll simply accept my problem as someone else’s problem.

37. I will look at all my problems as opportunities because problems are truly our opportunities.

38. I will make time for the one I love. I promise to give the one I love a date night once a week without fail. Even if the one I love, is only me, for now.

39. I will spend 20 minutes today in mediation to seek the truth in my life.

40. Life is like surfing a wave, you’ve got to catch it, before you can stand up in it.
41. When would it be a good time to accept God’s plan for your life and start living life to its fullest—Now!

42. Excitement is contagious. Today I’ll give it and catch it, give it and catch it until everyone does.

43. Life is terrific, business is great and people are wonderful. See it! Say it! Support it!

44. My job is to give people enough information to make their own decisions, not to make their decisions for them, but to love them for making their own decisions.

45. Everyone has a big sign on them that says, I don’t care what you say it’s what you do for me that counts today. Love is an action!

46. When you have God’s will in your life, you are inspired “in spirit”. Since God is love, that is a great place to be. I’ll be…Love!

47. I will do God’s will. How do I know God’s will? Easy close your eyes today and know God loves you. Now do what you know pleases God.

48. When I’m in harmony with life everyone attracts to me to be a part of something bigger than me.
49. The ocean is big—it’s huge to us. Now think of taking a small bottle of water out of the ocean, that represents you! Put it back where you belong, you will be more effective and more powerful to be a part of everyone today—all six billion people together, we are all part of God’s plan.

50. I’m in the right place today…I know because I know I don’t know…I’m going to accept in faith and just be the person I know to be today and everyday.

51. Judgment is not part of my vocabulary. There is no judgment only love for one another.

52. What you think of me is really none of my business. What you know is no one is in control of you but you choose to know who you are…twinkle, twinkle, little star.

53. I will be strong today so I may be able to serve others. Please take care of yourself so you may be better and find your best to take care of others – today and everyday.

54. You will have joy and abundance today, you will think of what you have instead of what you don’t. I’ll be thankful for what I do have.
55. So many choices today so little time I’ll make the choices to do the things that make a difference.

56. It’s what you think about that is happening—a cause will give you the effect. Everything happens for a reason, how I respond creates a chain of effects, which I create through my own choices. I’ll make good choices, which create good effects.

57. I’ll appreciate everything and everyone no matter how small or insignificant I may think they are—I promise.

58. Everyone’s someone special I mean everyone from the maintenance man to the President. Everyone is special. Everyone is an amazing human being.

59. I am a spiritual being seeing myself as having a physical experience and just enjoy it!

60. Today is the youngest you’ll ever be! Make it the best day it will ever be!
61. When I look at others problems they seem so much smaller than mine. I choose today to look at my problems as though they are some one else’s and watch them fade away as I know nothing is more important than Me. So I can be a We.

62. Today I will not forget to have fun. No matter what I do I know I can make it fun all I have to do is choose to make what I’m doing fun by being positive and energetic for what I give today, I’ll receive. To give is to receive!

63. I will make a difference today. I will make a difference everyday. I will be remembered by what I give not what I take.

64. I will think of many things I’m thankful for instead of thinking of all the things I don’t have I’ll think of what I do have that will keep me strong.

65. People with vision always see things not for what they are but what they can be!

66. I know, I do know what I’ve always been good at. I will accept it, embrace it, I will be it, do it, have it! I know it must be in this order. I’ll Be It, Do It, Have It.
67. I know today I cannot fail, what shall I attempt, how shall I be, how now will I act and react to everyone today – with courage, strength and integrity.

68. Some people say I can’t and can’t, some people say I can and they can. I say I will and I will.

69. My order of operation of my life will be today and every day to Accept It, Qualify It (does it serve others), Understand the problem, Plan a Solution, the Price I’ll pay not to follow through, Nothing will stop me from serving others.

70. Today when I put others first I know all my needs will be taken care of by taking the attention off of me and onto others.

71. I choose to change my perspective today by only 1% - inch by inch is all it takes to make one great day by day.

72. Today I’ll wake up to the fact that nothing is more important than Love. Everyone is someone special.

73. I have many powerful gifts, everyone has been given at least “7” seven. I will accept all of mine today!
74. I will think of what I want, not what I don’t want. I will think of just 3 things I’m happy for, that’s all.

75. When someone asks “how are you today” I will say Fantastic! I will think of the people and things I’m thankful for and say Fantastic!

76. If I think of the worst circumstance I can be in and then take it to the extreme, like now! There’s no air in the room. What now is my only thought “Air”? I know this will pass whatever it is and will make me stronger, I’m lucky today I’ve got Air!

77. What does “No mean to your kids”? Each time someone says “No” it only means, yes I will continue to progress until it’s a yes in the direction of my dream.

78. Today I will not ask anyone for the answer I already know.

79. Today never ask anyone to say “Yes”, that only has the authority to say “No”!

80. The only limits I have are the ones I set upon myself. If I can think it I can be it.
81. What I’m for today strengthens me. What I’m against weakens me. I chose today to think of what I’m for not against.

82. I can be anything I chose to be, I will only accept this in my life.

83. I will manifest it! I will see it! Say it! And I will support it! Just be it first.

84. Life is terrific! People are wonderful and I believe it. Say it and above all support it.

85. Balance in life is everything. Family, spiritually, financially, physically, socially and mentally. I’ll pay attention to my balance in my life. Peace and health are my foundation.

86. Make today the best day I’ll ever have. I’ll act as though it is the only day, because it is!

87. Courage and fear are synonymous with success. Show me a multi-millionaire and I’ll show you a courageous person who faced their fears many times.

88. Life is not a rehearsal…it’s game day every day and you’re a winner, choose it or lose it!
89. Persistence—my great, great grandmother, a full-blooded Indian, said, “Rain dance always works in our tribe…because we don’t stop dancing until it rains”.

90. It’s not the size of the man in the fight to win that matters. It is the size of the fight in the man that counts to win!

91. There are 168 hours in a week, every one has the same 168. It is how we choose to spend them that make the difference.

92. People don’t fail because they don’t try. They fail because they try. I won’t try, I will commit to success.

93. “Never Regret” I talked to my dear mentor Andy Griffin before he died and he told me the only regrets were not things he has done, but rather the things he didn’t do.

94. You are awesome…I am awesome. See it, Say It, Believe It!

95. Ride your motorcycle like you are invisible. Be safe then be fearless.
96. Don’t turn your gifts into problems - turn your problems into gifts.

97. Focused action beats brilliance, persist and follow through. Be that which God intended you to be when he created you!

98. Key to success – step by step I accept God’s will in my life, my special gift I will choose to use to serve others.

99. Qualify – why and how to make a difference in many peoples lives.

100. I will break through any challenges and meet my goals.

101. Set a daily plan of action to succeed and the price I’ll pay to be it, and do it now and weigh the price not to. I will choose to win and succeed for me and for everyone.

102. I accept that everything in my life everything is a result of how I choose or chose to react and respond to it. I have created everything, I am powerful, I can, I will take and accept it.
103. Marry the right person you are in heaven…marry the wrong person…You are the wrong person take ME responsibility.

104. Success happens! There are people who talk about success and there are those who act and make success happen.

105. If you look at the ball you will hit it, if you look at the obstacles you will hit them, chose to look at the space between the obstacle, you hit the space and meet the goal.

106. Fear—what many people fear is not the “fear of failure” but the “fear of success”.

107. Attitude alone won’t make you a success. But it won’t hurt your chances to become a success.

108. Prepare for change and you will have the advantage to see the approaching action and position yourself ahead of the approaching action. You will create all the luck you will ever need.
About the Author

Daniel Pendley is an internationally recognized speaker, author, and master power persuader/educator, providing an interactive learning experience that stimulates your personal energy. He lives in southern California and has traveled throughout the United States and the world providing sales and life training for corporations, individuals and real estate agents. His seminars, speeches and workshops focus on the human dynamics essential for higher motivation and productivity. He will inspire any individual to pursue their lifelong dreams. Daniel travels to sixty-two cities a year, appears on T.V., radio talk shows and has enjoyed live audiences of thousands at a time for the past 26 years. Daniel’s style reflects that of a Las Vegas entertainer, with the educational value of a PhD.

Catch up with him at www.powerofthedream.com.
About the Book

Daniel’s inspirational and motivational goal setting program helps you to discover that you already have everything in life that you want. You have a powerful gift to realize every one of your dreams once you learn to accept it, believe it, you already own it. Daniel gives you the owner’s manual of how to operate so you have maximum fulfillment in your life. You will learn and accept that you have created your life by your actions.

With Daniel’s powerful goal setting steps you will qualify what you really want, identify what is holding you back, formulate a specific plan, make a commitment, and prepare to pay the price to achieve your ultimate happiness and experience The Power of The Dream!

Get Involved

For more information, including Daniel’s national and international live event schedule, webinars, seminars, or to book Daniel for a future speaking engagement, go to www.thepowerofthedream.com